



**COLLEGE OF AGRICULTURE SCIENCES
TEERTHANKER MAHAVEER UNIVERSITY**

(Established under Govt. of U.P. Act No. 30, 2008)
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**Compiled Activity Report of Ganga
Champions Club
(September 2024 – January 2025)**

Executive Summary

The *Ganga Champions Club* of Teerthanker Mahaveer University (TMU), Moradabad, has actively contributed to the *Namami Gange Mission (NMCG)* through a diverse set of 13 impactful activities carried out between August 2024 and May 2025. These initiatives reflect a holistic approach to environmental conservation, blending community engagement, academic contribution, cultural awareness, and scientific dialogue.

The key highlights of the Ganga Champions' work include:

- **Awareness and Cleanliness Drives:** Multiple campaigns at Brijghat Garh Mukteshwar, and along the Ramganga River, where students and faculty conducted large scale cleaning, plantation, and awareness programs with local communities, priests, and vendors.
- **Tree Plantation Drive:** A dedicated plantation initiative on the ghats, University grounds, encouraging students to actively participate in greening their academic environment.
- **Academic Contributions:** Presentation of research papers at two reputed conferences — one organized by NMCG at Allahabad University, Prayagraj, and another by Swadeshi Shodh Sansthan at IARI, New Delhi — showcasing the Club's research-based approach towards river rejuvenation.
- **Youth Engagement:** A special program on International Youth Day (August 2024), highlighting the role of youth in nation-building and environmental protection, with cultural and motivational sessions.
- **Cultural and Creative Activities:** Events such as *Nukkad Nataks*, poster competitions, poetry recitations, and awareness rallies combined creativity with environmental messages to inspire collective responsibility.
- **Special Initiatives:** The Green Diwali Campaign, where students promoted eco-friendly celebrations by planting saplings instead of bursting crackers, reinforcing cultural traditions with sustainability.

- **Knowledge Exchange and Dialogue:** Organization of a National Seminar on “Sustainable Management of Water Resources with a Focus on Ganga Rejuvenation” and a Talk Show on Science and Law in Environmental Conservation, bringing together experts, academicians, and students for impactful discussions.

Collectively, these activities have engaged over 1,000 participants including students, faculty members, environmental experts, local vendors, priests, and community members. The initiatives have not only raised awareness on river conservation but also fostered a youth-driven movement of responsibility, innovation, and collaboration for protecting the Ganga and its tributaries. Looking ahead, the Ganga Champions Club envisions scaling up its initiatives by adopting long-term sustainable projects at Brijghat, Ramganga, and within TMU. To achieve this, financial and institutional support is essential for providing resources, tools, and continued engagement with communities. This report consolidates the Club’s contributions over the past year and presents its roadmap for further action, reaffirming its commitment to the rejuvenation of the sacred Ganga River.

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Ganga Champions Club

The *Ganga Champions Club* of Teerthanker Mahaveer University (TMU), Moradabad, was established under the vision of the *Namami Gange Mission (NMCG)* to create a youth driven platform dedicated to the rejuvenation and conservation of the Ganga River and its tributaries.

The Club serves as a bridge between academic learning and community service, empowering students to engage in awareness, research, and action-oriented initiatives. Its activities include:

- Organizing cleanliness drives, awareness campaigns, and plantation initiatives at Brijghat, Ramganga, and TMU campus.
- Conducting creative and cultural programs such as poster-making competitions, Nukkad Natak, poetry recitations, and rallies to spread environmental awareness.
- Facilitating academic engagement through paper presentations, seminars, and workshops to integrate research and innovation with social responsibility.
- Collaborating with faculty, local communities, NSS, and NMCG officials to ensure maximum outreach and sustainable impact.

The Club embodies the motto: **“Engage, Educate, and Empower”** – nurturing youth leadership to protect the sacred Ganga, promote sustainable practices, and inspire community participation.

Membership Structure & Kit: To strengthen the identity and active participation of its members, the Ganga Champions Club has introduced a membership plan.

- **Membership Amount:** ₹100 per member (one-time contribution).
- **Membership Strength:** More than 100 active members enrolled.
- **Membership Kit:** Every registered member receives a specially curated kit that includes:
 - Letter Pad, Pen, and badge
 - Welcome Card and Transparent Folder
 - Membership Certificate

This initiative not only formalizes participation but also builds a sense of pride, responsibility, and belonging among students and faculty who join hands in the mission of rejuvenating the sacred Ganga River.

Activity 3 - Cleanliness & Awareness Drive at Brijghat



Name of Activity	Ganga Cleanliness and Awareness Drive on Brij Ghat
Date of Activity	10 th October 2024.
Duration of activity (in mins)	330
Offline/Online	Offline
Activity Conducted as Conference/Seminar/Workshop/FDP/IIC Calendar activity/self-driven activity/celebration day activity	Self-Driven Activity.
Theme of activity (R & D and innovation/startup/entrepreneurship/De	Skill enhancement, social service under NMCG for cleaning and restoring the glory of Maa Ganga with National Service Scheme (NSS).

sign thinking and critical thinking/IPR/Skill enhancement)	
Name of Convener	Prof.(Dr.) Ganesh Datt Bhatt, Dr. Neha Sharma
Name of Co-Ordinator(s)	Mr. Anand Raj, Mr. Mukund Singh, Mr. Lochan Vyas
Name of Expert(s)	Professor (Dr). Ganesh Datt Bhatt
Designation of Expert	Professor, Nodal officer, NMCG,TMU.
Experts Organization	COAS, TMU, Moradabad.
Total no. of Participants	57
No of Student participants	55
No of Faculty participants	2
No of External participants, (if any)	Nil
Aim of Activity	The aim of the "Ganga Cleanliness and Awareness Drive on Brij Ghat" is to promote the cleanliness of the Ganga River and highlight the importance of preserving its ecological health. Through active community participation, the drive seeks to remove waste, prevent pollution, and spread awareness about the significance of maintaining the river's purity. The initiative encourages people to adopt environmentally responsible habits and work collectively to protect the Ganga for future generations.
Objectives of Activity	The objective of the "Ganga Cleanliness and Awareness Drive on Brij Ghat" is to clean the riverbank and surrounding areas, raise awareness about the harmful effects of pollution, and promote sustainable practices like reducing plastic use and proper waste disposal. The initiative aims to engage the community and inspire collective responsibility for preserving the Ganga's

	ecological and cultural significance.
Outcome of Activity	The outcome of the " Ganga Cleanliness and Awareness Drive on Brij Ghat " will be a cleaner riverbank and surrounding areas, increased public awareness about the importance of preserving the Ganga, and enhanced community participation in sustainable practices. The drive will foster a sense of responsibility among locals and volunteers, leading to long-term efforts in maintaining the cleanliness and ecological health of the river.
Keywords	Namami Gange mission, Ganga champions, Brijghat Garh Mukteshwar, Cleanliness, Social Awareness
Social Media Link (Facebook)	https://www.facebook.com/profile.php?id=61566264926670
Social Media Link (Instagram)	https://www.instagram.com/ganga_champions/
Brief Report of Activity (flyer of session to be included in same)	Introduction: This report outlines the Ganga cleanliness and awareness drive organized by the Ganga Champions Club at Brij Ghat, Garh Mukteshwar, on October 10, 2024. The event was a collaborative effort between the Ganga Champions Club and the National Service Scheme (N.S.S) volunteers, highlighting our commitment to environmental sustainability and community engagement. Our team departed from the college promptly at 10:00 AM by bus, arriving at Brij Ghat around 11:30 AM. Upon arrival, we swiftly organized ourselves for the activities ahead. Prof. (Dr.) Ganesh Datt Bhatt, Nodal Officer of the National Mission for Clean Ganga (NMCG) at Teerthanker Mahaveer University (TMU), briefed all participants on the event's objectives, rules, and regulations. The drive involved approximately 54 participants, who were divided into three teams, each led by one of our dedicated team leaders: Mr. Anand Raj,

	Mr. Mukund Singh, and Mr. Lochan Vyas. This structure ensured effective coordination and communication throughout the event, allowing us to maximize our impact on promoting cleanliness and raising awareness about the importance of preserving the Ganga River. Through this initiative, we aimed not only to clean the ghat but also to educate the community about sustainable practices and their role in protecting our sacred Ganga river. The collaborative nature of this event underscores the commitment of both the Ganga Champions Club and N.S.S. to fostering a cleaner, healthier environment. Programmers under team A:- Team leader :- Mr. Anand Raj • Nukkad Natak • Poem on Maa Ganga • Awareness drive Programmers under team B:- Team leader :- Mr. Mukund Singh • Cleanliness drive • Main Focused area will be Plantation and main ghat cleaning Programmers under team C:- Team leader :- Mr. Lochan Vyas • Cleanliness drive • Main focused area will be Cleaning the fountain area. Material we got for Activity:- • Gloves :-35 • Masks :- 35 • Blooms :- 6 • Black Storage bag:- 12 • Plastic collection Net :- 2 • Bleaching powder :- 5kg • Hand Cultivator - 1 • Soil agar - 2 • Khurpi - 2
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- Plants for plantation – 15

The Action:

The activities commenced at 11:45 AM, following a briefing by the team leaders regarding each group's specific responsibilities. To ensure the health and safety of all participants, masks and gloves were distributed prior to the start of the activities.

Each team was assigned distinct tasks. Team A, led by Mr. Anand Raj, focused on organizing **two street plays ("Nukkad Natak")** aimed at raising awareness about the impact of industries on river ecosystems and promoting the social message of **"Beti Bachao-Beti Padhao."** Team B, under the leadership of Mr. Mukund Singh, concentrated on **plantation** efforts in unused areas at the ghat, **along with affixing QR codes containing information about the planted species.** Team C, led by Mr. Lochan Vyas, was tasked with **cleaning the fountain area at Brij Ghat**, which involved removing litter and applying bleach in the fountain to maintain hygiene.

As Team A set up their stage for the performances, Team B prepared planting pits for the new saplings. Concurrently, Team C began their cleanup efforts, focusing on removing a significant amount of garbage and debris from the fountain area.

The performances by Team A received positive feedback from the audience, who appreciated the informative and engaging delivery. Meanwhile, Team B successfully cleared the plantation site and planted new vegetation, while also educating nearby vendors and visitors about the importance of cleanliness and environmental stewardship. Notably, one vendor stepped forward, committing to regularly care for the newly planted flora.

During the activities, a **generous resident joined Team B in their cleaning efforts**, reflecting the immediate impact of our awareness initiatives. Team C diligently removed a considerable volume of waste from the fountain, including plastics and

	other debris, and applied bleaching powder to the water to prevent mosquito breeding and minimize health risks. In addition to the focused activities, we took time to sweep the surrounding ghat area and provided brooms to local vendors to encourage ongoing cleanliness efforts. To conclude the event, we organized a rally featuring slogans such as “Jal Hai to kal Hai,” reinforcing our message of water conservation and environmental responsibility. The program successfully combined educational, practical, and community engagement elements, highlighting the collective effort towards preserving the integrity of the Ganga River and its surroundings. Conclusion: In conclusion, the Ganga cleanliness and awareness drive held at Brij Ghat on October 10, 2024, was a significant step toward promoting environmental sustainability and community engagement. The collaborative efforts of the Ganga Champions Club and the National Service Scheme (N.S.S) volunteers facilitated effective organization and execution of various activities, demonstrating a strong commitment to preserving the Ganga River. The structured approach, with approximately 54 participants divided into three teams, allowed for focused tasks that addressed critical environmental issues. From engaging performances by Team C and the cleanup activities led by Team B to plantation efforts, undertaken by Team A, each initiative contributed meaningfully to raising awareness and fostering a sense of responsibility within the community. The positive response from the audience, the involvement of local vendors, and the participation of community members underscored the drive's impact. The rally at the event's conclusion effectively reinforced our message of water conservation and environmental stewardship.
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Overall, this initiative not only aimed to clean the ghat but also succeeded in educating participants and the local community about sustainable practices. Moving forward, it is essential to maintain the momentum generated by this event and continue fostering a culture of care and responsibility towards our natural resources, particularly the sacred Ganga River.



Participants and Faculties Involved in The Drive



Amenities Provided For Ensuring the Hygiene of Participants.



Plantation at Brij Ghat.



Cleanliness and Awareness Drive



Plantation Activity Performed



QR Codes For Plants



Plantation at Brij Ghat



Plantation at Brij Ghat



**Photograph Showing Inspection of Work
By Nodal Officer**



**Photograph Showing Team Work In Respect To
Plantation**



Cleaning Site



Effective Team work at Site



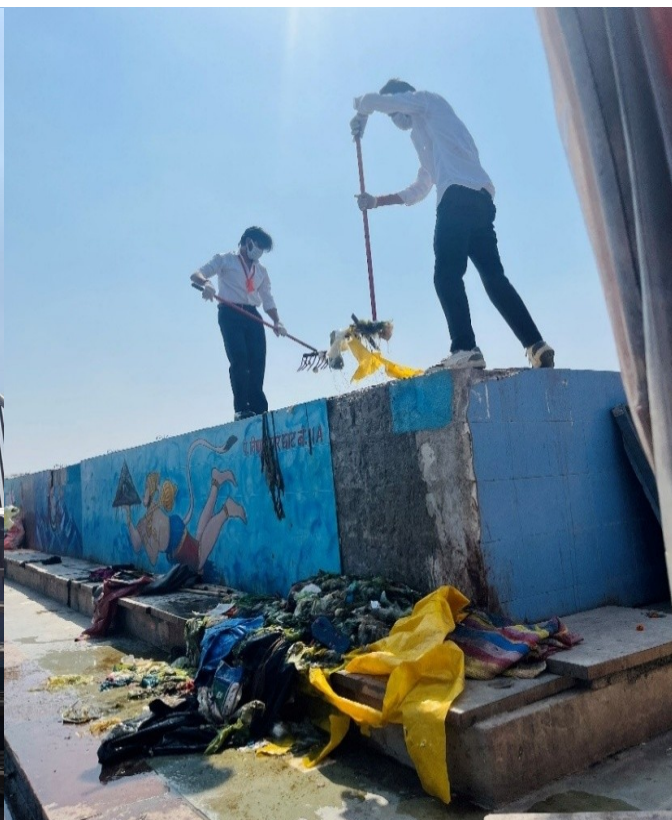
Effective Team Work



Work at Site



Work at Site



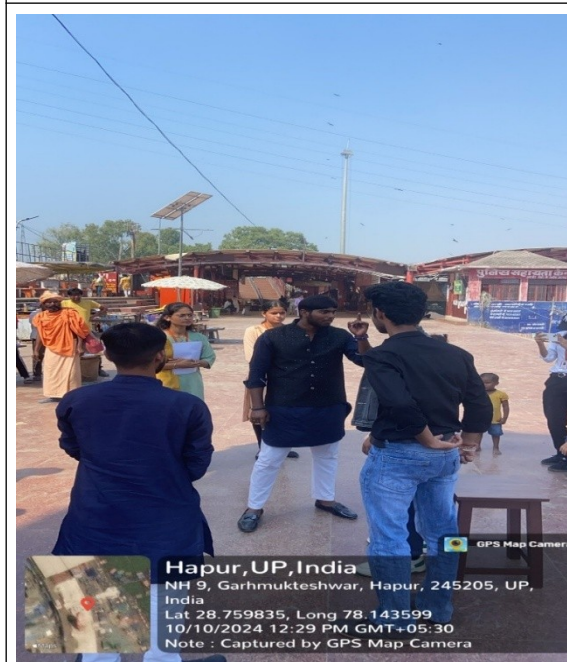
Extraction of Pollutant



Discussion With Locals at Site



Team at Site



Street Play at Site



Nukkad Natak



City March by NSS Unit



NSS Awareness Campaign



Nukkad Natak



NSS Awareness campaign



Cleaning Drive of Water Body



Team on Site



Site Inspection



Activity on Namami Gange