



**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 6 – Visit to Ramganga for Survey

Name of Activity	Visit to Ram Ganga for Survey
Date of Activity	28th January 2025
Venue of Activity	Ram Ganga River, Moradabad
Duration of activity in mins	300 minutes
Offline/Online	Offline
Activity Conducted as Conference/Seminar/Workshop/FDP/ IIC Calendar activity/self-driven activity/celebration day activity	Self-driven Activity (under NMCG – National Mission for Clean Ganga)
Theme of activity R & D and Innovation/startup/entrepreneurship/Design thinking and critical thinking/IPR/Skill enhancement	Social Service – Cleaning and Restoring the Glory of Maa Ganga
Name of the Convener	Prof. (Dr.) Ganesn Datt Bhatt (Nodal Officer, NMCG, TMU)
Name of the Coordinator	Mr. Lochan Vyas, Mr. Mukund Singh, Mr. Anand Raj
Name of Expert	Dr. Ganesn Datt Bhatt
Designation of Expert	Professor
Experts Organization	College of Agricultural Sciences, Teerthanker Mahaveer University (TMU)
Total no. of Participants	04
No of Student participants	03
No of Faculty participants	01
No of External participants (if any)	Nil
Expenditure (Honorarium Form and Others Expenses. Attch all supporting bills.	Not applicable / Nil
Aim of Activity	To conduct a field survey along the Ram Ganga river to gather information about pollution levels, local practices, and challenges faced by the community.

Objectives of Activity	To collect first-hand information about pollution, farming practices, and socio-economic challenges.- To identify potential areas for future intervention and restoration of Maa Ganga's glory.
Outcome of Activity	Students gained practical insights into real-world environmental challenges.- Awareness created among participants about river pollution, sand mining, and farming practices.- Potential recommendations identified for local governance and sustainable practices.
Keywords	Ram Ganga, Pollution, Sand Mining, Farming Practices, Rural Development, Ganga Restoration, NMCG
Social Media Link (Facebook)	https://www.facebook.com/profile.php?id=61566264926670
YouTube Link (If any)	https://www.instagram.com/ganga_champions/
Brief report of Activity (flyer and 5-10 photo of session to be included in same)	On 28th January 2025, the College of Agricultural Sciences, Teerthanker Mahaveer University, organized a field visit to the Ram Ganga River, Moradabad, under the National Mission for Clean Ganga (NMCG). The activity was conducted as a self-driven social service initiative aimed at understanding the real challenges faced by the river ecosystem and the local communities dependent on it. A team of three student Ganga Champions and one faculty member participated in the survey, led by Dr. Ganesh Datt Bhatt. During the visit, the team interacted with local farmers, residents, and religious leaders to assess the condition of the river and the socio-economic difficulties of the riverside population. The survey highlighted several important issues: Riverside Farming Practices Farmers were observed using

	traditional mulching and irrigation methods. While these methods have sustained farming for years, they lack the efficiency and sustainability needed in today's context. Farmers expressed a lack of awareness about modern eco-friendly farming practices, such as organic farming, drip irrigation, and soil health management, which could improve productivity without harming the environment. 2. Pollution at Gagan Bridge A critical observation was the severe pollution at Gagan Bridge, where untreated city sewage and industrial effluents were directly discharged into the river. This not only pollutes the water but also makes it unsafe for human use, livestock, and irrigation. Such pollution is a major contributor to the declining quality of the Ganga basin ecosystem. 3. Sewage & Sand Mining Issues The team noticed inflow of sewage into nearby agricultural lands, contaminating crops and soils. Additionally, unregulated sand mining along the riverbanks was rampant. This activity causes soil erosion, habitat destruction, and disturbance of the river's natural flow, leading to long-term environmental degradation. 4. Interaction with Local Priest The group met Pandit Dubey Ji, a local priest, who highlighted community concerns. He
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	expressed worry about rising pollution levels, poor road conditions, and lack of basic amenities near the ghats. He emphasized that despite the cultural and religious significance of the river, little has been done for its sustainable development. 5. Economic Challenges of Farmers Local farmers shared their economic struggles, mentioning low profits from crops and the absence of stable income opportunities. They requested government support in the form of infrastructure development, better road connectivity, and construction of a permanent bridge and redeveloped ghats, which could also promote tourism and employment. 6. Urban vs. Rural Divide The survey revealed a sharp divide between urban and rural settlements across the river. While urban areas enjoyed better infrastructure and facilities, rural villages lacked even the most basic needs such as proper roads, clean water, and sanitation facilities. Major Findings • The Ram Ganga river suffers from severe pollution due to untreated sewage and industrial waste. • Infrastructure gaps such as absence of bridges, poor roads, and lack of ghats worsen community hardships.
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	• Farmers face economic instability, with limited scope for income diversification. • Environmental degradation is aggravated by unchecked sand mining and deforestation along the riverbanks. Recommendations • Construction of a permanent bridge to improve connectivity between villages. • Establishment of sewage treatment plants and proper waste management systems. • Launch of plantation drives along riverbanks to control soil erosion and restore biodiversity. • Strict regulation of sand mining to prevent environmental damage. Redevelopment of ghats for religious tourism, creating both cultural preservation and local employment opportunities. Role of Ganga Champions • Conduct awareness campaigns for the community on safe waste disposal and eco-friendly habits. • Organize clean-up drives along the river stretch to reduce visible pollution. • Train farmers in eco-friendly agricultural practices like organic
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farming and efficient irrigation methods.

- Advocate for **government support and policy reforms** in infrastructure and environmental protection.



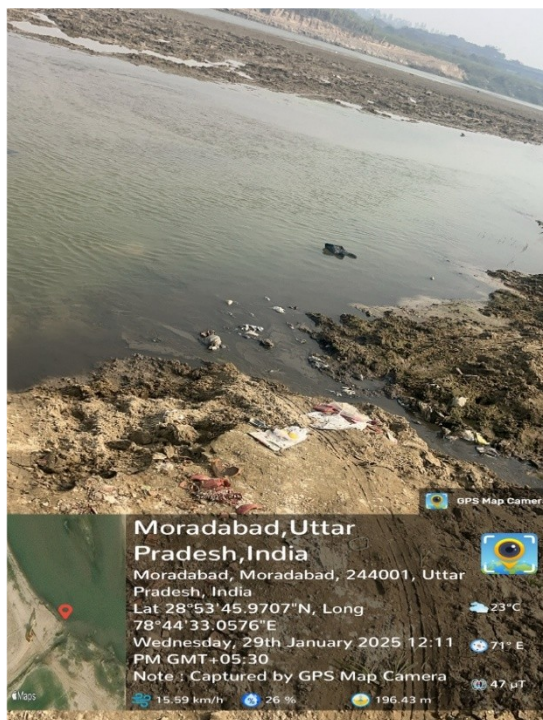
Campaign on Namami Gange



Site Inspection



Pollution at Site



River Bank Inspection



Team on Site



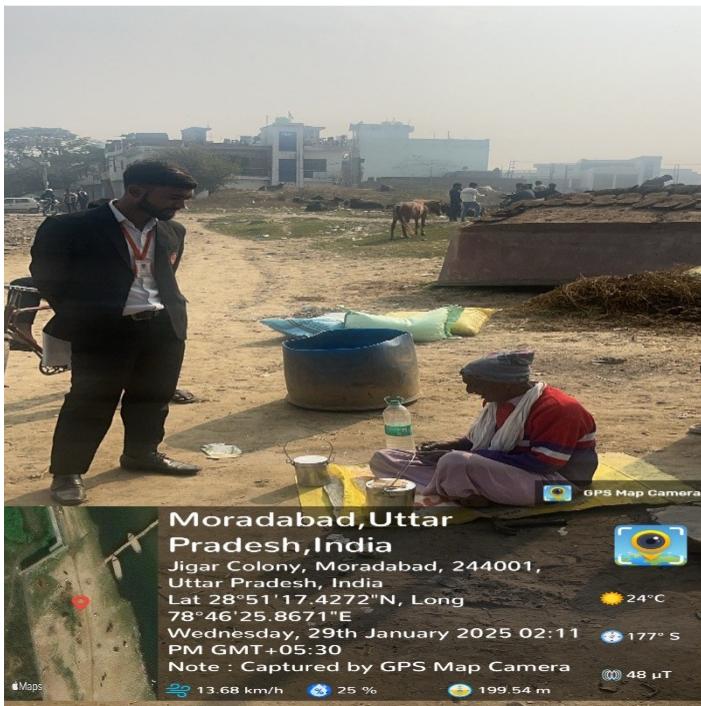
River Bank Inspection



Water Body at Site



Inspection of Water Body



Conversation with Local



Inspection at Site