



Arth Ganga Project

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- During the first meeting of the **National Ganga Council** in Kanpur (Uttar Pradesh) in 2019, the Prime Minister urged for a holistic thinking process where **'Namami Gange' evolves to 'Arth Ganga'**.

In simple terms, 'Arth Ganga' implies a sustainable development model with a focus on economic activities related to Ganga.

- As part of this process, farmers will be encouraged to engage in **sustainable agriculture practices**, including zero budget farming, planting of fruit trees and building plant nurseries on the banks of Ganga.
- Above practices, along with creation of **infrastructure for water sports** and development of campsites, cycling and walking tracks etc., would help to tap the 'hybrid' tourism potential of the river basin area- for purposes of **religious as well as adventure tourism**.
- Almost half of the Indian population lives around the Ganges River belt. Moreover, of India's total freight, about 1/5th originates and 1/3rd terminates in the states around Ganges Belt. Thus, **inland waterway is one of the most important pillars of "Arth Ganga" project**.
 - **National Waterway-1** is an inland water transport route between Haldia in West Bengal and Prayagraj in Uttar Pradesh.
 - The Ministry of Shipping is also developing **Varanasi (Uttar Pradesh) Freight Village and Sahibganj (Jharkhand) Industrial Cluster-cum-Logistics Park** with an objective of creating synergy with Inland Waterways.
- The income generated from encouraging ecotourism and Ganga wildlife conservation and cruise tourism etc. would help to generate sustainable income streams for cleaning of Ganga.

Source: PIB