



## Project ARTHA Ganga

- **Arth Ganga** is an initiative added to the [Namami Ganga Program](#) launched by the **Government in 2014**.
  - It is a **sustainable** and **viable economic development model** to strengthen the **river-people connection** through an **economic bridge**.
  - It was decided that the **Namami Gange mission** should lead the concept of Arth Ganga with the involvement of all stakeholders. It was added as a vertical of the Namami Ganga Program, in addition to 4 verticals:
    - **Nirmal Ganga, Aviral Ganga, Jan Ganga and Gyan Ganga.**
- **Six pillars of Arth-Ganga** identified are
  - Promotion of [Natural Framing](#) on the **5 km** band on either side of **River Ganga**.
  - **Monetisation** and reuse of Treated water and sludge from the STPs;
  - Improvement of Livelihood opportunities, particularly for **women**;
  - [Promotion of Tourism](#) and [Cultural heritage](#)
  - People's Participation and Capacity Building
  - Empowering **local administration** for improved **water governance**.

**Read More:** [Arth Ganga Project](#)

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