Director General of the National Mission for Clean Ganga spoke about the Arth Ganga model during his virtual keynote address to the Stockholm World Water Week 2022.

What is Arth Ganga?
Origin: In 2019, PM first introduced the concept of Arth Ganga during the first National Ganga Council meeting in Kanpur where he urged for a shift from Namami Gange (cleaning of Ganga) to the model of Arth Ganga.

Definition: The Arth Ganga focuses on the sustainable development of the Ganga and its surrounding areas, by focusing on economic activities related to the river.

– The Arth Ganga model seeks to use economics to bridge people with the river. It strives to contribute at least 3% of the GDP from the Ganga Basin itself.