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RIVER POLLUTION

Scenario and Solutions

SAKAL MEDIA GROUP`S SOCIAL CONNECT INITIATIVE

REVIVING RIVERS STORY SO FAR

NATIONAL RIVER CONSERVATION PLAN (NRCP) : INR 123, 173,500 spent on rejuvenating Godavari and Krishna. Entire scheme focused on setting up sewage treatment plants, in select cities.

ECONOMIC SURVEY REPROT OF MAHARASHTRA 2010-11 : Under the NRCP, the work of cleaning the rivers at Trimbakeshwar, Nashik, Nanded, Karad and Sangli has been completed successfully.

STATE POLLUTION CONTROL BOARD (SPCB) : Cases pending against Pune Municipal Corporation, while PCB Kolhapur has sent 131 notices to Kolhapur Municipal Corporation.

ILLUSTRATION: PANCHGANGA : 46 mld of untreated water / 74.29 crores of work in progress

STATE OF RIVER POLLUTION NOW

275 rivers

are polluted out of the monitored 445 rivers. It was 121 in 2009

302

the number of polluted river stretches. It was 150 in 2009

62,000

Million Litres Daily (MLD) sewage, the main pollutant, from these towns released into the rivers

650 towns

The polluted stretches of river are along

WHO MONITORS

Central Pollution Control Board (CPCB) & State Pollution Control Board (SPCBs)

WHAT DO THEY MONITOR

Biochemical Oxygen Demand (BOD)

SUFFOCATING RIVERS - Constituents of Damage

CHEMICALS

Colours, petro products, effluents, medicines

SEWERAGE

Releasing untreated waste water

FARM WASTE

Pesticides, fertilizers from farmlands

GARBAGE

Plastic and Rubble

ENCROACHMENT

Illegal construction, choking flow, flood

DOMESTIC

Soaps, detergents, toilet cleaners etc.



PARAMETERS FOR JUDGING WATER POLLUTION



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The CPCB has classified rivers into four categories based on the BOD levels.

They are

Priority Class I - BOD level >30 mg\l

Priority Class II - BOD level - 29-30 mg\l

Priority Class III - BOD level - 10-20 mg\l

Priority Class IV - BOD level - 3-6 mg\l



PRIORITY CLASS I

NATIONAL SCENARIO

There are 34 rivers in Priority Class I with BOD levels >30 mg\l

MAHARASHTRA SCENARIO

RIVER	STRETCH IDENTIFIED	TOWNS\CITIES
GODAVARI	Someshwar Temple - Rahed	Nashik, Paithan, Dhelgaon, Nanded, Gangapur
MITHI	Powai - Dharavi	Mumbai
MORNA	Akola - Taklijalam	Akola
WARDHA	Ghughus - Rajura	Ghughus, Rajura, Balharshah, Chandrapur
BHIMA	Vithalwadi - Takali	Bundgarden, Vitthalwadi, Pargaon
MULA, MUTHA	Pune city	Mundhwa B., Mula- Aundh B., Mutha - Sangam B.
PAWANA	Pune - Sangavi G.	Pune - Sangavi G
INDRAYANI	Alandi - Confluence Bhima	Alandi Gaon
KOYANA	Karad	Karad
MITHI	Mumbai Stretch	Mithi River
KUNDALIKA	Are Khurd	Are Khurd, Roha city

PRIORITY CLASS II

NATIONAL SCENARIO

There are 17 rivers in Priority Class II with BOD levels between 20 and 30 mg\l

MAHARASHTRA SCENARIO

RIVER STRETCH IDENTIFIED

WAINGANGA	Tumsa - Ashti
KRISHNA	Shindi - Kurundwad
KANHAN	Bhandara - Nagpur
PURNA	Dhupeshwar - Asegaon
TAPI	M.P. Border - Bhusawal
GIRNA	Malegaon - Jalgaon
NIRA	Jubilant Organosis, P.

TOWNS\CITIES

Tumsa, Ashti, Kanhan, Brahampuri, Bhandara
Wai, Kshetra Mahuli, Karad, Uran, Islampur, Sangli
Nagpur, Khandala, Bhandara
Amravati, Achalpur, Shingnapur, Hiwara, Markanda
Ajnad, Uphad, Bhusawal
Malegaon, Jalgaon
Jalgaon, Jubilant Organosis, Pune

INTERNATIONAL EXPERIENCE

INTERNATIONAL RIVERS AND LESSONS

SINGAPORE RIVER

From 1977-83 the river's condition improved dramatically through dredging, rebuilding river walls and construction of 6-km long promenade along both banks of waterfront.

LESSON - City development synchronizing with river and water bodies

CUYAHOGA RIVER IN OHIO

1969 - Cuyahoga - described as an oily river that oozed than flowed, became famous for being ``the river that caught fire``. The incident resulted in a massive environmental campaign in US.

LESSON - Public awakening & initiative

MANTANZA-RIACHUELO RIVER, BUENOS AIRES

Scientific study revealed water of river almost poison. 3.5 mn people living in it's contaminated basin. Misappropriation of fund - 1993 - \$25 crore was set aside to clean river project, but only \$10 lac was used to improve condition

LESSON - Corruption & misappropriation of funds

DELAYED ACTION, HARD HITTING COST

INTERNATIONAL RIVERS AND LESSONS

RHINE, CENTRAL EUROPE

The Rhine in the 1970's was referred to as Europe's sewer. The Netherland set up Rhine Foundation to get river cleaned up and started with legal proceedings. The Rhine commission had set up target to bring back the salmon to the river in 2000. By 1997, the fish had returned

LESSON - Litigation, compensation and regional approach. Raise a slogan and achieve the target

YELLOW RIVER, LANZHOU, CHINA

Water of the Yellow river in the Lanzhou Province of China has over the years turned red due to contamination. Poor quality of drinking water and water-borne diseases will be threat to China
Report - Chinese Govt has invested approximately \$800 crore towards 2,700 projects in 8 rivers and lakes throughout the country

LESSON - No country can be superpower unless its water resources are in a pure state. Delayed action can lead to hard hitting costs

SPOTLIGHTING RIVERS - Call to Action Initiatives



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NEWS, Articles, REPORTAGE, STING OPERATIONS,

Use of **RTI** to uncover ground realty

Organization of Experts Speeches, **SUBJECT CONCLAVES**

PHOTO EXHIBITIONS to create awareness

PURSUING LOCAL AUTHORITIES and Government Bodies
to control release of untreated water

Participation of **NGO`s**, Government Machineries, **TANISHKA, YIN** for emotional connect
programme

Organizing **NADI POOJAN** programs and river theme festivals like **KRISHNABAI UTSAV**

Initiative to **DEVELOP GARDENS AND PARKS** near the riverside with real estate industry
participation in riverbank development initiative

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PRIORITIZING RIVERS I - Reality Features

RIVER POLLUTION : A HARSH REALITY - SAKAL MEDIA GROUP WILL DRIVE A CAMPAIGN UGAM TE SANGAM. In this drive, a correspondent-photographer duo drives from origin of the river to its mouth, at sea. During this campaign, they file stories and create reportage on how rivers are polluted along the way and what factors contribute to it.

They also throw light on local population, authorities and the state machinery being reckless about it. And what remedies are needed to avoid any further damage.

RIVERS TO BE COVERED - KRISHNA, GODAVARI, SEENA, BHIMA, MUTHA, DAHISAR, GIRNA, NAG, PANCHGANGA etc.

PRIORITIZING RIVERS II - Proposed Master plan

INITIATION OF PEOPLE`S MOVEMENT

1. Participatory Drive for Clean River Campaign

- Planning variety of news to focus on the River Health
- Organization of River Walk by school children
- Active participation of YIN and Tanishka
- Organizing lectures and expert interactions

2. Impactful Reporting during the Clean River Campaign

- to compel local executive to undertake anti-encroachment drive
- to stop release of untreated water by local bodies and industries



SAFEGUARDING RIVERS - Mission Ganshotsav



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NIRMAL NADI PATRA - GANESHOTSAV

Initiative for

Ganesh Murti Daan, Nirmalya Sankalan,
No Dolby Ganesh Miravnuk

PARYAVARAN PURAK GANESHOTSAV CONTEST

for individual and mandals

JAL MATA - GAURI, NAVARATRI

Initiatives of

TANISHKA - JAL MATA Programme for Gauri and Navratri



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CELEBRATING RIVERS - Competitive Awards

COMPETITION FOR CITIES

Clean River Ghats and Mandir Parisar

PHOTOGRAPHY AND PAINTING

Competitions for citizens

POEM, ESSAY, ELOCUTION

Competitions for students

ECO SENSITIVE PLANT

Competition for establishments and industries

PLUS

IMPACTFUL NGOs

Contribution to cleaning of River Streams, River Banks and Conservation of River Beds



YIN - STRENGTH OF INITIATIVE



MOBILIZE PEOPLE's participation in all activities

ACTIVELY PARTICIPATE in CLEAN RIVER campaign

Taking RIVER WATER SAMPLES for analysis

Act as MONITOR to stop pollution

Drive `CLEAN RIVER` initiative among youth

YIN ministers, members will be quoted

Drive initiative for MURTIDAN in Ganeshutsav



TANISHKA - INSPIRATION FOR INITIATIVE



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ACTIVELY PARTICIPATE in **CLEAN RIVER** campaign

MOBILIZE WOMEN to participate in ground activites

Drive initiatives for **NAVRATRI, TRIPURI POORNIMA** activities

Mobilize River, Ghat, Mandir **DECORATION CAMPAIGN**



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INTERGRATING ALL VERTCLES



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DCF, SILC, SSF - Think, Support

Environment Management, Bio-diversity preservation, Periodical sample collection and analysis all these activities will be carried out with support of all these agencies

E-Sakal, SAAM

UGAAM TE SANGAM, Periodical Campaigns, RTI, Reportage, News, Mobilisation of opinion and participation of people all activities will be supported equally by all the verticles

MOBILE APP

Special Multi-task, Multi-utility Mobile App will be developed and executed for this activity. Variety of data, information, phone numbers, major information regarding project and development related to it will be readily available on it.



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WATER QUALITY PARAMETERS

GUIDELINES - CENTRAL POLLUTION CONTROL BOARD (CPCB) & MAHARASHTRA POLLUTION CONTROL BOARD (MPCB) prescribed various levels to check & monitor river water. We will follow their guidelines.

WHO WILL DO - With the help of government machinery, **YIN members, NGO's**, various educational institutions, environment groups we will check river water periodically

QUALITY MEASUREMENT - River water's colour, temperature, odour, electrical conductivity, dissolved solids, oxygen, other metals will be measured



RAISING FUNDS



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- COMPANIES, NGO`s, ORGANIZATIONS

-GOVERNMENT AGENCIES

WILL BE CONTACTED

TO RAISE THE FUND



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MAHARASHTRA RIVERS - Social Nectar for SMG



CLEAN RIVER CAMPAIGN - A STREAM ENERGY FOR SAKAL

REACH throughout the state at **GRASSROOTS LEVEL**

IMAGE AUGMENTATION as the **TORCH BEARER OF SOCIETY**

IDENTITY RENEWAL as a crusader for conservation

Respect advanced as a socially **REFORMIST MEDIA GROUP**

Fresh perspective to **SAWACHH BHARAT ABHIYAN**

NEW MODEL of State, System and **CITIZEN PARTICIPATION**



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SATHI HATH BADHANA...
THANK YOU



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