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# Evaluating the Impact of Ganga Mahotsav, Ganga Aarti, and Ganga Dussehra as Awareness Events under the National Mission for Clean Ganga (NMCG)

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## Abstract

The River Ganga holds immense cultural, spiritual, and ecological significance in India. However, increasing pollution, rapid urbanization, and unsustainable human activities have severely affected the ecological health of the river. In response, the Government of India has launched several conservation initiatives, including the NamamiGange programme, which integrates public awareness and community engagement into river conservation strategies. Governments use Religious and cultural events, such as Ganga Aarti, Ganga Utsav, and Ganga Dussehra, to disseminate environmental messages and mobilize public participation. This study examines the role of these events in promoting environmental awareness and influencing behavioral change toward river conservation. The study adopts a mixed-method research design using both primary and secondary data. Through a structured survey conducted among 300 respondents in major pilgrimage cities along the major cities situated on the bank of Ganga, such as Rishikesh, Prayagraj, and Varanasi. The study concludes that faith-based environmental initiatives have considerable potential to promote public engagement in river conservation. Strengthening community participation and improving waste management along the river.

**Keywords:** River Conservation, Environment Communication, Media Strategies, Event.

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