Ganga is not merely a river. Ganga is inextricably intertwined with all aspects of Indian daily life: from spirituality to farming, from drinking water to moksha - liberation.

The Heritage & Lifeline of India

- To many, Ma Ganga is a Goddess, whose divine purity cleanses anyone who bathes in her waters and aids in their path towards liberation. It is said that just a drop of her water or a glimpse of her graceful flow can connect one to the Divine.
- Every year, millions flock to her banks to pray, reflect and bathe in her sacred waters. Her banks are home to numerous temples, ashrams, monuments and shrines, representing many faiths.
- Beyond religious beliefs, Ganga is a lifeline to India. Nearly 500 million people live in the Ganga River Basin - more than the combined populations of the United States, Canada and Russia. To millions, the river means life itself. She supplies cities and villages alike with water for drinking, bathing, cooking, farming and more. Many livelihoods are directly dependent on Ganga.

A Lifeline in Trouble

- Today, Ganga is plagued with issues so dangerous that they threaten her very existence, and with it, the existence of millions.
- Numerous dams have been built, and more are planned, which block her free flow to the point of where in some places, Ganga’s riverbed is dry.
- Far too much water is siphoned off for agricultural, domestic, and industrial use, the forests surrounding Ganga are being cut down, and her beds are filling with silt.
- Every day, 2.9 billion liters of sewage - mostly untreated - and toxic industrial effluents are dumped into Ganga, on top of solid waste, inorganic agricultural run-off, dead bodies of animals and humans alike, and other waste.
- Because of this, people are getting sick and dying from waterborne diseases and toxic poisoning at alarmingly high levels, and the land is becoming toxic and polluted.

But, there is hope! Ganga Action Parivar, founded by Pujya Swami Chidanand Saraswatiji (President of Parmarth Niketan, Rishikesh), has formed as a family of dedicated volunteers from around the world who are committed to restoring, protecting and maintaining Ganga and her tributaries in their free-flowing, unpolluted state.

Ganga Action Parivar is working from the highest levels of governance - the “Grand Plan” - to the grassroots, local level - the “Ground Plan” - enabling everyone to do their part in helping Mother Ganga. Working together, we are dedicated to finding solutions so that Ganga’s waters might again flow free and pristine, meeting the needs of all those who are dependent upon the river for their lives and livelihoods.