

Mahakumbh 2025: Raising Awareness for the Conservation of Sacred River

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“From Devotion to Action: Engaging Mahakumbh Pilgrims and Youth in Ganga Biodiversity Conservation”

Prayagraj Mahakumbh 2025 has served as a transformative platform, fostering environmental consciousness and action among the masses. Through education, entertainment, and direct involvement, the WII-NMCG team successfully instilled a deeper understanding of the importance of protecting the Ganga River. As devotees returned to their communities, they carried a powerful message of conservation, ensuring that the efforts initiated at Mahakumbh continue to inspire and create lasting change together, a future of purity and sustainability for the Ganga River and its magnificent biodiversity.

Prayagraj, where the rivers Ganga, Yamuna, and Saraswati converge, witnessed a confluence of faith and environmental responsibility during Mahakumbh 2025 at Prayagraj, Uttar Pradesh. Recognizing the urgent need to protect the river, which is not only a lifeline for communities but also a symbol of India's profound cultural and ecological heritage, the WII-NMCG team orchestrated a series of impactful awareness campaigns. Through interactive sessions, engaging activities, and dedicated community participation, the event successfully instilled a sense of stewardship, inspiring devotees to become active participants in the conservation initiative.

The campaign commenced with comprehensive introductory sessions, where devotees were introduced to the initiatives of the NMCG project. The visitors eagerly explored the brochures and booklets detailing the comprehensive conservation efforts of the project. An interactive discussion followed, further strengthening their commitment to environmental stewardship and fostering a sense of collective ownership in the mission to protect the Ganga River and its tributaries.

Our Ganga Prahari volunteers played a pivotal role in mobilizing devotees through street plays, cultural performances, and expert-led discussions. These sessions highlighted the threats faced by aquatic species like the Gangetic Dolphin, Gharials, Otters, turtles, etc, emphasizing its population decline due to various factors, viz. pollution, habitat destruction, and climate change etc.

Plastic waste management was a central focus of the campaign. Strategically placed collection bins and workshops on waste segregation and recycling educated devotees on sustainable waste disposal practices. The campaign also coincided

with World Wetlands Day, shedding light on the vital role of wetlands in sustaining the Ganga's ecosystem. Mahakumbh visitors learned how wetlands act as natural filters, provide essential habitats, and contribute to climate resilience, reinforcing the connection between wetland conservation and river health. The team conducted various programs with interesting games related to the biodiversity of the Ganga River for children.

The event concluded with a powerful pledge-taking ceremony, where visitors committed to reducing plastic usage, preventing pollution, and actively participating in conservation initiatives. The overwhelming response underscored the power of collective action in preserving the sacred River.



Sensitization program with Mahakumbh Visitors about the role of community participation in the field of conservation



Awareness about plastic waste and the importance of biodiversity for river ecosystem through various modes by Ganga Prahari