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WRITE UP on ASOK KUMAR G.

In his 33 years of bureaucratic career in the premier Indian Administrative Service (IAS) of India, **Asok Kumar G** has made remarkable, pathbreaking contributions to the **Indian water sector**, though he has also made significant contributions in diverse sectors like *IT, Civil Aviation, Infrastructure, Urban Planning, Power, Education, Health, Welfare* etc. After his retirement from Government service from his last posting as Special Secretary and Director General, National Mission for Clean Ganga (DG, NMCG) under Ministry of Jal Shakti, Government of India, Asok is now engaged with premier academic institutions like IITK (Indian Institute of Technology, Kanpur) as Visiting Professor of Practice at its Kotak School of Sustainability (<https://www.iitk.ac.in/dofa/visiting-faculty>); as guest faculty in IIMA (Indian Institute of Management, Ahmedabad) and IITR (Indian Institute of Technology, Roorkee). (NMCG is the implementing agency for “NamamiGange”- a flagship program of Government of India, to clean up and rejuvenate River Ganga and its tributaries. During his tenure, he also held the charges of Project Director, National River Conservation Directorate (PD, NRCD) and Chairman, Brahmaputra Board)

Over the years, Asok has worked *extensively on water, sanitation & environment sectors*, covering many aspects of **Water Security**-- its Quantity & Quality issues. He has launched many *people centric campaigns and policy initiatives for Supply & Demand side water management and promoting circular economy; facilitated policymakers, industry, academia & NGOs; developed institutions; built capacities for sustainability; participated in international forums; been awarded -national & international- for halting & reversing environment degradation etc resulting in increased biodiversity, rejuvenation of rivers & waterbodies, with people’s participation*. His initiatives in the sector resulted in enabling access to safe water and sanitation for people. As DG, NMCG, he worked towards sustainable utilisation, conservation and management of water resources in Ganga Basin.

His initiatives, *many of them much ahead of the time*, and contribution to the Indian water sector has been recognised at many platforms and are quite inspirational.

Some of his contributions to various Aspects in Water Sector are as below:

1. Quantity:

A. Supply side management

(a) Catch The Rain Campaign

In 2020 Asok, as Mission Director, National Water Mission (MD, NWM) conceived and started the “**Catch The Rain**” campaign with tagline, “*catch the rain; where it falls, when it falls*”, to **nudge** the state and all stakeholders to create appropriate Rain Water Harvesting Structures (RWHS), suitable to the climatic conditions and sub-soil strata, before the onset of monsoons, to ensure maximum storage of rainwater with people’s active participation. Rains falling in the four/five months of monsoon are the only source of water for most parts of India.

With his dedicated, innovative efforts and extensive outreach through digital media and webinars, the campaign became a mass movement. It caught the attention of Hon'ble Prime Minister Narendra Modi, who endorsed it in his monthly radio talk- 'Mann Ki Baat' on 28 February, 2021 and directed the Ministry of Jal Shakti to take it up as a countrywide campaign- "Jal Shakti Abhiyan: Catch The Rain", with same tagline, "*catch the rain, where it falls, when it falls*". Kept in charge, Asok conceptualised strategic steps to ensure the campaign's success. He planned a launch which was equally unique. "**Jal Shakti Abhiyan: Catch The Rain**" (JSA:CTR) campaign with the theme "*Catch the Rain, where it falls, when it falls*" was officially launched by Hon'ble Prime Minister, Shri Narendra Modi on 22 March 2021, the World Water Day, in a function in New Delhi, in which he *virtually* addressed officers of departments concerned in the Central & State Governments, District Magistrates/ District Collectors/ Deputy Commissioners of Districts (administrative heads of districts) and *Sarpanchs* of *Gram Panchayats* (GPs) (elected heads of the lowest most administrative unit at village level in India) of all States, (except 5 election bound states) *and villagers* in specially convened *Gram Sabhas* (meeting of villagers) via Video Conferencing. He briefly interacted with 5 *Sarpanchs*, *one each from* Maharashtra, Karnataka, Rajasthan, Gujarat and Uttarakhand states- to discuss Water Conservation issues in their villages. This was immediately followed by special *Gram-Sabhas* or formal meeting of villagers, to discuss water related issues and take "*Jal Shapath*" (Pledge to conserve water). Out of the total 2,69,000 GPs in India, even with 60% participation with an average 50 villagers attending each *Gram Sabha*, this could probably be the biggest ever launch in the world of a water conservation campaign. On 24 March 2021, PM Modi wrote digitally signed letters in his letterhead to all these *Sarpanchs* to motivate them to take lead in this campaign. All these were coordinated by Asok Kumar.

State Governments and other stakeholders were asked to create RWHS. District officials were directed to enumerate all water bodies in their jurisdiction. By December 2021, appx 1.5 Million water bodies were enumerated and geo-tagged to *conserve and recharge* the groundwater. Villagers all over the country were helped to prepare water conservation plans for their villages. At district level, administrators were asked to set up 'Jal Shakti Kendras' (JSKs) in all 700 plus districts in India. JSKs are *a pioneering, innovative initiative of Asok and were conceived to act as a one stop resource and information centre for all water related data and activities in a district*. These initiatives helped to breakdown the silos which divided the Indian water sector. Stakeholders dealing with urban, rural, agriculture, irrigation, industrial, surface and ground water sectors were brought on to one platform at the district level. During the campaign period, Asok held VCs with all 700+ District Magistrates to monitor and motivate them. He initiated massive awareness building drives & workshops to sensitize & involve people, school children & other stakeholders for their active participation. Nehru Yuva Kendra Sangathan (NYKS) was roped in to mobilize youth clubs in the country.

As a result of these innovative strategies, the campaign became a mass movement.

In 2021 under the campaign, **4.6 Million** decentralized water conservation structure related works were taken up, pooling up resources to the tune of USD 9 Billion from various schemes, despite the Covid pandemic. 1.5 million water bodies were enumerated with details like their latitude and longitude, ownership, state of health, etc and 360 Million trees planted. 1.6 million photos of the activities done under the campaign have been uploaded from field level on a *dedicated portal, he created*. These stand as testimony of the campaign activities. “Jal Shakti Kendras” were setup in most districts of the country.

The campaign was so successful, that it has been continued ever since. In 2022 it was launched by Mr Ramnath Kovind, the then President of India and in 2023, by Mrs Droupadi Murmu President of India. In 2024 and 2025 by the Union ministers of Jal Shakti. Prime Minister regularly mentions about this campaign in every March months, since then in his monthly address to the nation “ Mann ki Baath”, the latest one on 30- March 2025.

Post campaign surveys have shown significant improvement in ground water table, all across the country, despite increase in extraction.

Asok’s strategic planning to involve all stakeholders, relentless follow up, necessary mid course corrections based on feedback from the ground and extensive leveraging of IT contributed to the campaign’s success. This campaign, running even today, got him his popular moniker, “The Rain Man of India”. <https://asokji.in/node/941>

For more details on Catch The Rain campaign, PI visit: <https://asokji.in/node/879> and <https://nwm.gov.in/node/668>

(b) Water Infrastructure projects

In his tenure as Managing Director, Hyderabad Metropolitan Water Supply and Sewerage Board (HMWSSB), on 14th November 2008, Mr Kumar started to provide “*Daily Drinking Water Supply*” to 3 Million people in the Hyderabad core city areas. The city was being provided drinking water through pipelines on *alternate days or once in 3 days* since 1984. This feat was made possible because of the completion of Krishna Water Phase II project bringing 90 MGD water to Hyderabad from Krishna River 110 kms away (this project was inaugurated on 19th July 2008 for supply augmentation); construction of 14 new water reservoirs in Hyderabad; laying of over 100 kms of network lines; installation of SCADA systems for monitoring reservoir water level and its chlorine content. He introduced GPS monitoring of water tanker movements in the city. For all these efforts the HMWSSB was awarded the National Urban Water Award by the Ministry of Urban Affairs, Gol in 2009. To ensure sustainability and water security in Hyderabad, he started the work on the 120 MGD Godavari Drinking Water Supply Scheme (to bring water from Godavari river 186 kms away to the city to diversify its water sources). This involved preparation of detailed project reports, obtaining government approval and commencing the work, with a budget of Rs 3375 Crores.

PI visit <https://asokji.in/node/870>

In 1997-98 while working as Project Officer, Integrated Tribal Development Agency, Bhadrachalam, he constructed **200+ mini tanks and mini lift irrigation schemes** each with a capacity to irrigate areas ranging from 25 to 100 acres with **the total participation of tribal people**. He also promoted **solar pumps in tribal areas, way back in 1998**.

PI visit: <https://asokji.in/node/910>

(c) Rejuvenation of Water Bodies

i. As Collector of Nizamabad in 2002, he initiated cleaning of the local Phulong river and removal of encroachments from its banks.

A lake near Nizamabad city was rejuvenated and developed as a tourist spot with boating facilities. As a token of their appreciation, people of the city renamed this lake as “Asok Sagar” in his honor.

PI visit <https://asokji.in/node/874>

ii. As Vice Chairman, HUDA (Hyderabad Urban Development Authority) Asok Kumar initiated restoration and renovation of many lakes in Hyderabad city. To preserve the ecosystem, STPs and gardens were constructed after rejuvenating lakes at Safilguda, AS Rao Nagar, Langar Houz, Mir Alam, Saroor Nagar etc.

PI visit

https://asokji.in/sites/default/files/4Restoring%20Lakes%2C%20Rejvenating%20life_0.pdf

iii. Under Namami Gange, focusing on the importance of small river rejuvenation, he launched “Namami Niranjana” at IIM, Bodh Gaya along with His Excellency the Governor of Bihar on 15 February 2024 to rejuvenate Niranjana (Falgu) river, a river long dried up in Bihar. Thrust was given for the development of wetlands and rejuvenation of small rivers during his tenure as DG, NMCG.

iv. Apart from this, he is supporting various research studies to identify major issues and solutions for rejuvenating small rivers and springs in across Ganga Basin.

v. On 28 February 2024, as PD, NRCD he signed MoUs with 12 IITs/NIITs (Indian Institute of Technology/ National Institute of Information Technology) under the leadership of IIT Kanpur to get the Conditional Assessment and Management Plan (CAMP) prepared for 6 major river basins- Krishna, Godavari, Kaveri, Mahanadi, Narmada and Periyar- in India, in the lines of National Ganga River Basin Management Plan, prepared in 2014 for River Ganga by a consortium of IITs led by IIT, Kanpur.. This is the first time such an initiative has been undertaken taken for these rivers.

B. Demand side Management and increasing Water Use Efficiency:

As water saved and increased water use efficiency also *result in increased water quantity availability*, he made serious efforts to make proper demand side management and to increase water use efficiency.

(a) In 2019, he started “**SahiFasal**” “the right crop”- campaign for diversion from water-intensive crops to one using less water, reduce wastage & increase water use efficiency in agriculture as water usage in agriculture accounts 85% of water usage in India.

PI visit <https://nwm.gov.in/sahi-fasal> and <https://asokji.in/node/878>

While working as Project Officer ITDA, Utnoor, he had successfully transformed the cropping pattern in the tribal areas of Utnoor from the Water guzzling and risky Cotton to Soyabeans. Starting with about 500 acres in 1995, it has reached 3.7 lakh acres now.

(b) Studies he initiated with IIT Kanpur and other premier research institutes has resulted in better process re-engineering which has led to reduction of usage/wastage in water guzzling industries like paper and pulp, tanneries, textiles and in thermal power plants, thereby increasing water use efficiency and hence the water quantity availability.

(c) Under his guidance, “National Bureau of Water Use Efficiency” was setup in India in 2022. The bureau was set up to plan and execute nation-wide program for promotion of efficient use of water in irrigation, domestic water supply, municipal and/or industrial uses in the country. Standards for equipments for water supply etc were prescribed with the help of Bureau of Indian Standards, with plans to introduce ratings of equipments on water use efficiency for consumer awareness.

C. Reuse of treated water:

i. Under his leadership, massive thrust is given to promote reuse of water. NMCG, in association with GIZ, Germany, came out with the “National Policy Framework for safe use of Treated water” in February 2023. The framework gives guidelines for the formulation of State Reuse policy and is intended to build appropriate market and economic models for the reuse of treated waste water. It was circulated to all states for compliance. This is available at <https://nmcg.nic.in>.

MoUs were signed with Ministry of Power, Ministry of Agriculture and Ministry of Railways to use the treated water from the STPs 13 Thermal Power Plants have been identified for using the treated water for its operations. Farmers are being encouraged to use treated water instead of fresh water from rivers and aquifers for irrigation.

These steps result in lesser abstraction of fresh water for non-potable purposes and hence, increases water quantity availability.

D. Circular economy of water:

In addition to the principles of 3Rs -Reuse, Reduce and Recycle- popularly used in the promotion of circular economy, National Water Mission (NWM) under him added 2 more Rs- Recharge of GroundWater and Respect for water-, making it the **5-R principles for circular economy of water**. These were popularised under the CatchTheRain Campaign and in many awareness campaign undertaken by NMCG and NWM.

2. Quality:

(a) Sewerage Infrastructure, Sanitation & Pollution abatement Monitoring Initiatives

i. In his tenure as Director General from **1 January 2022 to 29 February 2024**, the completion of projects saw a significant jump. Compared to **993 MLD** sewage treatment capacity (74 Projects- 62 in Mainstem and 12 in tributaries) created in the Ganga Basin under Namami-Gange in **8 year period 2014-2021**, **additional 2593 MLD treatment capacity was created in 2 years-2 months period. Another 343 MLD treatment capacity was completed by 31 March 2024**. That would be 2936 MLD or **about 3000 MLD in 2 years 3 months period!**. The sewerage infrastructure completed under the Namami Gange will support the sanitation facilities for approx 50% population of the country and also contribute to protecting the river water quality and its ecosystem.

PI visit https://asokji.in/sites/default/files/NamamiGange_Handbook-Feb24.pdf

ii. During his tenure in Hyderabad, he led the completion of several large scale sewerage infrastructure works, such as 339 MLD Sewerage Treatment Plant (STP) at Ambarpet; 172 MLD STP at Nagole and 30 MLD STP at Nallacheruvu and started the work on 30 MLD STP at Attapur. The initiative supported in providing improved sanitation services to the civilians of Hyderabad and also resulted in improved water quality of different water bodies.

PI visit <https://asokji.in/node/942>

iii. In his tenure as District Collector of Nizamabad, he conceived, planned and executed an initiative -‘**Shubrata**’ - to build 1,00,000 Individual Sanitary Latrines (ISLs) for people living Below Poverty Line, in six months (June- December, 2002). With massive participation of people, not only the target was achieved, but it went on to build 1,40,000 ISLs in a year. This was even *before the advent of the government initiatives such as Atal Nirmal Gram Yojana and the Swachh Bharat Mission* (2014). ‘Shubrata’ is an example of a successful initiative of a District Collector, with pooled up resources/funds from multiple sources and existing schemes like the Total Sanitation Campaign and Food for work program of Government of India, contributory funding by Government of Andhra Pradesh; funds available with local bodies and other local sources and contribution of beneficiaries - either cash or kind- & implemented with overwhelming public participation.

The foundation of the ‘Shubrata’ was another of his initiative to build 3500+ toilets with UNICEF assistance in 1000 government schools, in the 2001-02 period. Girls from these schools acted as the main motivators and drivers of “Shubrata” for construction of pucca latrines (in many cases with added area for bathing) in their household.

Habitation Drinking Water Committees were also formed in all 1168 habitations.

The combined effect of these initiatives resulted in a drastic decrease in diarrhea cases in the following year.

For details pl visit <https://asokji.in/node/876>

iv. For industrial pollution abatement under Namami Gange, 3186 Grossly Polluting Industries (GPIs) on the River Ganga basin were identified and are periodically monitored. Common Effluent Treatment Plants (CETPs) are built for clusters of tannery and textile industries. Reduction of water usage and recovery of resources are promoted in Paper Pulp, Sugar, Leather, Tannery industries and Thermal Power Plants.

v. Realizing the need of efficient monitoring and ensuring 24*7 functioning of STPs constructed, Asok conceptualised and setup a realtime performance monitoring dash board- **PRAYAG**- (Platform for Reatime Monitoring of Yamuna And Ganga and their tributaries) in April 2023. Realtime inputs on the quanity and quality of water at the inputs and outputs of STPs on the Ganga basin is collected and presented on a dash board here. This is the first time such an initiative was created and had a elling impact on the quality of water in River Ganga, as constant monitoring ensured proper functioning of STPs which found to be frequently dysfnctional earlier.

For details pl visit <https://asokji.in/node/1065>

vi. Its impact: Quality Monitoring systems **have reported improved river water quality, with no Ganga main-stem stretches in Category I to IV** (Biochemical Oxygen Demand (BOD)>6 mg/l)). This is corroborated by improved biodiversity, with increased sightings of Gangetic Dolphins (from 2500 to 5000 dolphins), Gharial, turtles etc in increased ranges of river Ganga and its tributaries. River Ranching was conducted in association with Central Inland Fisheries Research Institute (CIFRI) for re-introduction of 9.3 million indigenous varieties of IMC (Indian Major Carps) fishes and 90000 Hilsa fishes.

A study by the Wildlife Institue of India has reported increase in the number of dolphins and the range of their sighting in the river Ganga and its tributaries in the period 2022-2024 from about 2200 in 2018 to 6400. This report was released on 5 March 2025, World Wildlife day, by the PM Modi. This is a testimony of the improvement in water quality of River Ganga.

The imrovement in wate quality of River Ganga was also acknowledged by over 660 million people who have taken dip in River Ganga during the MahaKumbh at Prayagraj from 14 January to 26 February, 2025.

(b) Nature based Solutions

i. During his tenure in Namami Gange Programme, Nature based Solutions are remarkably promoted and adopted in the process of rejuvenating river Ganga. Some of the initiatives include developing and launching the “Guidelines for Constructed Wetlands Systems (CWS) for treatment of sewage in India”, and a compilation of all CWS in India. This is done to promote Nature based Solutions and decentralised sewage treatment solutions across India.

[https://asokji.in/sites/default/files/Guidelines for constructed Wetland systems%20 for treatment of sewage in India%20 Oct%2C%202023.pdf](https://asokji.in/sites/default/files/Guidelines%20for%20constructed%20Wetland%20systems%20for%20treatment%20of%20sewage%20in%20India%20Oct%2C%202023.pdf)

ii. To reduce carbon foot print by reducing fossil fuel power, all STP operators are incentivised to go for bio-gas power generation from the sludge generated at the STPs. A few of the STPs have become power neutral now and new STP operators are also using solar power to power their operations.

iii. As part of Arth-Ganga initiative, he has encouraged farmers on the 10 kms band on either side of the river to go for chemical free, natural farming practices, which are slightly different from Organic farming. This reduces the use of manufactured chemical fertilizers and hence reduces GHG emissions. To support the farmers, various trainings were conducted. By now, he would have addressed and interacted with over 5000 farmers to promote natural farming.

iv. *e-flow studies*: Studies and stakeholder consultations started in April 2022 to arrive at the minimum environmental flow to be prescribed in river Ramaganga, one of the tributaries of Ganga, take up on a pilot basis, almost complete. This is the first time such a plan is attempted on a tributary of any river in the country.

v. *Enhancement of biodiversity*: His successful pollution abatement efforts in the river Ganga has resulted in increased biodiversity, for which UNEP recognized Namami Gange as one of the “Top 10 World Restoration Flagships” at CoP15 on 13 December, 2022.

3. Institution building, Capacity Building and Awareness Generation:

As a systems and process conscious person, Asok has always worked to create institutions and build capacity of stakeholders to ensure sustainability of the initiatives. Creations of Jal Shakti Kendras (JSK) in all districts under the Catch the Rain campaign, starting and strengthening of District Ganga Committees, River Cities Alliances, Global River Cities Alliance and Ganga Praharis etc in Namami Gange, creation of Habitation Drinking Water committees in Nizamabad and Lake Management Committees (*Sarovar Samarkshana Samitis*) in Hyderabad etc are some of the examples of his initiatives in institution development in water sector. Not only were these institutions created, but also they were staffed and capacities built to take up their tasks earnestly.

Some of his successful initiatives are detailed below:

i. District Ganga Committees: He decentralized the monitoring of river rejuvenation programs of Namami-Gange by strengthening and activating District Ganga Committees (DGCs). He started DGC- forum (4M-Monthly, Mandated, Minuted, Monitored) meetings in April 2022. Since then, 139 DGCs have held **over 3000** meetings. Minutes of these meetings are uploaded on a portal. They also make District Ganga Plans for (bottom-up approach) river basin management

ii. River Cities Alliance (RCA) was started with 30 member cities in November 2021, in response to Indian Prime Minister's call for new thinking for river cities. With his efforts, he has now expanded it to cover 143 river-cities across India and 1 international member city, Aarhus from Denmark. RCA is envisaged as a platform for officials of member cities to discuss and co- learn good practices to manage urban rivers and waterbodies. RCA is now expanded by onboarding international river cities as members of a Global RCA.

iii. Global River Cities Alliance (GRCA) was launched on 10 December, 2023 at CoP-28 in Dubai. The launch was led by Asok Kumar, representing India and was attended by Ministers and Senior representatives from major countries like Netherlands, Egypt, Australia, Denmark, Japan, Cambodia, Bhutan etc; funding Institutions like World Bank, Asian Development Bank, AIIB and knowledge leaders like KPMG.

On 6 December 2023, at the COP 28 in Dubai, Asok Kumar on behalf of RCA signed the Memorandum of Common Purposes (MoCP) with the 124 member MRTCI – (Mississippi River Towns and Cities Initiative) of USA.

PI visit <https://asokji.in/node/1066>

iv. NMCG & NIUA developed Urban River Management Plan (URMP) framework to help river cities to manage the rivers within their stretch. The URMP framework is based on the 3 pillars of sustainable development - Environment, Economics and Social. Till now URMPs have been developed for 3 cities- viz Kanpur, Ayodhya & Chattrapati Sambhaji Nagar. URMPs for 60 river cities in Ganga Basin is planned in the next 2 years.

v. At grassroot level, cadres of volunteers like Ganga-Praharis, Ganga Doots have been formed to create awareness among people. 137 Btn Ganga Terrestrial Forces (GTF), a battalion of the Territorial Army is also working under DG, NMCG.

vi. While working as Mission Director, National Water Mission, Asok Kumar started a series of lectures titled "Water Talks" which are held in the 3rd Fridays of every month. It was started on the World Water day, March 22, 2019. In these "Water Talks" eminent personalities/ activists from the theoretical and practical field of water conservation, water management and water technology share their insights and experiences. During Covid period, it was shifted to digital platform, expanding its reach—both in geographical spread and number of participants- enormously. This was followed with another webinar series "Water-Tech talks" on every 2nd Fridays of the month, from 8 October, 2020 onwards and "Water Biz -Talk" every 4th Fridays, in addition to "Catch The Rain: Dialogues with DMs" every Saturdays. Since, now these talks are being held in digital platforms, some of them have gathered over 2.5 million views, underscoring their popularity and acceptability among the people. Using technology extensively, he has participated/organized over 400+ webinars on issues related to water alone.

PI visit <https://nwm.gov.in/water-talk>

vii. “Women-Water dialogue series” was launched in 2022 with women leaders from different walks of life; to collectively discuss and motivate others by sharing initiatives towards water, sanitation development & river conservation.

viii. While working as MD, NWM, he along with UNDP identified 41 Women Water champions from all over the country and honored them on 8 March, 2021 with certificates and awards, recognizing these Women’s efforts in water conservation in their region.

PI visit: <https://asokji.in/sites/default/files/Women Water Compendium UNDP 2021.pdf>

ix. A good expert in communications, Asok created “Piku” peacock-the popular mascot of the Catch The Rain Campaign. It has been since adopted as NWM’s logo.

x. During his tenure in NMCG, under Namami Gange, many innovative people centric programs were launched under its "Arth Ganga" concept, suggested by Hon’ble PM. He identified and finalized its 6 pillars, viz Zero Budget Natural Farming; Monetization and Reuse of Treated Water and Sludge; Generation of Livelihood opportunities; Promotion of Tourism and Cultural heritage; People's participation through Ghat pe Haat, Ganga Aartis, Ghaat pe Yoga etc; and building of institutions and capacities of stakeholders.

xi. Under ArthGanga, to address river people connect through an economic bridge, he started the “JALAJ” initiative, targeting Women SHGs for recycling or upcycling natural products of the river basin. Continuous capacity building has helped them become social entrepreneurs and supporting their livelihood and economic development.

xii. He has conceived massive outreach programs like weekly Artis at Ghats (Puja of Ganga River) after preparing standard SoPs and give training to youth involved; organized International Yoga Day celebrations at Ghats, weekly cleaning of river banks involving NGOs and students etc.

xiii. He regularly interacts with University students through his monthly webinars “Igniting young minds”, and the regular interaction with school students through webinars organized by IIPA.

xiv. On 12 April 2023 Asok Kumar signed MoUs with Chancellors/Vice-Chancellors of 51 Universities under NamamiGange:University connect initiative to involve university students in water conservation and river rejuvenation initiatives

xv. Many Publications and short videos were created under his guidance.

PI visit: <https://asokji.in/publications>

4. Participation in international events and Awards:

Mr G. Asok Kumar has officially represented water sector of India at various renowned water conferences such as :

UN Water Conference 2023, Stockholm Water Week (2004, 2019, 2022 & 2023),

COP 15 on Biodiversity at Montreal in 2022,

COP 28 on Climate Change at Dubai in 2023,

IWA meeting in Denmark in 2022,

4th Asia Pacific Water Summit, 2022;

International River Symposium 2022 in Vienna,

UN SDG Events by UNEP, IVECA, UNDGC and various others.

Since 2019, he is also associated with organizing annual India Water Impact Summit, an international water conference in India, in association with IIT, Kanpur.

People centric, community led, participatory water management is Mr G.Asok Kumar's forte for which he has got many awards like "SKOCH Award" for Public Services 2021, "Jal-Mitra Award" from Government of Andhra Pradesh; the first Telangana Excellence Award by the Government of Telangana for outstanding work done in Public Administration etc. Recently, on 11th September 2023, Asok has been awarded the "Governor's Award for Excellence 2023" by Governor of West Bengal for outstanding contributions in public services.

5. Links to Websites, Videos, Photos and Print Media Releases

1. Mr. Asok Kumar G's Website <https://asokji.in>
2. Mr. Asok Kumar G's Profile <https://asokji.in/node/880>
3. Contribution of Mr. Asok Kumar G in Water, Sanitation and Environment sector <https://asokji.in/node/882>
4. CATCH THE RAIN
 - a. Catch The Rain Campaign: <https://asokji.in/node/879>
 - b. Catch The Rain Campaign 2021 <https://nwm.gov.in/node/668>
 - c. Catch The Rain Campaign 2021 Photos: <https://asokji.in/node/963>
 - d. <https://nwm.gov.in/catchtherain>
 - e. Catch the Rain Campaign
<https://pib.gov.in/PressReleasePage.aspx?PRID=1849940>
5. Asok Kumar G joining NMCG
<https://pib.gov.in/PressReleasePage.aspx?PRID=1787209>
6. National Mission for Clean Ganga- NMCG
 - a. https://asokji.in/sites/default/files/NamamiGange_Handbook-Feb24.pdf
 - b. NMCG Website – <https://nmcg.nic.in>
 - c. NMCG Youtube Namami Gange - YouTube
 - d. NMCG Facebook Namami Gange | New Delhi | Facebook
 - e. NMCG Twitter – Namami Gange @cleanganganmcg
 - f. River Cities Alliance <https://nmcg.nic.in/rca.aspx>
7. UN Decade recognition of Namami Gange in CoP15
 - a. UN Video on Namami Gange
<https://www.youtube.com/watch?v=H0BKaVbcC8I>
 - b. UN recognises Namami Gange among Top 10 World Restoration Flagships
<https://www.youtube.com/watch?v=RCSMXGyTlrQ>
 - c. DG, NMCG Receives Award At A Function In 15th Conference Of Parties To The Convention On Biodiversity In Montreal, Canada
<https://pib.gov.in/PressReleaselframePage.aspx?PRID=1883661>
8. Project Monitoring Dashboard of NMCG
<https://gisnmcg.mowr.gov.in/pmt/nmcgpmtmain.aspx>
9. c-Ganga Website IWIS 2023 Summit – Centre for Ganga River Basin Management and Studies (cganga.org)
10. NMCG-TERI Centre of Excellence on Water Reuse (nmcgtericoe-wr.in)
11. Wildlife Institute of India, an Autonomous Institute of MoEF&CC, Govt. of India (wii.gov.in)
12. River Cities Alliance: Partnership for Developing International River Sensitive Cities | Department of Economic and Social Affairs (un.org)
13. NIUA Website of Urban River Management Plan Home | Urban Rivers (niua.org)
14. Namami Gange At UN Water Conference In New York
pib.gov.in/PressReleaselframePage.aspx?PRID=1910691

15. DG, NMCG gives presentation on Namami Gange to World Bank EDs during an impact assessment meeting in Agra
<https://pib.gov.in/PressReleaseframePage.aspx?PRID=1946173>
16. Prime Minister Chairs National Ganga Council Meet Via Video Conferencing
<pib.gov.in/PressReleaseframePage.aspx?PRID=1887938>
17. Namami Gange Signs Agreement With 49 Universities-
<https://pib.gov.in/PressReleasePage.aspx?PRID=1915998>
18. Namami Gange Anthem <https://www.youtube.com/watch?v=XdFD4Yjqzzk>
19. Nat Geo Video <https://www.youtube.com/watch?v=Q0gYQrebGwY>
20. Water Talks Water Talks <https://nwm.gov.in/water-talk>
21. Dialogues with DMs <https://nwm.gov.in/dialogueswithdms>
22. Sahi Fasal: <https://nwm.gov.in/sahi-fasal>
23. Shubrata: Construction of 1,43,000 Plus Individual Sanitary Latrines:
<https://asokji.in/node/876>

6. Photos and Videos Gallery:

1. Catch The Rain Campaign 2021: <https://asokji.in/node/963>
2. NMCG Facebook Photos-
<https://www.facebook.com/cleanganganmcg/photos>
3. NMCG Facebook Videos-
<https://www.facebook.com/cleanganganmcg/videos>
4. NMCG Videos Link-
<https://drive.google.com/drive/folders/1UgQk3ZSs5kevvsoqZorLxRnBr9VlrwB7?usp=sharing>
5. NMCG Photos Link-
<https://drive.google.com/drive/folders/1f6UOcPQCaZN4yhCmG4F9XpGCPf-EVYP?usp=sharing>

7. Glossary

1. **District Magistrates/ District Collectors/ Deputy Commissioners of Districts**- Administrative Heads of All Districts
2. **Gram Sabhas**- Meeting of Villagers
3. **Indian Administrative Service (IAS)**- The Indian Administrative Service is the administrative arm of the All India Services of Government of India.
4. **Jal Shakti Kendras**- Act as a one stop resource and information centre for all water related data and activities in a district.
5. **JALAJ Initiative**- It is visualized as model for livelihood diversification, through promotion of local produce, and are aimed as models for strengthening women participation in ecological and economic spheres.
6. **Mann Ki Baat**- Mann Ki Baat is a monthly radio program of PM Narendra Modi, where he interacts with citizens of India on themes and issues that matters to the Nation.
7. **Ministry of Jal Shakti** – Indian Ministry of Water Resources
8. **Namami Gange**- A flagship program of Government of India, to clean up and rejuvenate River Ganga and its tributaries
9. **National Mission for Clean Ganga (NMCG)**- Authority formed and appointed by Government of India to implement Namami Gange Flagship Program
10. **Nehru Yuva Kendra Sangathan (NYKS)**- In the year 1987-88, Nehru Yuva Kendra Sangathan(NYKS) was set up as an autonomous organization under the Government of India, Ministry of Youth Affairs and Sports, to oversee the working of these centres for development of youth.
11. **Rainwater Harvesting Structures (RWHS)**- Structures to retain rainwater for different uses.
12. **SahiFasal**- Right Crop
13. **Sarpanchs of Gram Panchayats (GPs)** - Elected heads of the lowest most administrative unit at village level in India.
14. **Supervisory Control And Data Acquisition (SCADA)**- It is a software that combines hardware elements and software elements to control and regulate industrial processes.
15. **Swachh Bharat Mission**- World's largest Sanitation Initiative by Government of India.

8. Abbreviations

1. **BOD**- Biochemical Oxygen Demand
2. **CETP**- Common Effluent Treatment Plant
3. **CIFRI**- Central Inland Fisheries Research Institute
4. **DGC**- District Ganga Committees
5. **DM**- District Magistrates
6. **GHG**- Green House Gases
7. **GoI**- Government of India
8. **GP**- Gram Panchayat
9. **GPI**- Grossly Polluting Industries
10. **GPS**- Global Positioning System
11. **GRCA**- Global River Cities Alliance
12. **GS**- Gram Sabha
13. **GTF**- Ganga Terrestrial Forces
14. **HMWSSB**- Hyderabad Metropolitan Water Supply and Sewerage Board
15. **HUDA**- Hyderabad Urban Development Authority
16. **IMC**- Indian Major Carps
17. **ISL**-Individual Sanitary Latrines
18. **IVECA**- Intercultural Virtual Exchange of Classroom Activities
19. **MGD**- Million Gallons per Day
20. **NJK**-Nirmal Jal Kendras
21. **NMCG**- National Mission for Clean Ganga
22. **NWM**-National Water Mission
23. **NYKS**- Nehru Yuva Kendra Sanghatan
24. **RCA**-River Cities Alliance
25. **STP**- Sewerage Treatment Plant
26. **UN SDG**- United Nations Sustainable Development Goals
27. **UNDGC**- United National Department of Global Communication
28. **UNEP**- United Nations Environment Programme
29. **URMP**- Urban River Management Plan
30. **VC**- Video Conferencing