

STRATEGY TO BRING ALIVE YAMUNA



PURVIEW

1. Two examples of major positive change in society
2. Lessons for engineering social change
3. Designing a ‘Bring Alive Yamuna Revolution’

EXAMPLES OF POSITIVE CHANGES IN SOCIETY: TRIBAL ANIMOSITY, ASSAM 2015-16



Vaiphei



Baite



Zeliangrong (Heraka)



Dimasa



Zeliangrong (Christian)



Hmar



Kuki

EXAMPLE 1: PEACE IN DIMA HASAO, ASSAM

2009

360 DHD (Jewel) militants surrender arms

October 03, 2009 03:37 am | Updated 03:38 am IST - Guwahati

SUSHANTA TALUKDAR



A total of 360 cadres of Dima Halam Daogah (Jewel Garolsa faction), led by its self styled commander-in-chief Niranjan Hojai and deputy commander-in-chief Daniel Dimasa, on Friday formally deposited their arms at a ceremony at Haflong, headquarter town of southern Assam's North Cachar Hills district.

2022

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Home › India › 52 cadres of Dimasa terror outfit lay down arms in Assam's Karbi...

India

52 cadres of Dimasa terror outfit lay down arms in Assam's Karbi Anglong

ANI 16 February, 2022 10:30 pm IST

लाईक ०



2023

AFSPA extended in four districts of Assam, withdrawn from four others

October 01, 2023 05:38 pm | Updated 05:38 pm IST - Guwahati

The AFSPA has been withdrawn from Jorhat, Golaghat, Karbi Anglong and Dima Hasao with effect from October 1, said DGP Gyanendra Pratap Singh

PTI

EXAMPLE 1: PEACE IN DIMA HASAO, ASSAM



Judima Fest 2015





Heritage brew to hit stores by Jan.

RAJIV KONWAR

Guwahati, Sept. 9: The Scots have their Scotch, the Irish swear by a pint of Guinness and if all goes to plan, by next January, Assam's traditional brews will be giving them a run for their money in liquor shops across the state.

Excise commissioner Rakesh Kumar today told The Telegraph that his department is working to get a

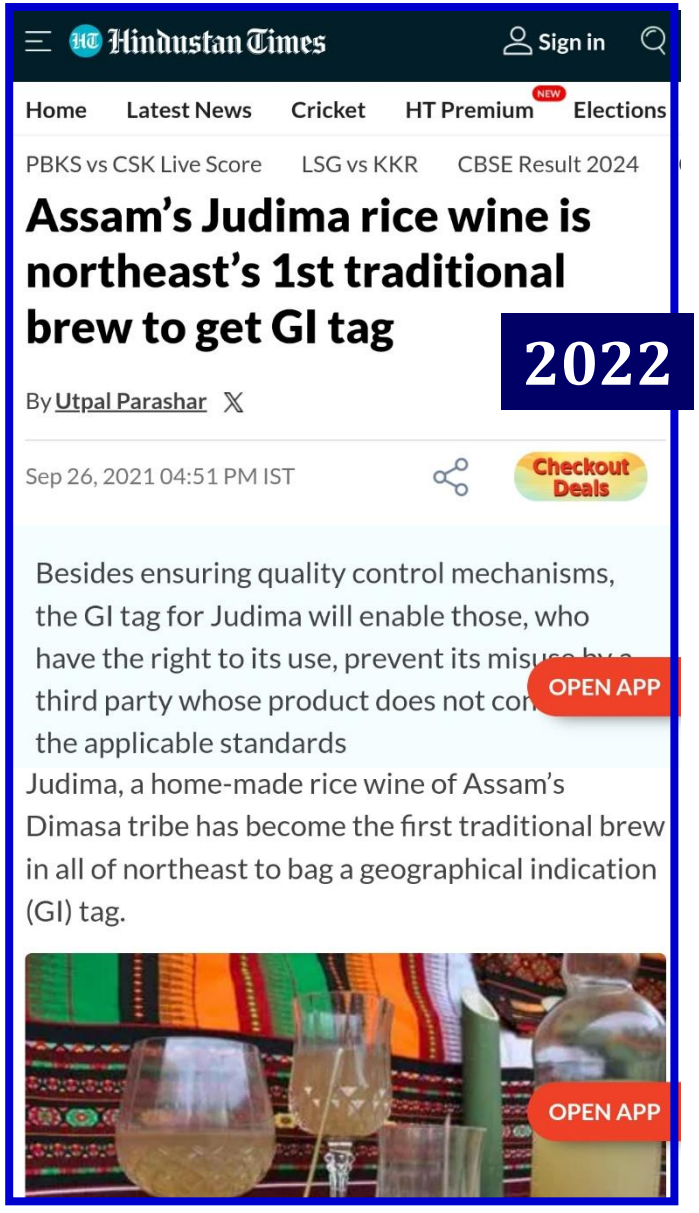
TIPPLE TALE

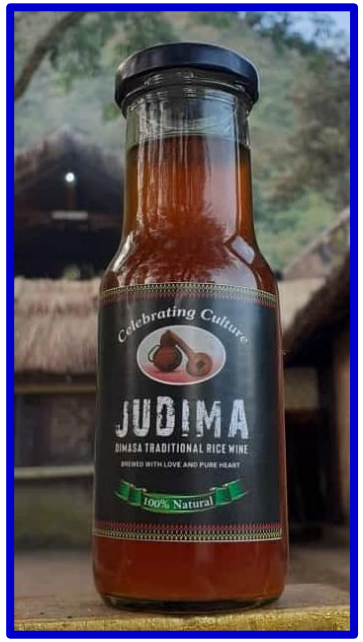
Community	Traditional brew
Rabha	Choko and makham
Bodo	Jou
Dimasa	Judima
Mising	Apong
Ahom	Laupani

September 2016



Bottles in 2015





Bottles in 2024



EXAMPLE 1: PEACE IN DIMA HASAO, ASSAM

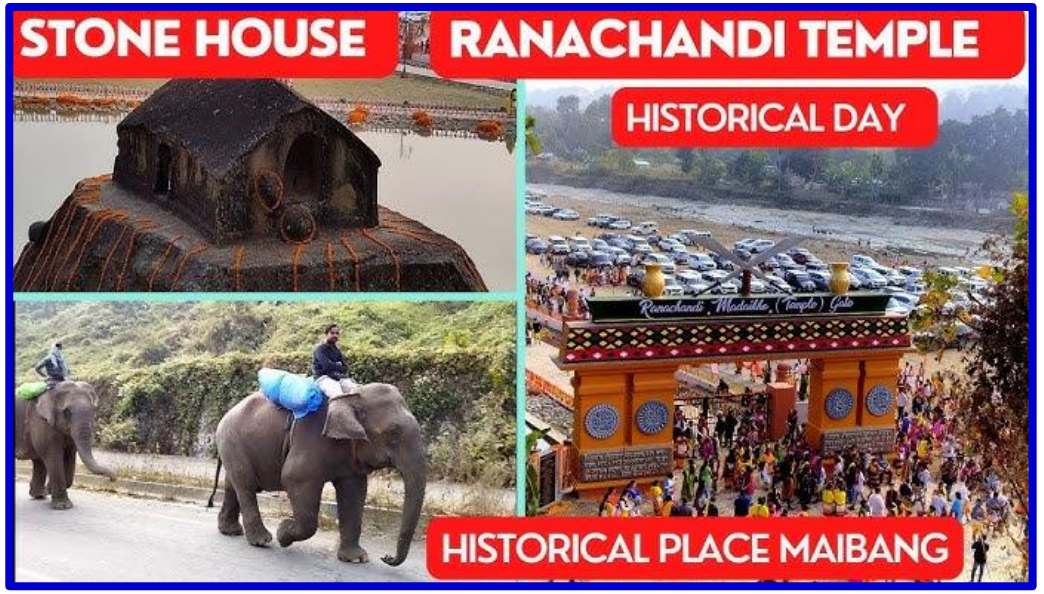


Maibang Stone House 2015



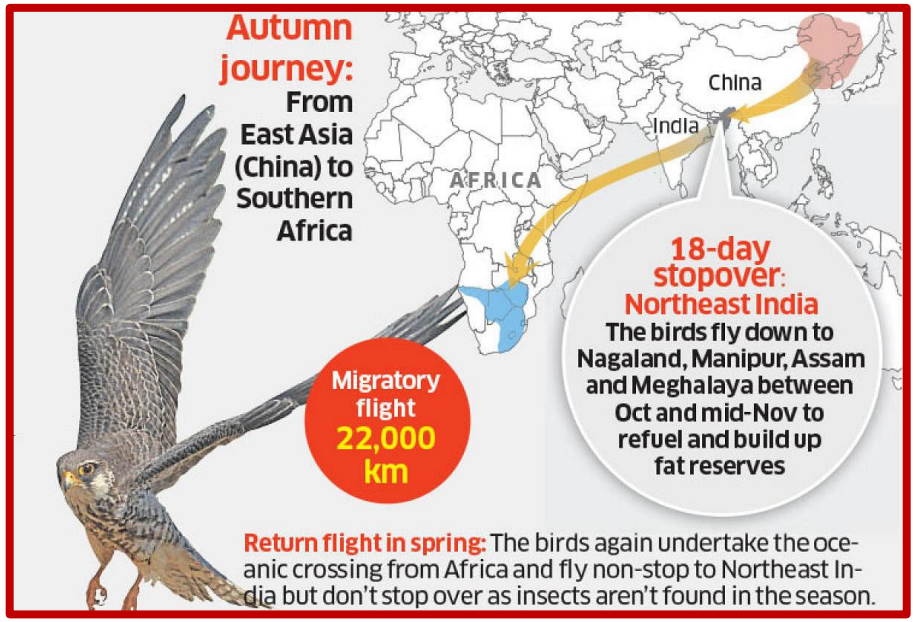
Maibang Stone House 2016





Maibang Stone House 2023

EXAMPLE 1: PEACE IN DIMA HASAO, ASSAM



Amur Falcon Fest 2015



Amur Falcon 2020

The Indian EXPRESS

Once target of mass hunting in Northeast, 'Birds of God' are now rare symbol of hope

"But what has made the project a true success was the involvement of the community. There has never been such a quick turnaround to a conservation project in India, where one year a species was being hunted and in the next, it stopped."

Written By Esha Roy | New Delhi |

READ IN APP

"But what has made the project a true success was the involvement of the community. There has never been such a quick turnaround to a conservation project in India, where one year a species was being hunted and in the next, it stopped."

EXAMPLE 1: PEACE IN DIMA HASAO, ASSAM



All 13 Tribes & 6 Non-Tribes

DIMA HASAO TOURISM
Aao Dima Hasao...
go tribal, go natural



Save Naga Asalu Fort



Save Haflong Lake



Leiki Kuki 1st village to return

NSCN-IM cadres threaten villagers

Nagas, Kukis can't stay together: Outfit



Samsul Alam

Published 06.12.15, 12:00 AM

NSCN(IM) Threat to Leiki

EXAMPLES OF POSITIVE CHANGES IN SOCIETY: AZADI IN J&K 2021-22

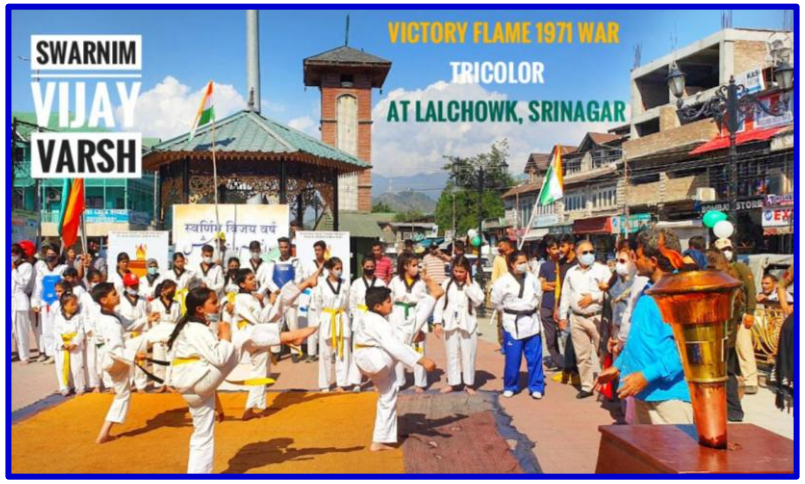




EXAMPLE 2: TIRANGA IN KASHMIR



March 2021



July 2021



October 2021



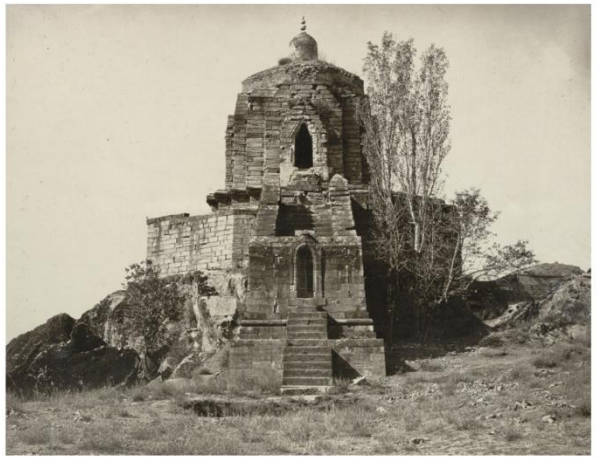
May 2022

EXAMPLE 2: TIRANGA IN KASHMIR

'Anti-Hindu' ASI renamed the Shankaracharya Hill to Takht-e-Suleiman

September 28, 2013

Bhadrapad Krushnapaksha 8, Kaliyug Varsha 5115



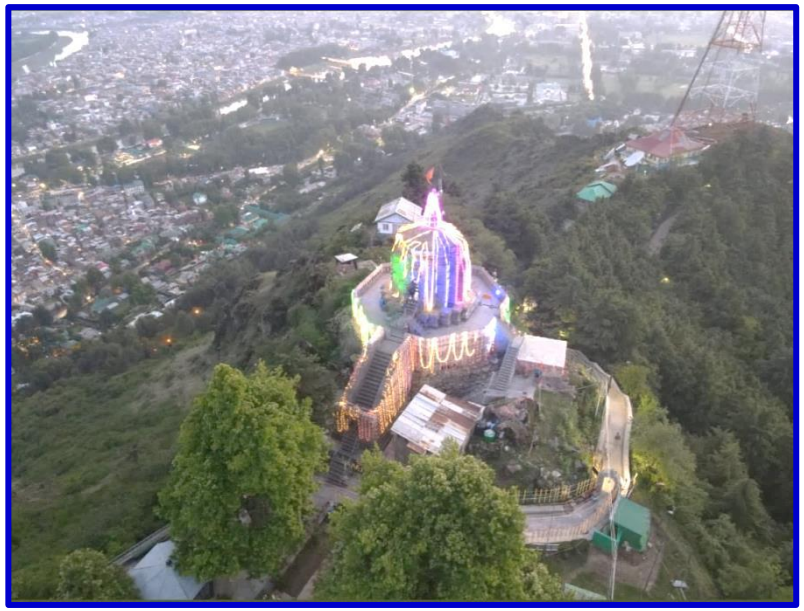
Shankaracharya Temple, Srinagar

According to this Tribune news report, the Archaeological Survey of India (ASI) has summarily renamed the Shankaracharya Hill to Takht-e-Suleiman overlooking the Dal Lake in

Takht-e-Suleiman 2021



Shankaracharya Temple 2021



Shankaracharya Temple 2021



KP protest May 2022



PM's tweet & cable car 2024

EXAMPLE 2: TIRANGA IN KASHMIR



Dal Kachri Shia Mohalla 2021



Floating village Kachri Mohlla – new attraction in Dal Lake!

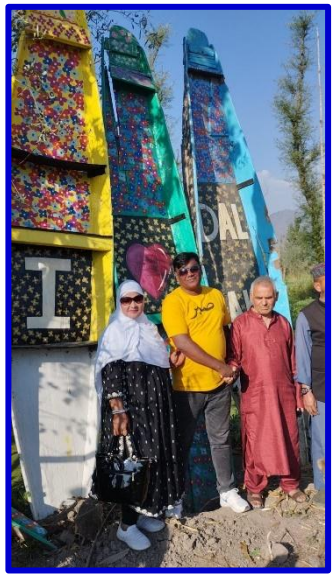
By ValleyObserver June 13, 2022

No Comments



Srinagar: Amidst the overwhelming tourist footfall this year, Kashmir tourism has added one more feather in its cap. Kachri Mohalla, a picturesque village in world famous Dal Lake has been

Dal Floating Village 2022



TH SUBSCRIBE

Muharram procession after 33 years, L-G says 'testimony to normalcy'

The Shia mourners praised the Lieutenant Governor's administration for the decision to allow the procession which was banned in the 1990s when it turned into anti-India demonstration.

July 27, 2023 09:22 am | Updated 07:14 pm IST - Srinagar



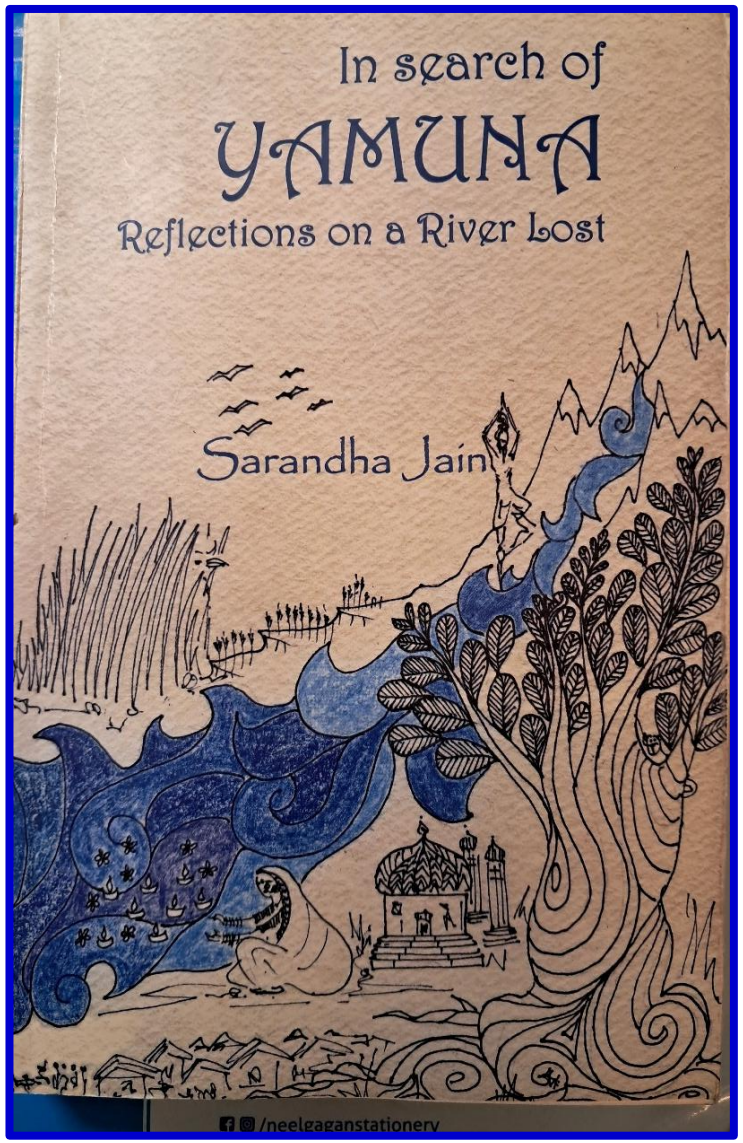
PEERZADA ASHIQ



Muharram after 33 years 2024

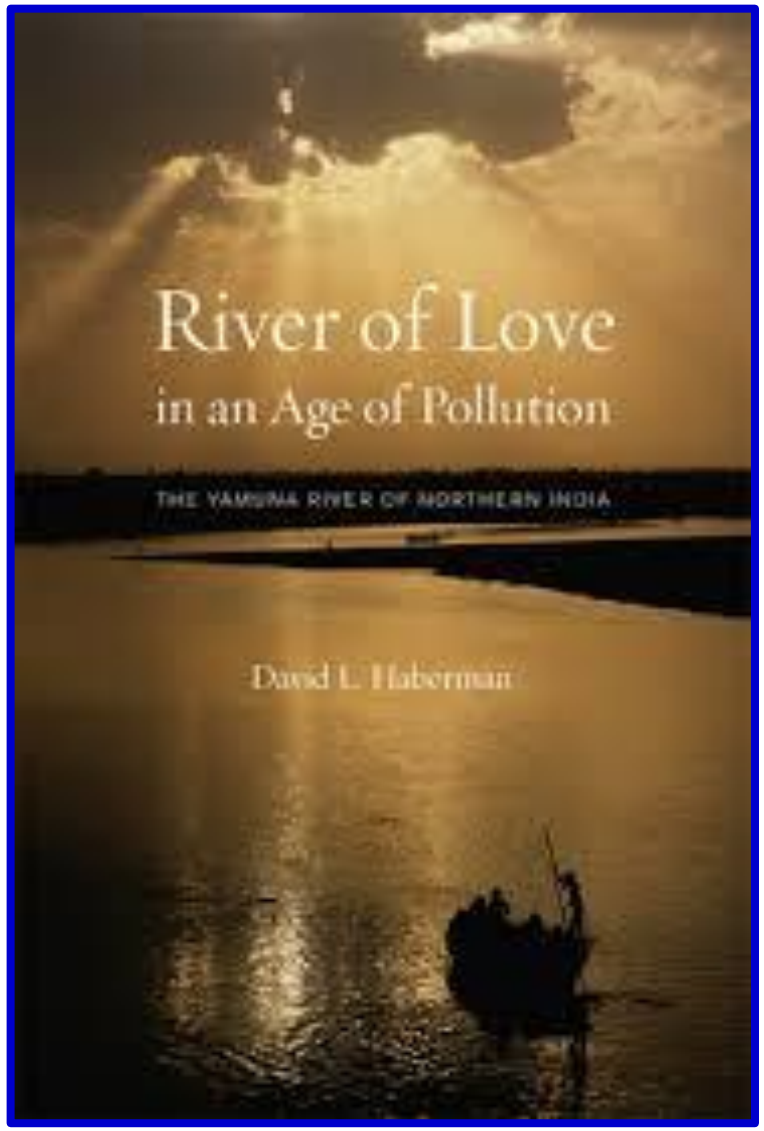
LESSONS FOR ENGINEERING A SOCIAL CHANGE

LESSONS FOR BRING ALIVE YAMUNA



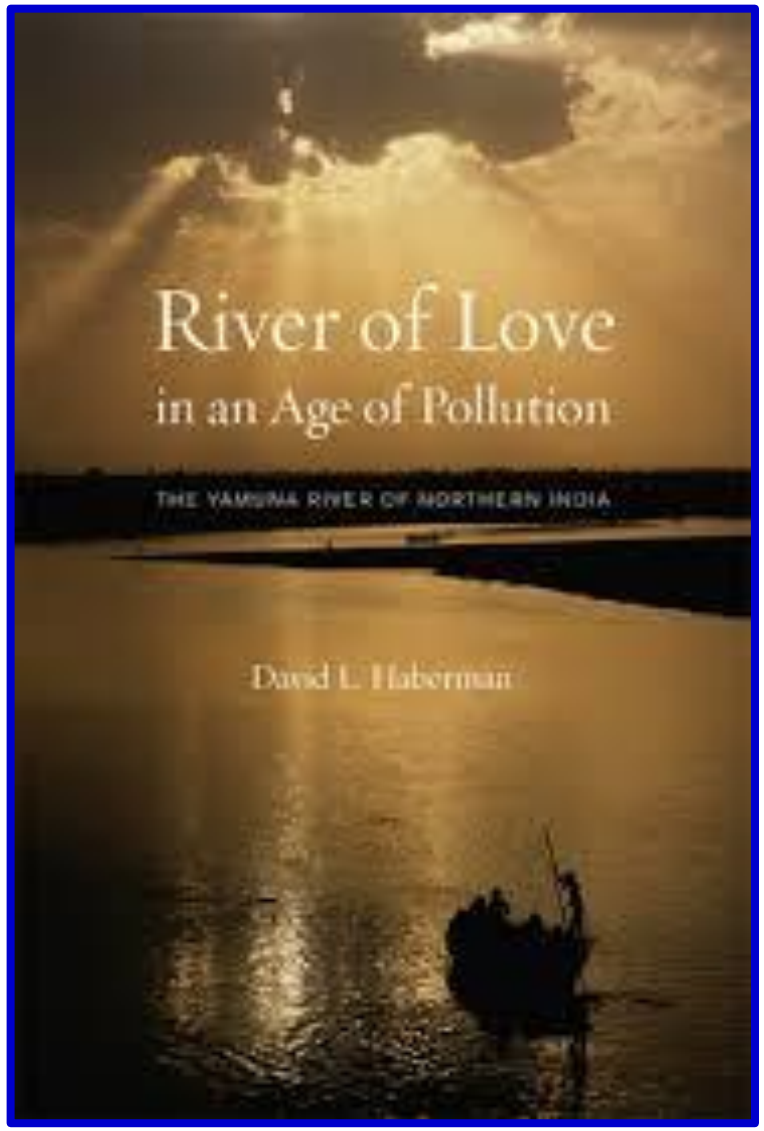
tion does not lie in merely cleaning the river, but in reviving the ecosystem by freeing up the floodplains. Nobody seems to pay cognizance to the fact that the real problem is not in defecation and dead bodies, but in dams and embankments. Once a fragile ecosystem is irreversibly damaged, a band-aid approach of building toilets and crematoria is not going to solve the problem. One needs to think of ways to revive the ecosystem, not the water alone. And here lies the key to the approach. One needs to look at the river as an ecosystem, not just as water. One wonders what is causing such blindness in the eyes of these people… how many more rivers, animals, trees and people need to perish before their blinkers are lifted?

LESSONS FOR BRING ALIVE YAMUNA



Although a civil servant by profession, Paliwal saw religion as a vital component in ongoing efforts to stop the pollution of the Yamuna. He said that the government would not be successful without the full support of the people, but in order for that to happen there had to be a reawakening of the peoples' environmental consciousness so that they lived more eco-friendly lives. Religion could make a major contribution toward this end. "Our religion is basically nature-loving," he explained. "But these days, we are not alive to this sentiment. Yamuna is a source of life and spiritual solace, always benevolent and providing us with everything. We have always worshipped such natural forms, but now people don't treat her as a pious river. Still the concept is there. This concept has to be utilized to achieve environmental health. When people see Yamuna as a *devi* [goddess] once again, they will stop polluting her and clean her."

LESSONS FOR BRING ALIVE YAMUNA



in Vrindaban agreed: "People pollute Yamuna because they see her as a simple river. If they saw her as the lover [*patarani*] of Krishna, they would never pollute her."[41] Deepu Pandit of Gokul expressed this in an even more prescriptive manner: "If we could get people to see the goddess in the river, they would worship her and stop polluting her."[42]

HISTORY OF DEATH OF YAMUNA

Shift in Idea of Yamuna River

Goddess ⟷ Resource

Culture ⟷ Economy

1450 BCE — Indra-prastha

1192 CE — Turkish Rule

1309CE — Firoz Shah Yamuna for Delhi

1857 — British Rule from Calcutta

1911 — British Rule Lutyens Delhi

1948 1993 — Dams as Temples & YAP

2010 — CWG

← 715 years of diverting Yamuna's waters for Delhi →

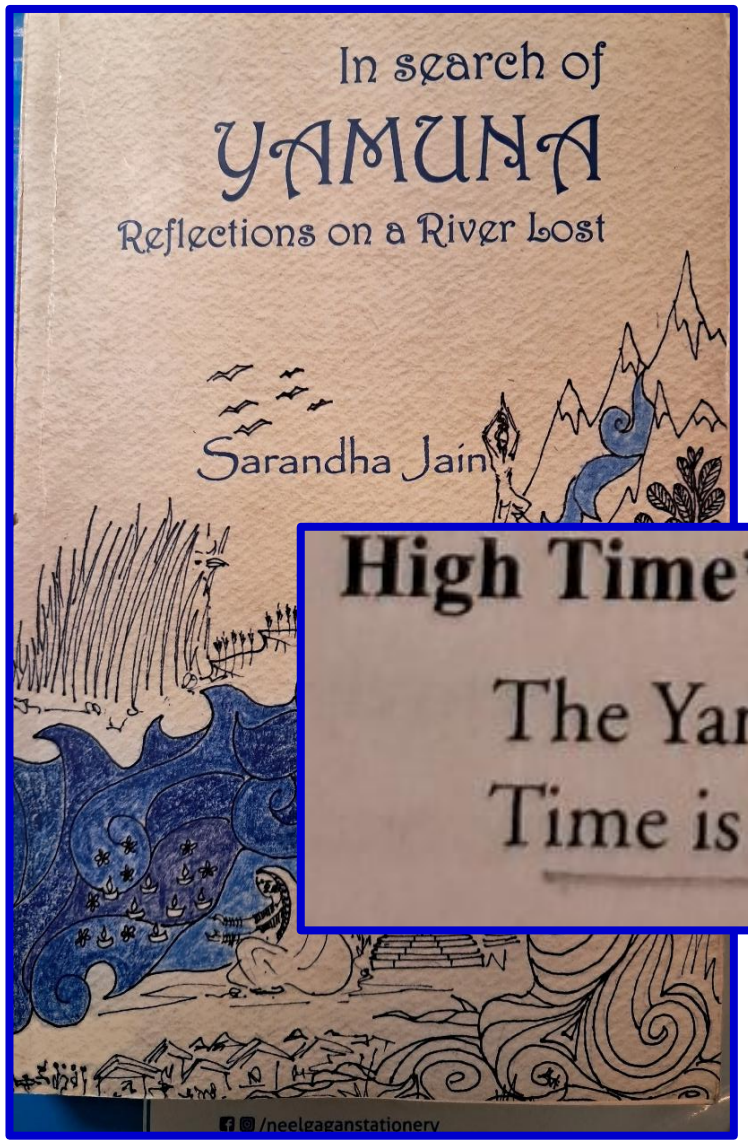
← 167 years of separating Delhiites from Yamuna →

← 113 years of migration into Delhi & sewage into Yamuna →

76 years of dams & 31 years of poor policies

23 years of high migration

STRATEGY FOR A YAMUNA REVOLUTION



property resources get reinstated into the sphere of civil society? How do we overturn the colonial undercurrents in our society today? None of the answers can be sought in the past. The idea of this work and of the frequent citations from history is not to suggest that we need to reinstate the 'pristine' conditions of our 'glorious past' or go back to what we were. But moving ahead in a more informed manner requires knowledge of the past and a critical analysis of the present, which this work has attempted to present. To answer any of the questions, more than looking to the past, we need to answer one fundamental question: how

High Time*

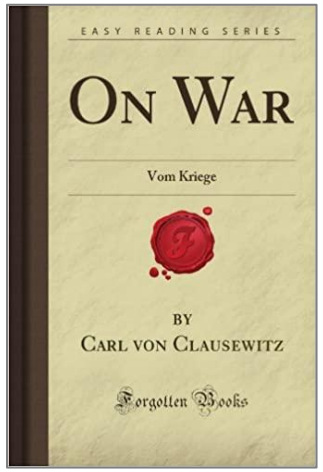
The Yamuna is swollen, pregnant with resolution;
Time is ripe in the Capital, for the birth of a revolution.

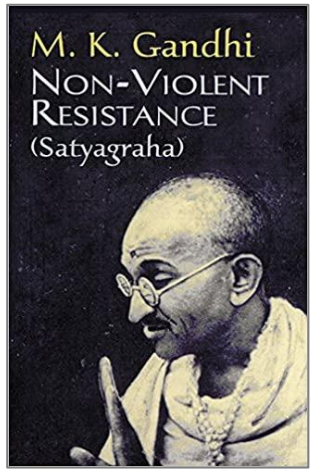
High Time*

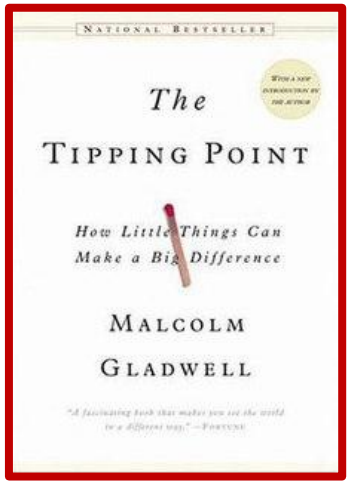
The Yamuna is swollen, pregnant with resolution;
Time is ripe in the Capital, for the birth of a revolution.

DESIGNING A BRING ALIVE YAMUNA REVOLUTION

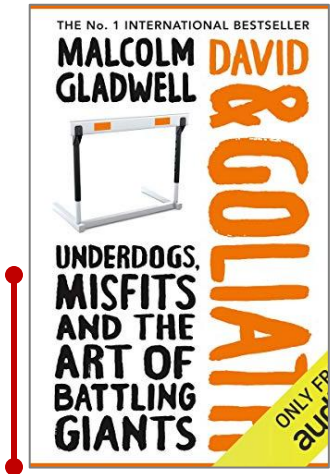
BOOKS ON ENGINNERING A SOCIAL REVOLUTION

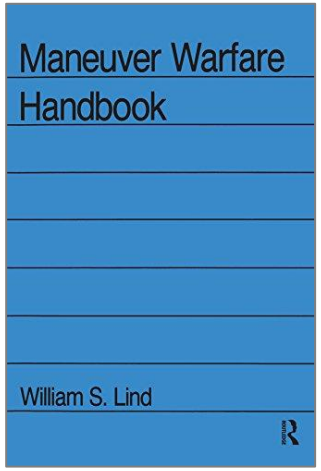


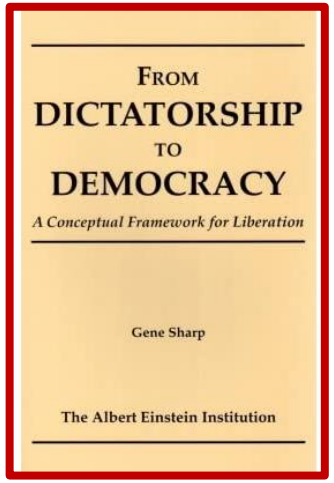


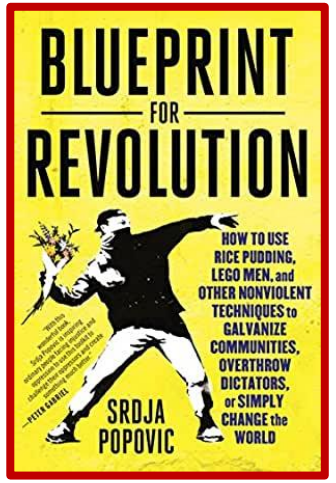


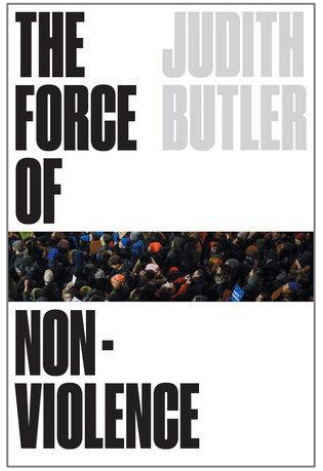












LESSONS- INDIA'S SWARAJ REVOLUTION 1915-47

YAP I, II & II failed due lack of public mobilisation and corruption

Swaraj

Protests



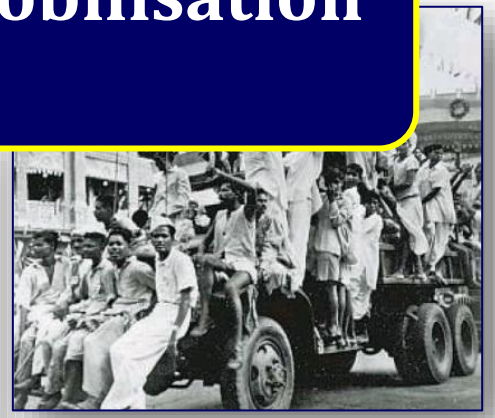
Spread idea



Selective resistance



Symbolic challenge



Spread responsibility



Aim at Dictator's sources of power

Windows Broken by British- divide & rule, demean Sanatan Dharam, control Armed Forces

Peoples participation

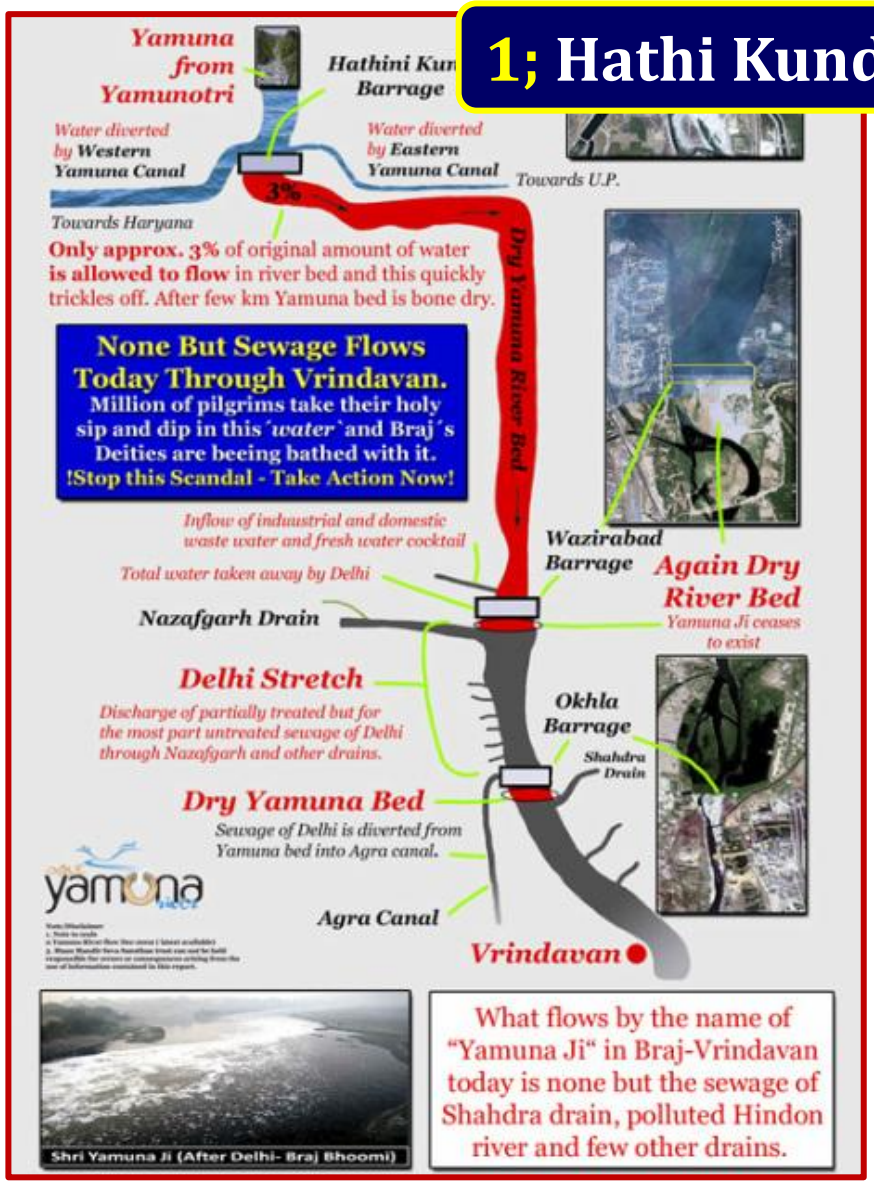
British Rule

TOOLS FOR ENGINEERING AN EPIDEMIC

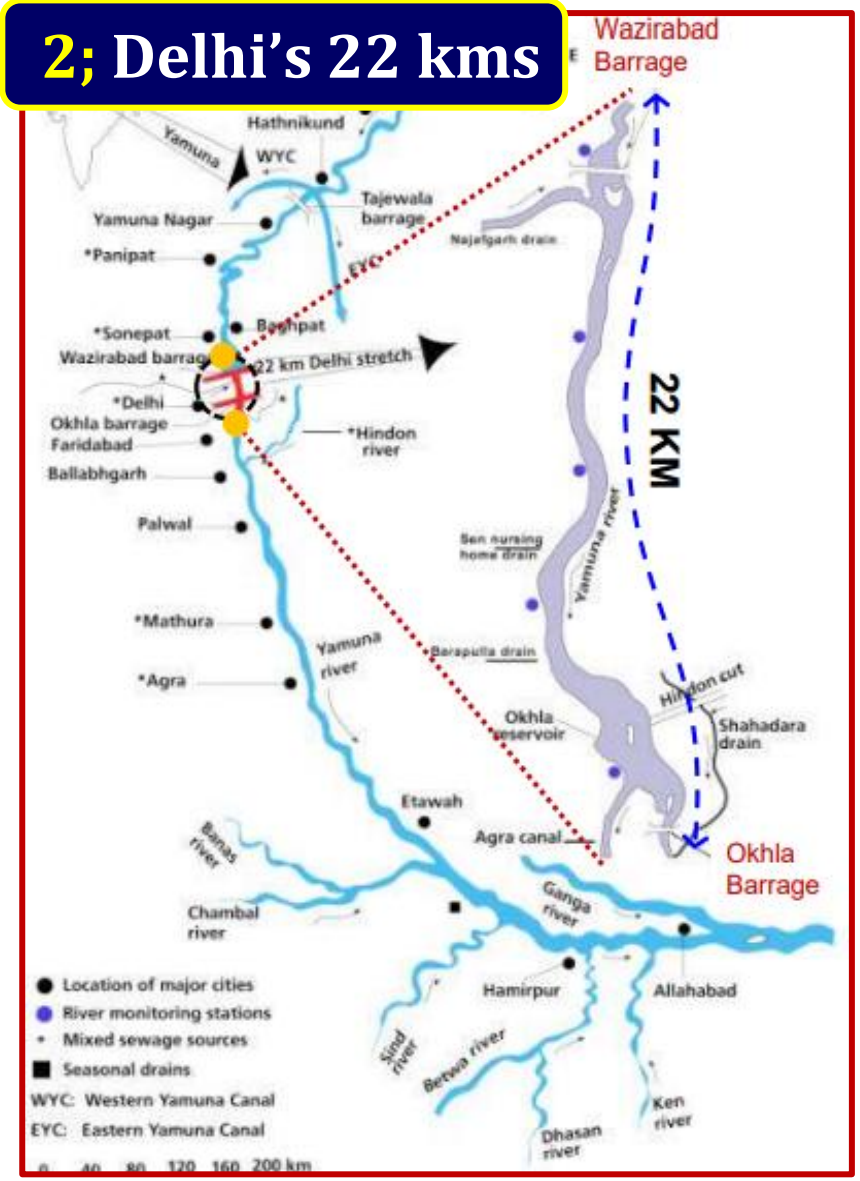
Tool 1

Identify & address key problem(s)

1; Hathi Kund



2; Delhi's 22 kms



TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 2

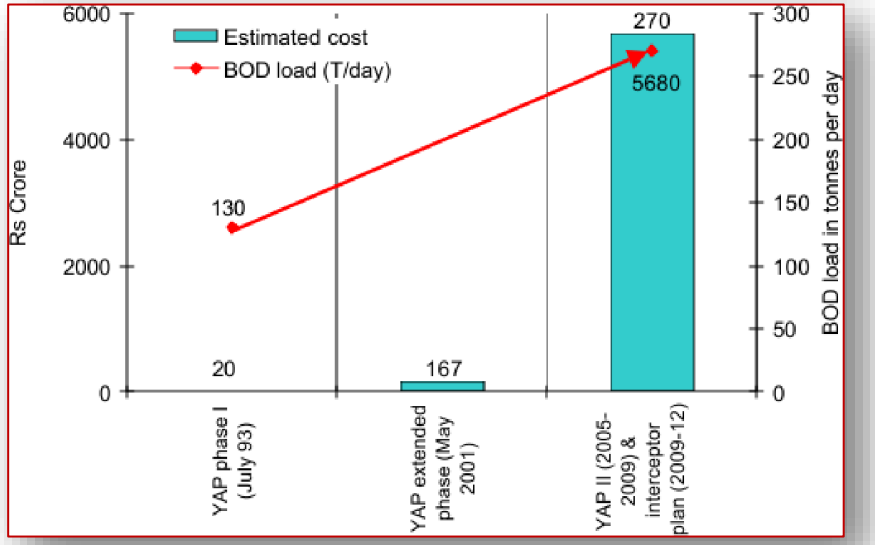
Strategy to Destroy Centre of Gravity: Disconnect between Delhiites & Yamuna

Re-establish people-river link and mobilise people to stop pollution (phase 1) and then to ask govts to review dams/ barrages (phase 2)



TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 3 Repairing Broken Windows



Not much has changed after Rs 5,000 Cr in YAP I, II & III

Broken Windows Set 1
Culture & Narrative





Broken Windows Set 2
Riverfront & communities





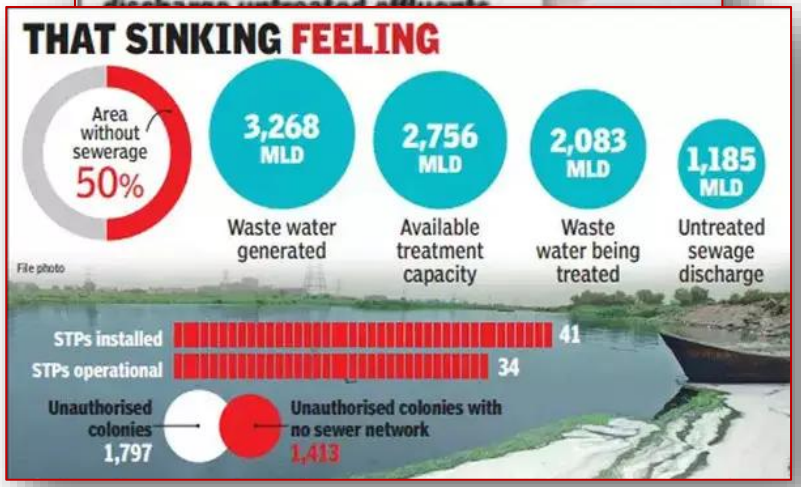


TOOLS FOR ENGINEERING AN EPIDEMIC

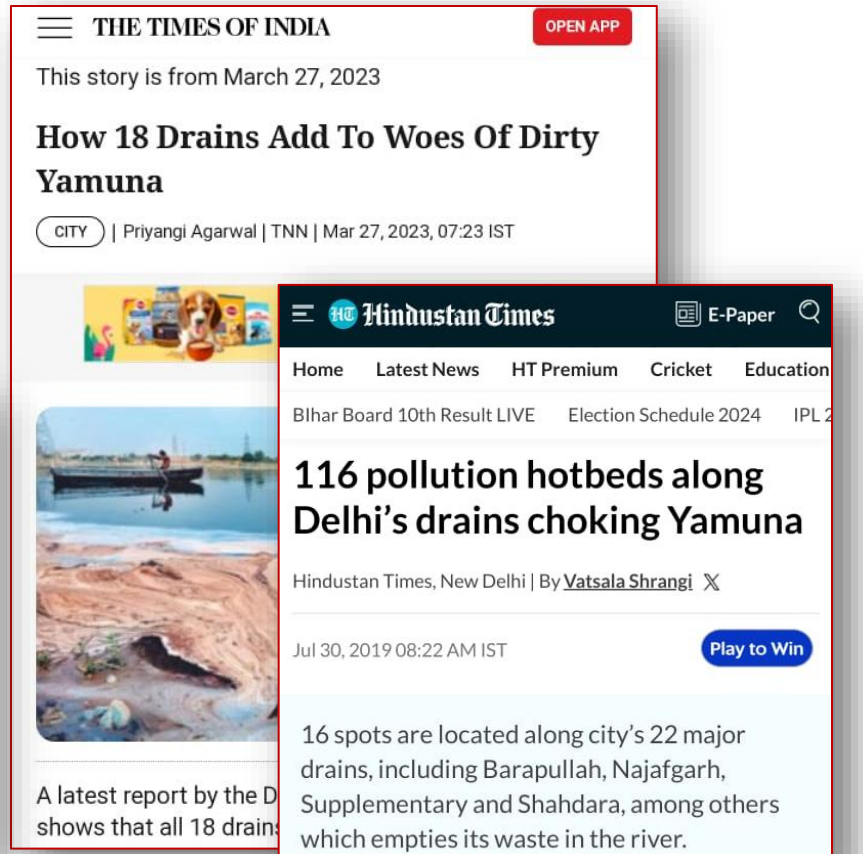
Tool 3 Repairing Broken Windows

Broken Windows Set 3
Industrial pollution

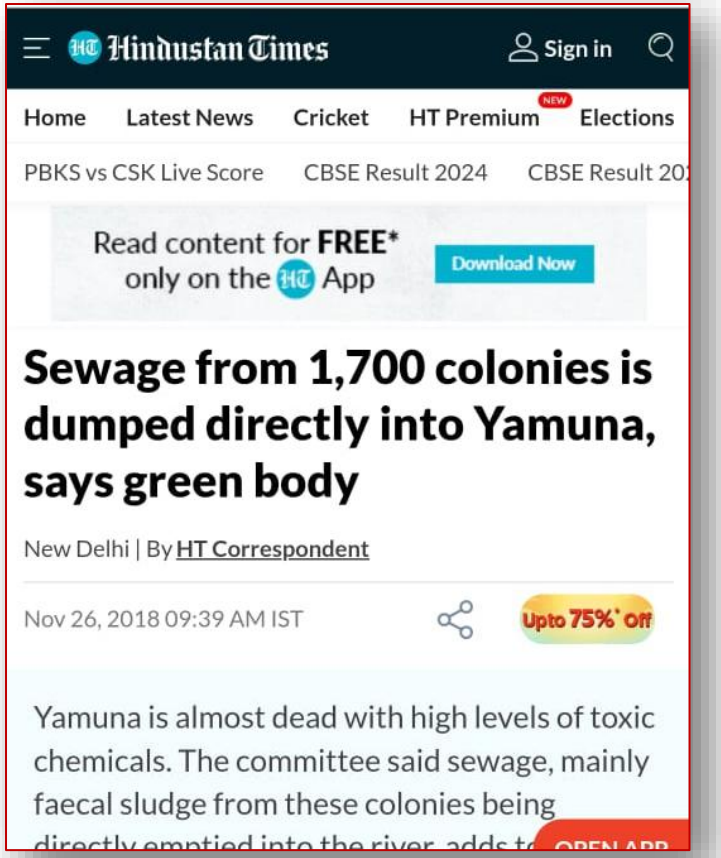




Broken Windows Set 4
Social domestic pollution



Broken Windows Set 5
Pollution by slums



TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 3 Repairing Broken Windows

Broken Windows Set 6
Ever growing Delhi

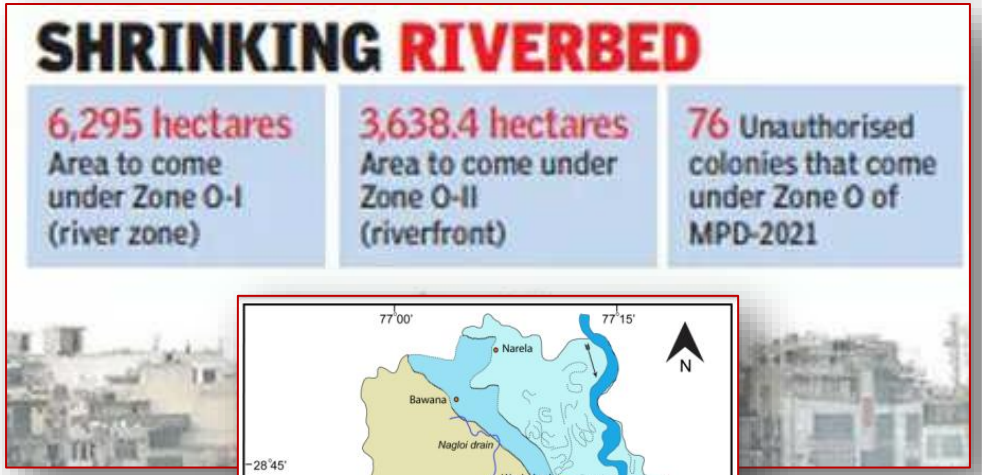
Broken Windows Set 7
Occupied flood plains

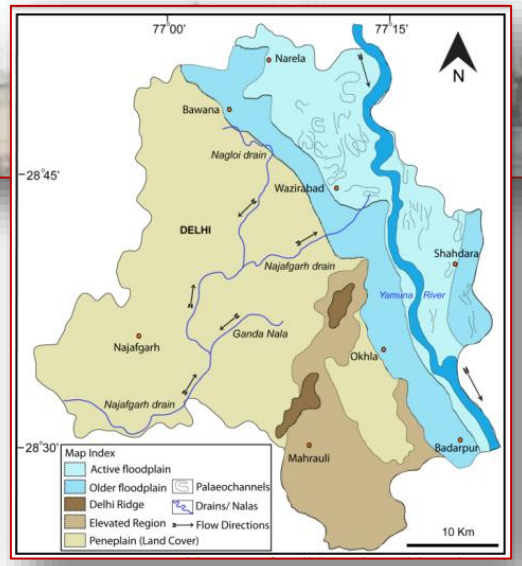
Broken Windows Set 8
Poor coordination

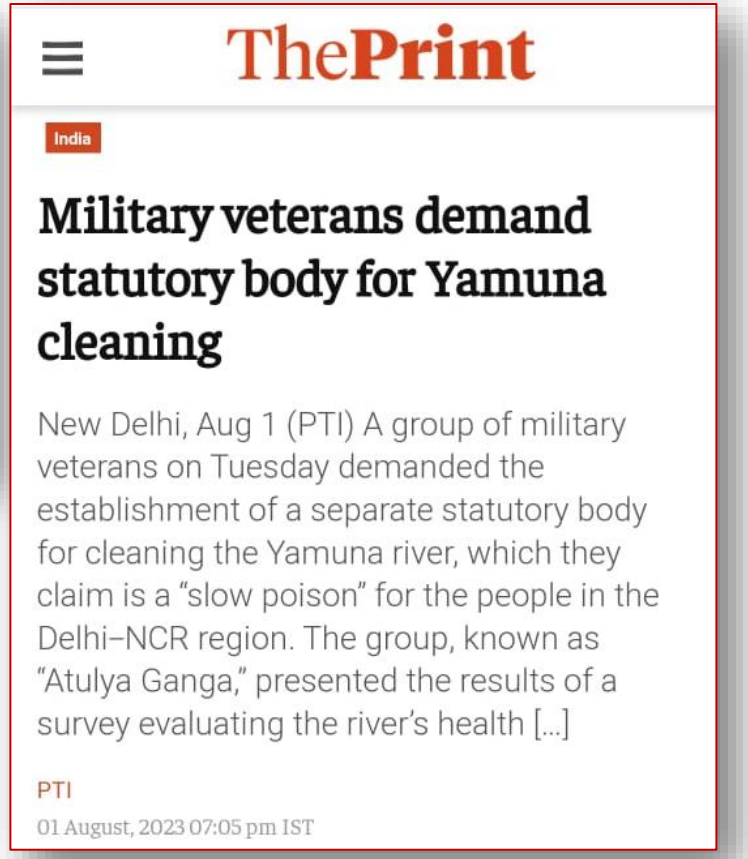
"Freshwater consumption in Delhi increased from 5.04 MLD in 2020 to 15.28 MLD in 2021"

"Effluent discharge increased from 1.9 MLD in 2020to 2.4 MLD in 2021."

-Standing Committee



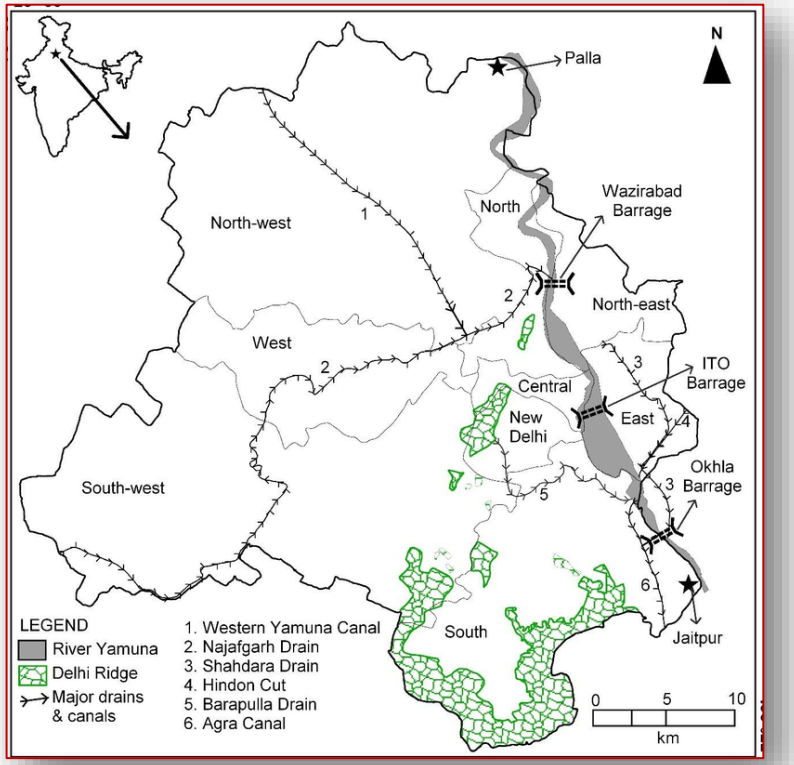




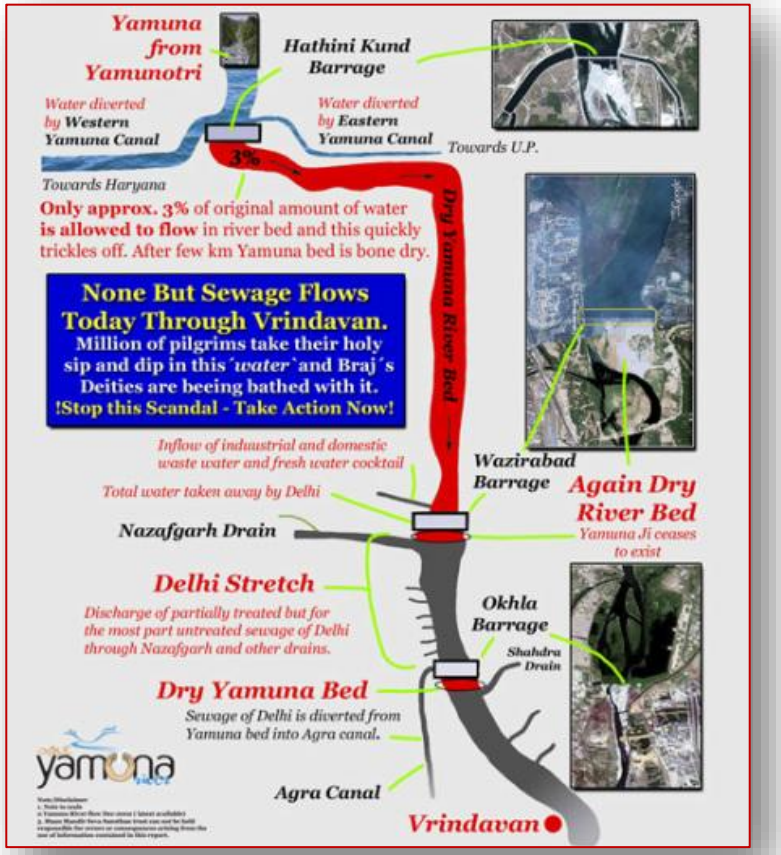
TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 3 Repairing Broken Windows

Broken Windows Set 9
Delhi's only source of water



Broken Windows Set 10
Minimum flow- Tajewala



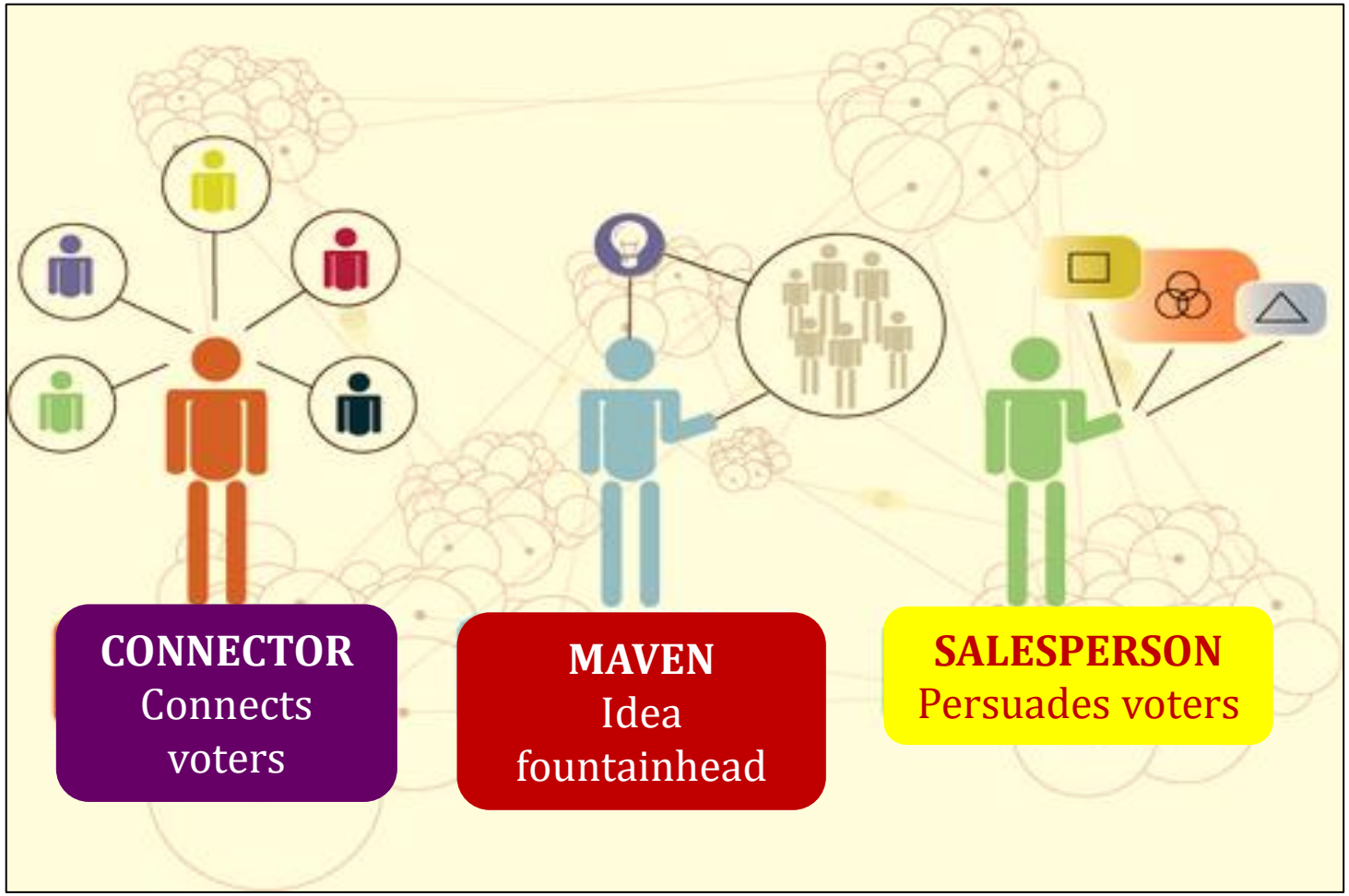
Broken Windows Set 11
Religious pollution





TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 4 Network to Spread Epidemic of Save 'Goddess' Yamuna





TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 5

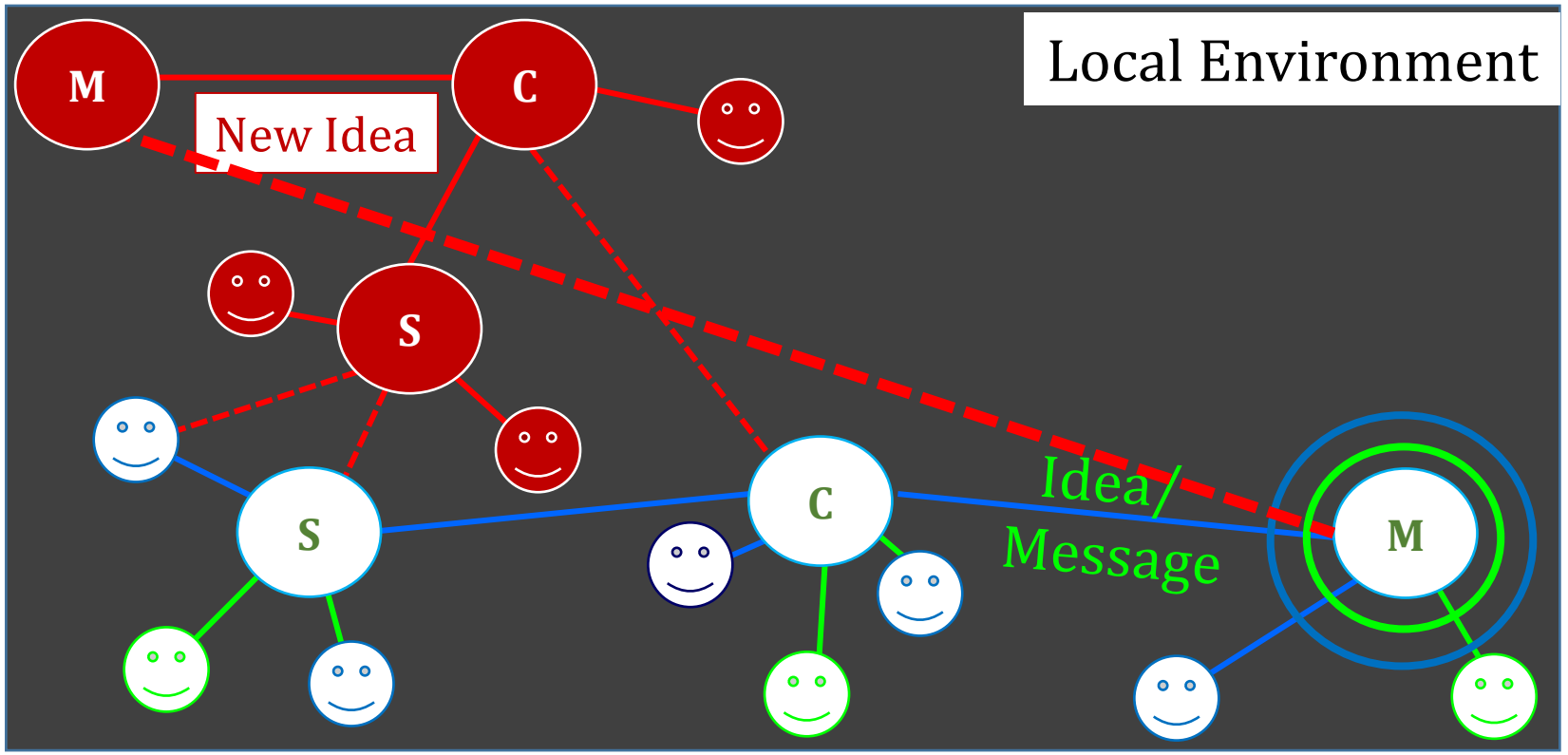
Battle of Networks

Network of 'Bring Alive Yamuna' to defeat that of 'Kill Yamuna'

MAVEN
Idea fountainhead

CONNECTORS
Connects citizens

SALESPERSONS
Persuades citizens



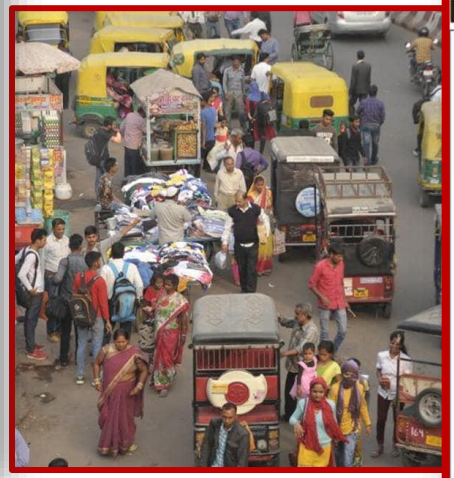
TOOLS FOR ENGINEERING AN EPIDEMIC

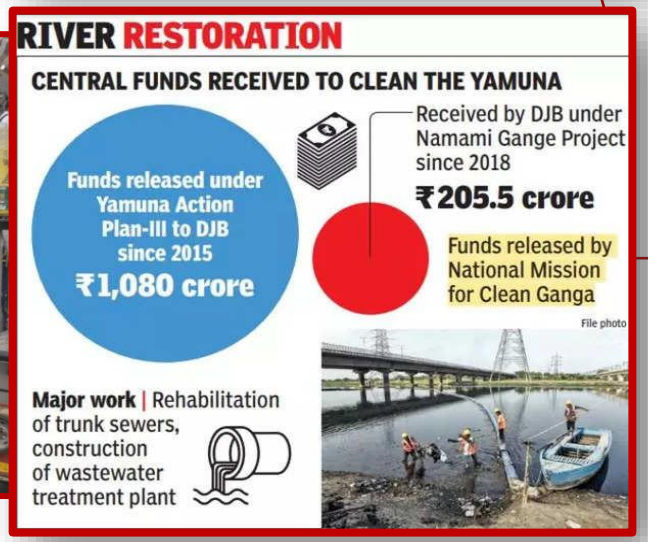
Tool 7 Importance of Context/ Environment













TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 6 Importance of Image of Messenger







TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 8 Importance of Viral Message

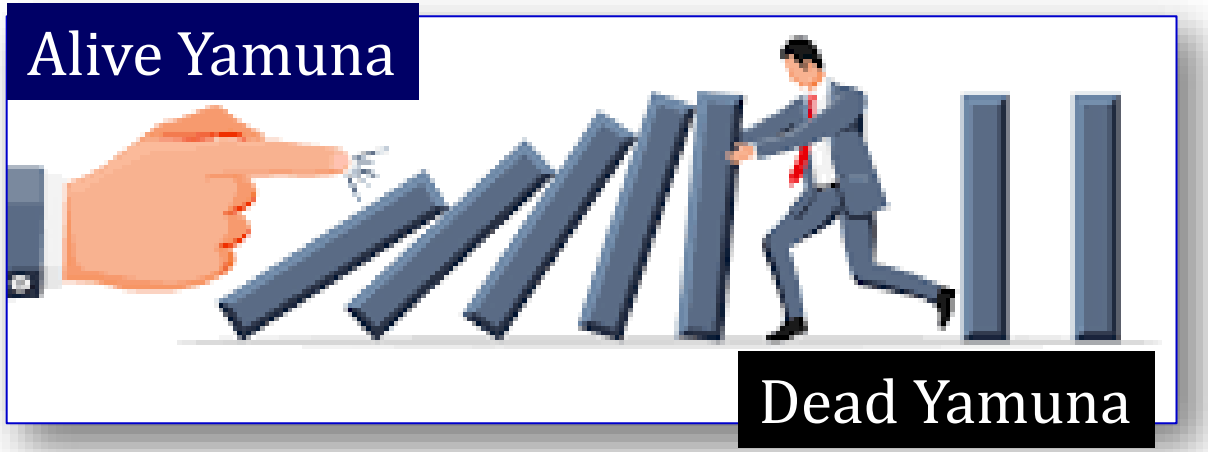




TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 9 Create & Anticipate Butterfly and Domino Effects





in Vrindaban agreed: "People pollute Yamuna because they see her as a simple river. If they saw her as the lover [*patarani*] of Krishna, they would never pollute her."[41] Deepu Pandit of Gokul expressed this in an even more prescriptive manner: "If we could get people to see the goddess in the river, they would worship her and stop polluting her."[42]

TOOLS FOR ENGINEERING AN EPIDEMIC

Tool 10 Clean Yamuna River Revolution

Goddess Yamuna

Protests



Spread idea



Selective resistance

Project Hari Yamuna
Clean Yamuna Green Yamuna

Symbolic challenge



Spread responsibility



Aim at corruption in YAP & *Chalta Hai* Attitude

Broken Windows Repaired: Culture, rituals, art, ghats, boating, quantity of water

Peoples participation

Dead Yamuna

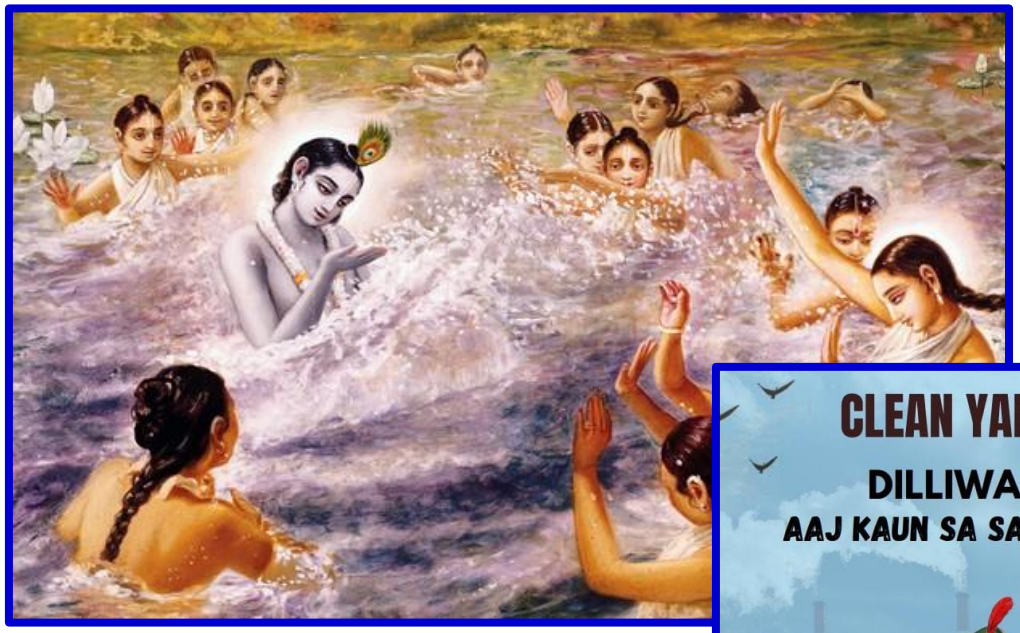
STRATEGY FOR A YAMUNA REVOLUTION



Dead Yamuna



Gopi's Krishna



Alive Yamuna



Kaliya's Krishna

RECOMMENDATIONS

1. Ten-year intent and five-year plan and funding
2. Enactment of Centre/ State law(s) if required
3. Central authority with vertical for each broken window
4. Hon'ble Prime Minister as key brand ambassador
5. Brand ambassadors for each social segment (Chhat, Braj)
6. Enlist schools, colleges, RWAs, NCC, NSS, clubs, slums, etc
7. Enlist NGOs and create new NGOs (each social segment)
8. Annual Yamuna Calendar of events
9. Detailed social media/ media campaign plan
10. Deploy Territorial Army Unit (monitor, educate, clean)

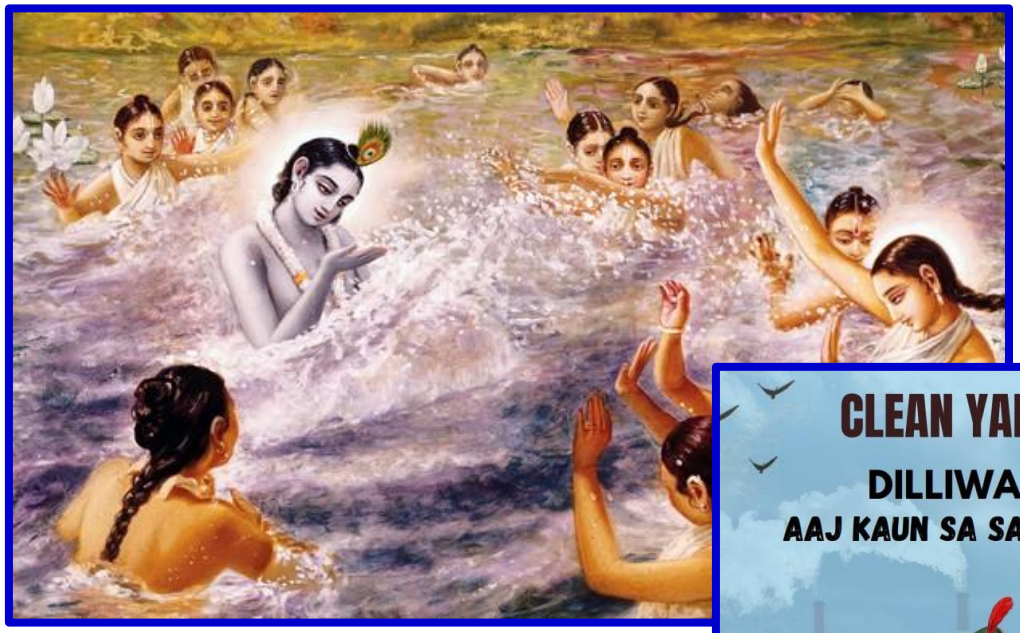
STRATEGY FOR A YAMUNA REVOLUTION



River of Death



Gopi's Krishan



River of Love



Kaliya's Krishna


CLEAN YAMUNA
DILLIWALON,
AAJ KAUN SA SAR KATOGE?
Agriculture products
Industrial effluent
Single use plastics
Untreated sewage
Human remains
#NCCDELHI4YAMUNA

Q&A

JAI HIND