

(c) whether any guidelines have been issued to determine the terms of eligibility for such social media platforms; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRAKASH JAVADEKAR): (a) to (d) The Government has in May, 2020 formulated policy guidelines for the empanelment of social media platforms with Bureau of Outreach and Communication (BOC) for release of Government Advertisements on social media, which *inter-alia* includes eligibility criteria and other terms and conditions. These guidelines are available on website of BOC, [www.davp.nic.in](http://www.davp.nic.in).

#### **New legislation to keep the Ganga pollution free**

103. SHRI JYOTIRADITYA M. SCINDIA: Will the Minister of JAL SHAKTI be pleased to state:

(a) whether Government has decided to bring a new legislation to keep the Ganga, a holyriver, clean and pollution free;

(b) if so, the details thereof;

(c) whether the Namami Gange Programme launched by Government in June, 2014 could not protect Ganga from pollution; and

(d) if so, to what extent a new legislation will keep Ganga pollution free?

THE MINISTER OF STATE IN THE MINISTRY OF JAL SHAKTI (SHRI RATTAN LAL KATARIA): (a) and (b) A draft Bill, namely, the National River Ganga (Rejuvenation, Protection and Management) Bill, 2019 is under consideration with the objective to take measures for protection, management and rejuvenation of river Ganga. The draft bill has several provisions for strengthening of institutional mechanism, provision for zonal plans, provision for imposition of graded penalties, fines and imprisonment depending on the severity of offence, creation of Ganga Protection Corps for general surveillance and prevention of pollution etc.

(c) No, Sir. Namami Gange is an integrated conservation and rejuvenation programme initiated by the Union Government in June, 2014 with twin objectives of effective abatement of pollution, conservation and rejuvenation of river Ganga.

Namami Gange Programme has been effective and successful in achieving the cleanliness and rejuvenation of river Ganga. The pace of implementation, execution and

monitoring of sewerage and other projects has gathered considerable momentum and substantial financial assistance/funds have been made available to the States /UT(Delhi) for the execution of the projects, in a time bound manner. As a result of multi sectoral interventions, the improving trend in water quality of river Ganga has also been observed.

(d) Does not arise.

**Consideration of Sri Kaleshwaram Lift Irrigation Project  
as National Project**

104. SHRI K. R. SURESH REDDY: Will the Minister of JAL SHAKTI be pleased to state:

(a) whether Government would consider treating Sri Kaleshwaram Lift Irrigation Project on the Godavari river, at par with Polavaram Project, since the situation is similar due to bifurcation;

(b) if not, reasons for leaving the burden on Telangana State;

(c) whether Government would consider sanction of grants for the completion of project, in view of Telangana being the new State and as the State is reeling under financial crisis; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF JAL SHAKTI (SHRI RATTAN LAL KATARIA): (a) to (d) Water Resources Projects are planned, funded, executed and maintained by the State Governments themselves as per their own resources and priorities. In order to supplement the efforts of the State Governments, Government of India provides technical and financial assistance to encourage sustainable development and efficient management of water resources through various schemes and programmes such as Accelerated Irrigation Benefits Programme (AIBP) etc. under Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) as per the guidelines of such schemes.

The Polavaram Irrigation Project (PIP) has been declared a National Project under Section 90 (1) of Andhra Pradesh Reorganisation Act 2014.

Inclusion of a project for funding under scheme of PMKSY-AIBP/National Projects is dependent upon appraisal/acceptance of its Detailed Project Report (DPR) by Advisory Committee of DoWR, RD & GR from techno-economic angle; various statutory