



ABSTRACT

For years India has been acknowledged for its massive improvement of economic performance that represents South Asia. Other than that, the lately discourse about Asia's competition between the 'elephant' (India) and the 'dragon' (China) as the two emerging nations makes India become more famous for its reputation in global arena. With its massive development, India has now considered the importance of environmental aesthetics that has been focusing to clean the Ganga river as one of the government act in promoting the environmental protection.

Ganga Action Plan has become the first aestheticization project by Indian government that aimed at stopping the pollution flows into the Ganga river. As the project has been run for more than 20 years and no significance improvement can be seen until this present time, the writer would like to do a research about the political challenges that hurdles this aesthetics process. The writer used the aestheticization concept to do the research in the scope of socio-political, economic, and cultural aspect in India.

Based on the research, the writer has found that in both administration under the past PM Manmohan Singh and the current PM Narendra Modi, Ganga Action Plan has been faced with political challenges that derived from social, political economy and cultural context within Indian society. Untreated industrial sewage, domestic waste, and the most influential cultural waste are the undeniable challenges that hampering the work of Ganga Action Plan.

Keywords: Ganga Action Plan, Sacred River, Hindu's Culture, Middle Class, Manmohan Singh, Narendra Modi, NGOs, Environmental Aesthetics

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