

C-10/2015-16/1192/NMCG (1)  
**National Mission for Clean Ganga**  
Department of Water Resources, River Development & Ganga Rejuvenation  
Ministry of Jal Shakti  
Government of India

1<sup>st</sup> Floor, MDC National Stadium  
India Gate, New Delhi – 110002  
Dated: 25<sup>th</sup> July 2023

To  
The Project Director  
State Mission for Clean Ganga  
Plot No 18, Sector -7, Gomti Nagar Extension  
Lucknow -226010

**Subject: Approval of Annual Action Plan 2023-24 for Communication and Public Outreach activities at an estimated cost of Rs.5.52 Cr (Rupees Five Crore Fifty-Two Lakh only)**

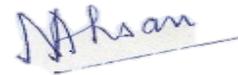
Sir,

This has reference to the Annual Action Plan 2023-24 of SMCG submitted vide letter dated 17/05/2023.

2. It is to convey, following activities have been approved at an estimated cost of Rs. **5.52 Cr (Rupees Five Crore Fifty-Two Lakh only)** as per the details given at **Annexure-I**
3. Approval is subject to following terms and conditions:
  - a) Arth Ganga and AKAM initiatives to be taken on priority.
  - b) DAVP/BoC empaneled agencies may be engaged for development of creatives.
  - c) SMCG to ensure that there is no duplication of activities.
  - d) Deployment of dedicated staff for the communication activities.
  - e) Approval for Newspaper advertisements to be taken by SMCG, as applicable.
  - f) SMCG may get creatives approved from NMCG before release.
  - g) IEC material soft or hard copy, as the case may be should be shared with NMCG to maintain uniformity.
  - h) Physical and Financial report to be submitted as per the Monthly reporting format. **Annexure**

**-II**

- i) All the activities should be properly documented, Photographs in High resolution to be submitted every month to NMCG.
  - j) Prior information of events should be given to NMCG so that it can be shared on social media of NMCG.
  - k) Dates of local festivals may vary, which may be confirmed by SMCG.
  - l) Creatives provided by NMCG for hoarding/outdoor should be displayed on priority.
  - m) Namami Gange Anthem and Kartavya Ganga Song to be played during 'Ghat par Haat' and other events.
  - n) Focus on activities for engagement with schools and colleges.
  - o) Government rules and procedures will apply.
4. Expenditure to be debited to National Ganga Plan (Non-EAP) component. Fund demand may be sent with quarterly fund requirement.
5. UCs for C&PO activities to be furnished separately. In case, consolidated UCs are furnished, expenditure for C&PO activities may be detailed separately.
6. This issues with the approval of the Director General vide E File Note #120 dated 20/07/2023 as well as with the concurrence of Executive Director (F) vide E File Note #118 dated 19/07/2023.



**(Mohd Najeeb Ahsan)**  
Sr. Communication Manager, NMCG  
011-23072900

Copy for information: -

1. PPS to Director General, NMCG
2. PS to ED (Finance), NMCG
3. PS to ED(Technical), NMCG
4. Guard File

## Annexure -I

## Total Budget

Sl.No	Media & Public Outreach Activities	Target Group	Date /Time Line	Executi ng Agency / Depart ments	Unit cost (Rs.) -A	Break up of Cost (Rs in Lakh)	Budget (Rs.)
	1	2	3	3	4	5	6
A	<b>Campaign</b>						
1	Mission Life Campaign	34 DGC	03.05.2023 to 05.06.2023	District Ganga Committee	200000	200000x34	6800000
i	Azadi Ka Amrit Mahotsav 2.0 Special Campaign and G20 Programme, Har Ghar Tiranga	DGC	15th August-15th September 2023	District Ganga Committees/ SMCG	100000	29 DGC-100%-A(100000) *29 = 17 DGC-50% of A-B(50000)* 17= 29 DGC-25% of A-C(25000)* 29	4475000
ii	Swachhta Pakhwada	DGC	16 <sup>th</sup> -31 <sup>st</sup> March 2024	District Ganga Committees	75,000	29 DGC-100% - A 17 DGC-50% of A - B 29 DGC-25% of A - C	3356250
iii	Ganga Utsav	DGC	4th November 2023	District Ganga Committees	100000	29 DGC	2900000
iv	Swachhta Hi Seva	DGC	2 <sup>nd</sup> October 2023	District Ganga Committees	50000	50000x25 DGC	1250000
v	Yoga Diwas	30 DGCs	21 <sup>st</sup> June 2023	District Ganga Committees	50000	50000x30	1500000

vi	Tableau		26th January 2024	SMCG	1800000	1800000	1800000
vii	World Wetland Day,	District Bijnor	2nd February 2024	SMCG	325000	650000	325000
viii	World Water Day	State level	22-Mar-24	SMCG	500000	1000000	500000
ix	World Environment Day	State level	5th June 2023	SMCG	250000	500000	250000
x	Ganga Samman Samaroh (per district, individual/groups who have worked for river rejuvenation and conservation	75 Districts	June 2023-August 2023	SMCG	1000000	1000000 X1	1000000
xi	Special Campaign like Ganga Run, Marathon, Cycling, Sports event, Har Ghar Tiranga etc (Max. 2-3 in a year)						
xi(a)	Ganga Run	Lucknow, Varanasi, Prayagraj, Kanpur,	September-November 2023	SMCG/DGC	150000	150000X4	600000
xi(b)	Cycling-Race	Pilibhit, Chitrkot, Raibareilly, Mirzapur, Fatehpur	September to December 2023	SMCG/DGC	100000	100000x5	500000
xi(c)	Sport Event- Ganga Boat Race	5 Ganga Districts	May to November 2023	DGC's	200000	200000X5	1000000
xii	Ganga Maha Aarti at every Purnima	10 priority districts Kanpur city, Prayagraj, Varanasi, Kannauj	Year 2023-24	DGC's	200000	200000X10	2000000

		, Bijnor, Ballia, Farrukh abad, Hapur, Mirzapur, Meerut.					
xiii	Chatt Puja	10 Ganga districts		10 DGCs	100000	100000 x 10	1000000
xiv	Mirzapur Mela( October 2023 / March 2024)	Devotees/ Masses	Oct 15, 2023- April 9, 2024	DGC Mirzapur	200000	200000X1	200000
xv	Garh Mukteshwar Mela	Devotees/ Masses	Nov-23	DGC Hapur	100000	100000	100000
xvi	Radio Campaign (musical cultural shows) on Ghats of 10 Ganga Districts	10 District	August to September 2023	Radio Agencies on (DAVP Rates)	250000	250000X10	2500000
	<b>Sub Total Campaigns</b>						32056250
	<b>Print Media</b>						
	<b>B</b>						
i	Advertisement in Newspapers			SMCG	500000	500000	500000
ii	Booklets, Leaflets, Pamphlets and Posters, Resource Material Development, Designing and Printing. Creative Development	All 75 DGCs	-	SMCG	500000	2500000	500000
	<b>Sub Total Print Media</b>						<b>1000000</b>
<b>3</b>	<b>Outdoor publicity</b>						
	<b>c</b>						
i	Publicity through Hoardings (Important Location in City/Town & Ghats), Bus Back Panel, Bus Que Shelters, Airport,	75 Districts	July 2023 to November 2023	SMCG/ DGC	100000	100000 x 75 (Hoardings)	7500000

	Railway Stations, LED etc						
	<b>Sub Total Outdoor</b>						<b>7500000</b>
4	Exhibitions/ Events	For Setup of Small Stalls in Important Festivals and events in the State		SMCG	167000	167000 x 3	501000
5	Conference/Workshops/ Webinar / Seminars	State Level	July 2023 to December 2023	SMCG	500000	500000 x 3	500000
6	Photography and Videography/ Documentation	Namami Gange projects	June - September 2023	SMCG	1000000	4000000	1000000
7	5 Documentary on success stories on small rivers rejuvenation (on DAVP rates)	Govt.Officials and General Public		SMCG	525000	5X525000	2625000
8	Support to Educational Institutions for Public Outreach and Knowledge based events	Teachers and Students	July to November 2023	25 DGCs	200000	25X200000	5000000
9	Procurement of T Shirt /Caps/Bags etc.	75 District		SMCG	2000000	Lumpsum	2000000
10	Social Media			SMCG			500000
11	Miscellaneous						2500000
	<b>Sub Total</b>						<b>14626000</b>
	<b>Grand Total</b>			<b>Amount in Cr.</b>			<b>55182250 Approx 5.52 Crore</b>

**Total Amount: Rupees Five Crore Fifty-Two Lakh only**

**MONTHLY PROGRESS REPORT OF COMMUNICATION ACTIVITIES NAMAMI GANGE PROGRAMME****(To be submitted by 10<sup>th</sup> of Every Month)**

MONTH:.....SMCG:.....

**1. Brief Description/ overview of communication activities with date & photographs (One for each activity)**

<b>Dated</b>		<b>Programme/ Activity</b>	
<b>Venue</b>		<b>Programme Duration</b>	
<b>Objectives/ Purpose of the program/ activity</b>		<b>List of Dignitaries</b>	
<b>Brief of the program/ activity</b>			
<b>Photographs</b>			

**2. Expenditure Details: As per Annexure-I of approval letter**

<b>S. No.</b>	<b>IEC Activity</b>	<b>Approved Amount Rs. in Lakh</b>	<b>Expenditure (Rs. )</b>	<b>Balance (Rs. )</b>	<b>UC Submission</b>	<b>Remark</b>
	<b>Grand Total</b>					

**3. Accomplishments of the Month:**

**4. Media Coverage of activities (Press Clippings):**

**5. Any other relevant information:**

**6. Activities planned for the next month:**

**Signature:**

**Name & Designation**

**Date of Submission:**