

Standard Operating Instructions for Dealing with CSR Proposals

1. Immediately on a corporate (Corporate) selecting an activity for adoption by it as a CSR Activity, an alert would be received by the Assistant Web Master (AWM) both by email and by SMS informing him/her of the name of the Corporate and the activity selected by the Corporate.
2. Simultaneously, the corporate entity selecting an activity for adoption will be sent a format seeking preliminary details for taking up a project. The format will be available activity wise – like Ghat construction, cleaning of Ghat, providing amenities at important Ghats, Ganga gram, bioremediation of nala and drainage etc. The corporate entity is expected to fill up the details in the format and submit the same online within seven days for further action in this regard. The format duly filled up by the corporate entity as received would be forwarded to the concerned nodal officer for further engagement and action thereof.
3. The corporate would be requested through a return mail forwarding the format to fill up details for getting the go ahead from NMCG for working out a Detail Project Report (DPR/action plan) for taking up the listed activity as CSR under ‘Namami Gange’ project.
4. AWM would forward the offer received from the Corporate to the designated Nodal Officer, as shown below, for follow up with the Corporate, with a copy to CSR cell in the Finance Unit for information.

Sl. No.	Nature of Activity	Designated Nodal Officer	Controlling ED
1	Ghat Construction / Modification / Extension	Ms. Divya Nandini	ED (P)
2	Cleaning of Ghat	Dr. Indresh Kumar Sawhney	ED (P)
3	Providing Amenities at Important Ghats	Ms. Divya Nandini	ED (P)
4	Crematoria Construction / Modification / Extension	Ms. Divya Nandini	ED (P)
5	Ganga Gram	Mr Sunil Kumar	ED (A)
6	Bioremediation of Nallas & Drains	Mr. Amit Kumar	ED (T)
7	IEC Activities	Dr. Sandeep Behera	ED (P)
8	River Surface Cleaning using Trash Skimmer	Dr. Indresh Kumar Sawhney	ED (P)
9	Solid Waste Management	Concerned State-in-Charge	ED (P)
10	Tree Plantation	Dr. Sandeep Behera	ED (A)

5. AWM would also forward the name and contact details of the Nodal Officer to the Corporate to facilitate seamless communication between the Corporate and NMCG.
6. The Nodal Officer would promptly establish contact with the Corporate, finalize further course of action, work out a time table for completion of various components of the project activity and prepare the PERT Chart in consultation with the Corporate. A copy of the PERT Chart would be shared with the CSR Cell. The Nodal Officer would continually follow up on the matter with the Corporate for taking necessary approval from competent authority at NMCG as required.
7. The Corporate would submit a detailed project proposal to the Nodal Officer in accordance with the agreed time table. The Nodal Officer would appraise the project proposal in detail, get appropriate modifications done by the Corporate and place the duly finalized detailed project proposal for consideration of the Committee of Executive Directors (COED) of NMCG. The Nodal Officer would keep a record of the proceedings of the COED in this regard.
8. The Nodal Officer would communicate the decision of COED to the Corporate with a copy to CSR Cell.
9. The Nodal Officer, thereafter, would work out the details and a time table for obtaining the required approvals from the State Government / Urban Local Body / Gram Panchayat / Pollution Control Authorities, etc. in consultation with the Corporate. A copy of the time table would be shared with CSR Cell. SPMG will be associated with the activities at all stages.
10. The Nodal Officer and CSR cell would work closely with the Corporate and aid the Corporate in obtaining the required approvals from the statutory authorities in accordance with the time table finalized as in point no. 6 above. All expenses to be incurred in this regard would be met by the Corporate.
11. Thereafter, the CSR cell would make arrangements for formal launch of the activity by the honourable Minister Water Resources, River Development and Ganga Rejuvenation or any other dignitary on a mutually convenient date.
12. The Nodal Officer and CSR cell would continually monitor the progress of the project activity both through periodic visits to the project site and through periodic reports to be submitted by the Corporate on project-specific formats to be developed for the purpose. Cost of the site visits by the Nodal Officer and CSR cell would be borne by NMCG. Copies of site visit reports of Nodal Officer and off-site reports received from the Corporate would be shared with the CSR Cell.

13. The Corporate would continue to maintain the asset so created for the agreed period of time.

14. On completion of the project activity, the Corporate would inform the Nodal Officer in writing. On receiving this communication, the Nodal Officer would inspect the project site, satisfy himself about the successful completion of the project activity and submit his report to COED seeking approval of COED for furnishing the Project Completion Certificate to the Corporate. On COED approving the same, the Nodal Officer would furnish a Project Completion Certificate to the Corporate with a copy to the CSR Cell.

15. Immediately after issuance of Project Completion Certificate to a project activity, the Nodal Officer would commission a study to assess the impact of that project activity in rejuvenating Ganga. NMCG would share the Impact Assessment Study Report with the Corporate and the CSR Cell. Cost of the Impact Assessment Study would be borne by NMCG.

16. The Corporate would continue to maintain the asset so created for the agreed period of time.

17. Suitable dashboard would be developed on the website to reflect the progress of projects under CSR.
