

Memorandum Of Understanding

Between



**National Mission for Clean Ganga,
Department of Water Resources, River Development and Ganga
Rejuvenation, Ministry of Jal Shakti**

And



**Vyakti Vikas Kendra India (VVKI)
A public charitable trust under the aegis of
The Art of Living**

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding ("MoU") is entered into on this 31st day of December 2025 at New Delhi, India.

Between

National Mission for Clean Ganga, Department of Water Resources, River Development and Ganga Rejuvenation, Ministry of Jal Shakti, a registered society under the Societies Registration Act 1860 and an Authority constituted under the provisions of the Environment (Protection) Act, 1986, having registered Office at 1st Floor, Major Dhyani Chand National Stadium, India Gate, New Delhi - 110002, (hereinafter referred to as "NMCG").

And

Vyakti Vikas Kendra India, a registered public charitable trust with its office at Art of Living Campus, 21st km, Kanakapura Road, Bangalore, Karnataka 560082 (hereinafter referred to as "VVKI") which includes their successors, representatives and permitted assigns) through its authorised signatory Mr. Rohit Sikka, Chairman - Vyakti Vikas Kendra India.

(hereinafter individually called as the "PARTY" and collectively called as "PARTIES")

2. Objectives of Memorandum

2.1 Whereas NMCG is engaged in implementing the 'Namami Gange Programme', which is an integrated conservation mission, approved as 'Flagship Programme' by the Union Government to accomplish the twin objectives of effective abatement of pollution, conservation and rejuvenation of the National River Ganga.

2.2 Whereas, the Ganga has been facing serious threats due to discharge of increasing quantities of chemicals such as insecticides and pesticides on account of heavy use of external chemical inputs in farms near the Ganga basin. Being a multi-disciplinary programme, Namami Gange's success largely depends on the participation of other Ministries, State Governments and local communities.

2.3 During the first National Ganga Council meeting held on 14th December 2019, Hon'ble Prime Minister directed that the Namami Gange Mission should lead and transform into a sustainable and viable economic development model "Arth Ganga" to integrate people in the basin with Ganga rejuvenation. Towards achieving this goal, the



involvement of different Ministries/ Departments and other stakeholders, institution and community organization is of prime importance.

2.4 Taking forward the concept of Arth Ganga, especially for working out a mechanism for its implementation across the Ganga belt, NMCG has been interacting with all the line Ministries/ Departments of the Central Government and State Governments, for developing a robust model for implementation of Arth Ganga by taking up key interventions in important sectors.

2.5 The Arth Ganga aims to strengthen the river-people connect through economic bridge and ensure Ganga rejuvenation by promoting sustainable development, so as to contribute about 3% to the GDP from the Ganga basin.

2.7 The objectives of this MoU are to achieve the vision of a sustainable and viable economic development by public participation, creation and strengthening of local cooperatives directing their cooperation towards realising the mandate of Arth Ganga.

2.8 In addition to undertaking several community welfares projects, VVKI has been working in the following areas:

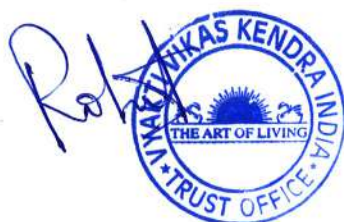
- i. Water conservation, managed aquifer recharge and river rejuvenation;
- ii. Eco-restoration of water bodies and Agroforestry including medicinal plants;
- iii. Water pollution reduction through Nature-based-Solutions (NbS);
- iv. Trainings on natural farming;
- v. Livelihood generation opportunities;
- vi. Community engagement;
- vii. Improving bio-diversity;
- viii. Yoga, meditation, cultural heritage etc.

2.9 The geographical coverage for operation under this MoU will be the Ganga river basin States.

3. Roles and Responsibilities

National Mission for Clean Ganga shall

- Coordinate with State Governments and concerned District Ganga Committees (DGCs) to support VVKI for organizing activities on Yoga, Meditation, and spiritual programs along the Ganga and its tributaries.



- Identify rivers/ tributaries for water conservation, aquifer recharge, and river rejuvenation projects.
- Support on river rejuvenation with a focus on small rivers to restore the river's natural ecosystem and improve water quality.
- Support areas for eco-restoration, agroforestry, medicinal plant cultivation, and natural farming promotion.
- Facilitate seminars, workshops, and training related to livelihood generation and sustainable value chains under Arth Ganga.

VVKI as an implementing agency through itself/ or associate organisation/s of Art of Living/ any other vendor would initiate and do the following activities:

- Develop scientific plans for river rejuvenation activities in identified areas.
- Conduct community capacity building, including leadership training for youth and awareness programs for various stakeholders.
- Organize river rejuvenation activities with a focus on small rivers rejuvenation through involvement of locals, youth and SHGs.
- Plan and implement eco-restoration, agroforestry, biodiversity improvement, and natural farming training workshops.
- Organize skill development trainings and explore livelihood opportunities, especially for women, through Ashrams and centers of The Art of Living.
- Regularly conduct yoga, meditation, spiritual talks, and related programs along the Ganga banks and at designated locations.
- VVKI may support Namami Gange for operation and maintenance of ghats, organizing ghat pe haat, ghat par yoga and Ganga aarti activities using its CSR funds.

4.0 Appointment of Nodal Officers

Each Party shall designate a Nodal Officer to coordinate and guide the implementation and monitoring of activities under this MoU.

5.0 Review and Reporting Mechanism

- The Parties shall review progress biannually.
- VVKI shall submit a quarterly status reports to NMCG on activities undertaken, number of people participated, including relevant photographs.
- VVKI shall submit the details/ data/ pictures of activities or project progress in desired format as required by NMCG.



6.0 Financial Arrangements

In accordance with the principle of equality and reciprocity, each party shall bear its own individual full costs it incurs in performing, managing and administering its own efforts under this MoU unless and otherwise some specific financial support/arrangement has been extended by any of the parties exclusively for the purpose.

The MoU does not involve any transfer of financial or material resources among the parties and does not prescribe financial or material inputs into areas of common interest.

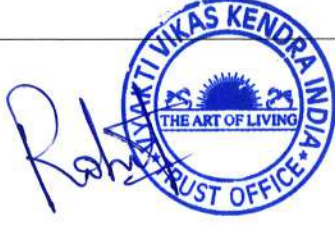
7.0 Modification/Amendment to the MoU

Modifications to this MoU shall be made in writing and signed by both Parties.

8.0 Tenure of the MoU

This MOU shall come into force with effect from the date of expiry of the previous MOU i.e. 18.10.2025 for a further period of three years, and thereafter further renewal, can be done as mutually agreed between the parties.

IN WITNESS WHERE OF the Parties have executed this MEMORANDUM of UNDERSTANDING at the date, month, and year first above written.

	
For and on behalf of Vyakti Vikas Kendra India (VVKI)	For and on behalf of National Mission for Clean Ganga (NMCG)
Shri Rohit Sikka, Chairman, Vyakti Vikas Kendra India, The Art of Living, Bengaluru, Karnataka	Shri Nalin Kumar Srivastava, Deputy Director General, National Mission for Clean Ganga, DoWR, RD & GR, Ministry of Jal Shakti, Government of India