

CO-20/4/2022- Communication NMCG
National Mission for Clean Ganga
Ministry of Jal Shakti, Government of India

1st Floor, MDC National Stadium
India Gate, New Delhi – 110002
Dated: 5th September 2022

Office Memorandum

Subject: Reg. Policy of NMCG for Sponsorship & Support to Organisations and Agencies

National Mission for Clean Ganga, Ministry of Jal Shakti has framed policy guidelines for sponsorship and support to organizations and agencies for awareness campaigns, exhibitions, production of short films and other Communication & Public Outreach related activities.

2. The organizations seeking sponsorship and support from NMCG should submit proposals in the given formats along with relevant supporting documents.
3. All the proposals submitted to NMCG shall be considered in accordance with the guidelines and on the basis of the eligibility criteria enumerated in the policy.
4. This issues with the approval of the Director General, NMCG vide E-Note#12 dated 27.08.2022.

Enclosed: As Above



Divya Joshi
(Consultant, NMCG)
011-23072900

Copy to:

1. PS to Director General, NMCG
2. PS to All Executive Directors, NMCG
3. All Wings of NMCG
4. Guard File



**Policy for
Sponsorship & Support to
Organisations and Agencies
September 2022**

NATIONAL MISSION FOR CLEAN GANGA

Ministry of Jal Shakti, Government of India

1st Floor, Major Dhyan Chand National Stadium, India Gate, New Delhi

www.nmcg.nic.in

BACKGROUND:

Namami Gange is an integrated conservation mission, approved as 'Flagship Programme' by the Union Government to accomplish the objectives of effective abatement of pollution, conservation and rejuvenation of the National River Ganga and its tributaries. Not only has it focused on treatment of wastewater, but also on preserving the ecology and biodiversity of River Ganga by taking a basin-approach. Special emphasis is also being given to wetland conservation and spring rejuvenation.

Communication is always an integral part of public programmes, more so for the ones as herculean and significant as the Namami Gange Programme. The Hon'ble Prime Minister of India Shri Narendra Modi in the first meeting of National Ganga Council in Kanpur in 2019 gave the concept of Arth Ganga. One of the primary aim of Arth Ganga is to establish people-river connect. NMCG is focusing on Arth Ganga and integrating it with 'Jan Ganga'- two important pillars of the Namami Gange program.

NMCG has been organizing a wide array of ground activities and continuously organizes various community driven campaigns and events. NMCG has taken up various measures to connect with people such as- organizing Ghat Pe Haat, Clean Yamuna Campaign, Ghat Par Yog, Ganga Quest, celebrating the ethos of river through cultural programs and holding festivals like Ganga Utsav etc. to continuously creating awareness and involving key stakeholders, students, youth groups and community at large in the efforts for Ganga rejuvenation. The campaigns and events witnessed immense public involvement & support which strengthened the people-river connect and spiral into a massive Jan Andolan and transformed this Mission into a people's movement.

As Namami Gange is Government of India's flagship programme, National Mission for Clean Ganga regularly receives a number of proposals and requests from various organisations and agencies to collaborate with Namami Gange on various IEC facets. Whereas some proposals are to support the Programme, some ideas and proposals involve financial implications to spread awareness about Namami Gange through initiatives such as awareness campaigns, workshops, exhibitions and producing short films etc. In this regard, a policy has been formulated by NMCG to ensure selection of proposals as per a robust institutional mechanism. The details of the policy are as follows:

1. Scope of the Policy:

The policy shall cover organisations and agencies engaged in public and private service, based on ethical, cultural, social, economic, political, religious, spiritual, philanthropic or scientific & technological considerations. It shall also cover formal as well as informal groups, such as- community based organisations (CBOs); non-governmental organisations (NGOs); charitable organisations, societies and public trusts, support organisations, networks or federations of such organisations as well as professional associations, academic and technical institutions and autonomous bodies.

2. Categories of NMCG support and sponsorship:

- i. Magazines, Journals for releasing advertisements; advertorials; featured articles; sponsored articles and souvenirs
- ii. Exhibitions
- iii. Event Support-Cultural/Any other Art Form/ Sports & awareness events
- iv. Production Sponsored TV programmes, Short Films/ Documentaries & Radio
- v. Organisations: -NGOs/CBOs, Public Trusts, Societies and Autonomous bodies
- vi. Institutional Sponsorship: Activities- Seminar/ Webinar/ Annual Fest
- vii. Cleaning or any other voluntary activity by any organization/NGOs
- viii. Individual/Group Support: Activity like- Cycle Yatra/ Painting/ Sport Activity
- ix. Logo Support: Activities- Seminars/conferences/ workshops/ summits/ symposium/ exhibitions/ annual functions

3. General Eligibility Criteria for sponsorship: All organizations seeking sponsorship and engagement with NMCG should comply with the guidelines given below:

- **Area of Implementation/ intervention/ geographical area:** Ganga Basin States and Delhi-NCR
- **Objective:** The proposal should be relevant and it should promote and contribute towards overall objective of Ganga Rejuvenation (shared goals and complementary roles)
- **Timeline:** All Proposals must be submitted to NMCG/Communication Unit at least 60 days prior (with complete details) for processing the case for consideration. The proposals after the said time limit, may not be considered.
- **Target Group:** People/ communities residing Ganga Basin States/ opinion leader's/ youth groups/ school students/academic institutions/ religious leaders/ technical experts/other relevant key stakeholders
- **Experience:** Should have minimum 5 years of experience of executing programs of specifically (water, environment and other related thematic areas) and propagating Government schemes or Flagship programs of Government of India
- The organisations applying should not be blacklisted by any Central or State Government authority in the last 3 years at the time of submitting the proposal
- The organisation should be registered, audit statements, annual reports or any other relevant document as required should be available
- The proposal from any agency/organisation shall be considered only once in a financial year
- Agreeing to abide by the guidelines and the norms of the National Mission for Clean Ganga

4. General Terms & Conditions:

- NMCG, in its sole discretion and without incurring any obligation or liability, reserves the right, to seek clarifications or further information/make any inquires, at any time, and also to disqualify, reject and/or accept any proposal and suspend/cancel the sponsorship without assigning any reason.
- NMCG reserves the right to reject any proposal without any specific reason to mention and no request for alteration, modification, substitutions or withdrawal shall be entertained by NMCG in respect of such applications. All proposals submitted with any conditions will be summarily rejected.
- All the required supporting documents as specified in the guidelines shall be submitted with the proposal.
- Applicants are required to treat all the documents and information as strictly confidential and shall be liable to strict action/legal action in case of false information or any kind of manipulation.
- Applicants are advised that consideration/approval of any proposal shall be entirely at the discretion of NMCG. Applicants shall be deemed to have understood and agreed that NMCG shall not be required to provide any explanation or justification in any respect.
- Approval of the proposals will be subject to the availability of funds with NMCG under Communication Head.
- The decisions taken by the NMCG with regards to the sponsorship and support to organisations & agencies through these policy guidelines shall be deemed final.

5. Specific Eligibility Criteria for Sponsorship & Support under Various Heads:

S.No.	Head	Eligibility Criteria	Sponsorship/Support
1.	Magazines & Journals		
	For releasing- -Advertisements -Advertorials -Featured Articles -Sponsored Articles -Souvenirs	<ul style="list-style-type: none">• Rating of the agency/ magazine/publication• Certified circulation (period of last 3 years)- RNI/ CA/ DAVP• Non-political• DAVP empanelled/ approved list of newspapers/journals	<ul style="list-style-type: none">• Maximum Limit of Funds- Rs. 5 Lakh <p>(Based on Merit)</p>

		<p>Desirable Conditions:</p> <ul style="list-style-type: none"> • Must have regular publication for a period of not less than 36 months • Circulation Area-Ganga Basin States • Readership-specifying the age & gender etc. - for print magazines & journals • Number of visitors/web-hits for online and e-journals • Should cover the initiatives of the Namami Gange program • Relevant theme related to river rejuvenation, water, environment and concerned topics and issues 	
2.	Exhibitions		
	Any National, State or District level exhibitions	<ul style="list-style-type: none"> • Geographical location: Ganga Basin States, preferably in Ganga Main-stem • Subject- Relevant theme (river, environment & water etc.) • Past experience of organizers • Footfall and type of visitors 	<ul style="list-style-type: none"> • Space - State Level-Stall/Booth space of max. 25 Sq. M. • Maximum Limit of Funds- Up to Rs. 2 Lakh • (Inclusive of Fabrication) - to be done by the organizers

			<ul style="list-style-type: none"> • SMCGs to be authorized to participate in the exhibition on behalf of NMCG in their respective State
3.A	Event Support		
	<p>- Cultural or any other Art Form; Sports & awareness events</p>	<ul style="list-style-type: none"> • Experience of (Min. 3 years) of organizing events of National programs or national importance • Events organised in Ganga Basin (with details) • List of reputed artists & celebrities proposed to perform in the event • Expected dignitaries & chief guests • Objective & expected outcome of the event 	<ul style="list-style-type: none"> • Maximum Limit of Funds- Rs. 5 Lakh • For no event, NMCG support should exceed 50% of the total cost, subject to the ceilings prescribed above. The organizers should be able to on-board other sponsors or put in their own finances
3.B.	Individual & Group Support		
		<ul style="list-style-type: none"> • Depending upon the impact & target audience • For events spreading over several days, it may be monitored by the concerned SMCG 	<ul style="list-style-type: none"> • Maximum Limit of Funds- Rs. 1 Lakh

4.	Production		
	<p>-Sponsored programmes -Short films -Radio</p> <p>TV</p>	<ul style="list-style-type: none"> • Experience of producing films on the subject related to river rejuvenation, water and environment for Central & State Government, Ministries & Departments and National programs • Recognition to the company and any award to the producer • Educational research-based concept • Innovative ideas for Arth Ganga • DAVP Empanelled 	<ul style="list-style-type: none"> • Sponsorship will be given on DAVP rates (part or full) <p>Maximum Limit of Funds- Rs. 11 Lakh</p>
5.	Organisations		
	<p>-NGOs/CBOs -Any registered distinct legal entity/ society/public trust/ company/ Autonomous bodies/ Cooperative societies</p>	<ul style="list-style-type: none"> • Society registered under the Indian Societies Registration Act, 1860 (Act XXI of 1860 or any such act resolved by the State) or a charitable public trust or company registered under any law for the time being in force • Registered Organisation/ NGO/ Company/ Agency under FCRA, 80G, Companies Act, NGO DARPAN- All 	<ul style="list-style-type: none"> • Maximum Limit of Funds- Rs. 4 to 5 Lakh

		<p>NGOs/CBOs/ Organisations should be registered on the NGO Darpan Portal of Niti Ayog and unique Darpan ID may be submitted with the application</p> <ul style="list-style-type: none"> • Having Board with regular meeting and proceedings • Experience to work in areas related to River Rejuvenation, Water, Environment and related fields in Ganga Basin with minimum period of 3 years • Proven experience of working with Ministries and Government of India flagship programs • Proposed activity should be beneficial for furthering the cause of Ganga River rejuvenation • Past track of supporting Namami Gange initiatives • Non-political and non-religious 	
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6.	Institutional Sponsorship	
	Activities such as Seminar/ Workshops/ Webinar/ Annual Fest and others	<ul style="list-style-type: none"> • UGC recognised institutions • NMCG partner and associated institutions • The subject should be relevant and in sync with river rejuvenation, water, environment and related issues
		• Maximum Limit of Funds- Up to Rs. 5 Lakh
7.	Cleaning Activity by any Organization/ NGOs	
	Cleaning, Awareness or any other voluntary activity	<ul style="list-style-type: none"> • Already involved in cleaning activity on Ghat and awareness for at least last 1 year • Having good record of supporting Government and Social Initiatives
		<ul style="list-style-type: none"> • No funds will be provided, only the resource material shall be provided by NMCG • Recognition to NGOs depending upon the kind and volume of contribution
8.	Logo Support	
	Logo support for Activities including- Seminars/conferences/ workshops/ summits/ symposium/ exhibitions and annual functions etc.	<ul style="list-style-type: none"> • Reputed organisation • Non-commercial event • Relevance to the different components of Namami Gange program • Technical expertise in the key subject and related areas • Have national-international recognition in academic, research or industry sector
		• Only the Logo support will be provided by NMCG without inclusion of any finances

6. Mandatory Conditions to be followed by the sponsored agencies:

- Display of Namami Gange Logo and specific mention of the National Mission for Clean Ganga should be displayed suitably in all events, articles, press notes and standard awareness & publicity materials. In addition, QR Code of Clean Ganga Fund along with the details may also be suitably displayed in all events/ exhibitions supported by NMCG.
- Detailed comprehensive reports along with high-resolution photographs may be submitted to NMCG by the organizers after completion of the event or exhibition.

ANNEXURES

Proposal Format for Magazines & Journals

S.No.	Head	Summary
I.	Organisational Profile	
1.	Name of the Agency/Publication & Magazine	
2.	Address	
3.	Contact No.	
4.	E-Mail:	
5.	Details of the Nodal Officer (Name, Designation & Contact No.)	
II.	Registration Details	
1.	Rating of the Agency/ Publication & Magazine	
2.	Certified Circulation (under/of DAVP/CA for a period of last 3 years)	
3.	Registered with RNI/DAVP/ NFDC/ any other recognised/ accredited authority	
4.	Regular Publication Period	

5.	No. of Subscribers/Visitors/ Web-hits for online & E-journals	
III. Work Experience		
1.	(Relevant coverage of subject related with River Rejuvenation, Water, Environment & other related thematic areas in last 5 years)	
IV. Details of the Proposal		
1.	Title	
2.	Nature	
3.	Objectives	
4.	Theme	
5.	Geographical Location (Circulation Area)	
6.	Target Group (Readership) (Specify age & gender)	
V. Financial Heads		
1.	Estimated Budget	

VI.	Expected Outcome	
1.	Specific Reach & Output	
VII.	DECLARATION	
	<p>I hereby declare that the above information furnished by me are true to the best of my knowledge. The organisation shall be responsible if any information above is later found to be false/ misleading.</p> <p>Signature & Stamp of Authorized Signatory:</p> <p>Name & Designation:</p> <p>Place:</p> <p>Date:</p>	

Documents to be attached:

S.No.	Documents
1.	Certificates of Registration
2.	Annual Report and Annual Audit Reports for the last 3 years
3.	List of Prominent Publications & Partners
4.	Details of Past Work Experience with Govt. (Work Orders and/or Completion Certificates)
5.	Brief Write up on the theme of the proposed work
6.	Break-up of Budget estimates

Fact Sheet
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Signature:

Date:

Proposal Format for Exhibitions

S.No.	Head	Summary
I.	Organisational Profile	
1.	Name of the Agency/ Organisation	
2.	Address	
3.	Contact No.	
4.	E-Mail:	
5.	Details of the Nodal Officer (Name, Designation & Contact No.)	
II.	Registration Details	
1.	Registration No. with any authorized Govt. Agency	
2.	Place of Registration:	
3.	Date of Registration:	

III.	Work Experience	
1.	(Relevant Work Experience regarding River Rejuvenation, Water, Environment & related thematic areas/ Handling Government Schemes & Programs (Last 5 Years))	
IV.	Details of the Proposal	
1.	Title	
2.	Nature	
3.	Recommended By (Name & Designation)	
4.	Objectives	
5.	Theme	
6.	Geographical Location	
7.	Target Group	
8.	Profile & Type of Visitors	

9.	Expected No. of Visitors	
10.	Total space of pavilion (Bare & Stall Space)	
11.	Expected Chief Guests	
12.	Other Participating Ministries & Departments	
V.	Financial Heads	
1.	Estimated Budget	
2.	Source of Other Funding	
a.	(Self-financed/sponsored by any agency/organisation/ Govt. departments)-	
b.	Indicate the name & address of the sponsors	
3.	Kind of support, in any form, from any other Ministry/ Department (Centre, State or Local Bodies)	
4.	Brief details of similar activities of the organizer during the last 5 years along with expenditure incurred for each event	
5.	Details of support received from any Government Department for the event of similar nature	

VI.	Expected Outcome	
1.	Target Result	
VII.	DECLARATION	
	<p>I hereby declare that the above information furnished by me are true to the best of my knowledge. The organisation shall be responsible if any information above is later found to be false/ misleading.</p> <p>Signature & Stamp of Authorized Signatory:</p> <p>Name & Designation:</p> <p>Place:</p> <p>Date:</p>	

Documents to be attached:

S.No.	List of/ Documents
1.	Certificates of Registration
2.	Annual Report & Audit Reports
3.	List of Prominent Partners & Sponsors
4.	Work Experience in related field for last 5 Years
5.	Brief Write up on the theme of the proposed work
6.	Break-up of Budget estimates
7.	Program Schedule

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Signature:

Date:

Proposal Format for Event Support

S.No.	Head	Summary
I.	Organisational Profile	
1.	Name of the Organisation/ Agency	
2.	Address	
3.	Contact No.	
4.	E-Mail:	
5.	Details of the Nodal Officer (Name, Designation & Contact No./E-Mail)	
II.	Registration Details	
1.	Registration with Any Govt. Agency	
2.	Registration No.	
3.	Place of Registration	
4.	Date of Registration	

III.	Work Experience	
1.	Work Experience of Last 5 Years in River Rejuvenation, Water, Environment & related thematic areas	
2.	Relevant experience to organize events of National level programs or national significance	
IV.	Details of the Proposal	
1.	Title	
2.	Nature	
3.	Objectives	
4.	Theme	
5.	Geographical Location	

6.	Target Group	
7.	Expected No. of Visitors/ Guests	
8.	List of Expected Dignitaries/ Chief Guests/ Key Speakers	
V.	Financial Heads	
1.	Estimated Budget of the entire event	
2.	Fund Requirement	
3.	Source of Funding	
a.	Self-financed/sponsored by any agency/organisation/ Govt. Departments-	
b.	Indicate the name, address & profile of the sponsors	
4.	Kind of support, in any form, from any other Ministry or Department (Centre, State or Local Bodies)	
VI.	Expected Outcome	
1.	Target Outcome	

VII.	DECLARATION
	<p>I hereby declare that the above information furnished by me are true to the best of my knowledge. The organisation shall be responsible if any information above is later found to be false/ misleading.</p> <p>Signature & Stamp of Authorized Signatory:</p> <p>Name & Designation:</p> <p>Place:</p> <p>Date:</p>

Documents to be attached:

S.No.	List of/ Documents
1.	Certificates of Registration
2.	Annual Report & Audit Reports
3.	List of Prominent Partners & Sponsors
4.	Work Experience in related field for last 5 Years
5.	Brief Write up on the theme of the proposed work
6.	Break-up of Budget estimates
7.	Program Schedule

Fact Sheet
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Fact Sheet For Official Use Only
<p>Signature:</p> <p>Date:</p>

Proposal Format for Production & Media Agencies

S.No.	Head	Summary
I.	Organisational Profile	
1.	Name of the Company/ Production House/ Media Agency	
2.	Address	
3.	Contact No.	
4.	Email:	
5.	Details of the Nodal Officer (Name, Designation & Contact No./E-Mail)	
II.	Registration Details	
1.	DAVP/ NFDC Empanelment No. & Category	
2.	Any Other Registration	
3.	Place of Registration	

4.	Date of Registration	
5.	Any Awards or recognitions	
III.	Work Experience	
1.	Relevant Work (Last 5 Years)	
2.	Production of films/ documentaries/ short videos on the subject related to River Rejuvenation, Water, Environment & other related thematic area for National programs, Ministries & Central Department's or International platform etc.	
3.	Any Awards & Recognitions	
IV.	Details of the Proposal	
1.	Title	
2.	Nature	
3.	Objectives	

4.	Theme	
5.	Probable Location for Shooting	
6.	Target Group	
V. Financial Heads		
1.	Estimated Budget	
VI. Expected Outcome		
1.	Target Output with specific results/reach	
VII. DECLARATION		
<p>I hereby declare that the above information furnished by me are true to the best of my knowledge. The organisation shall be responsible if any information above is later found to be false/ misleading.</p> <p>Signature & Stamp of Authorized Signatory:</p> <p>Name & Designation:</p> <p>Place:</p> <p>Date:</p>		

Documents to be attached:

S.No.	List of/ Documents
1.	Certificates of Registration
2.	Annual Report & Audit Reports
3.	List of Prominent Partners & Sponsors
4.	Work Experience in related field for last 5 Years
5.	Brief Write up on the theme of the proposed work
6.	Break-up of Budget estimates
7.	Program Schedule

Fact Sheet
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Signature:

Date:

Proposal Format for Organisations

S.No.	Head	Summary
I.	Organisational Profile	
1.	Name of the Organisation/ NGO/ Trust/Company/ Society/ Autonomous Body	
2.	Address	
3.	Contact No.	
4.	E-Mail:	
5.	Details of the Nodal Officer (Name, Designation & Contact No./E-Mail)	
II.	Registration Details	
1.	FCRA No.	
2.	Unique DARPAN ID (of Niti Ayog)	

3.	Any Other Registration under Govt. Authorised Agency	
4.	Place of Registration	
5.	Date of Registration	
III.	Work Experience	
1.	Relevant Work Experience in River Rejuvenation, Water, environment & related thematic areas in Ganga Basin	
2.	Experience of Handling of Government Schemes & Programs of similar nature	
3.	Association with Ministries & Central Departments or flagship programs	
4.	Past track of supporting Namami Gange initiatives	
IV.	Details of the Proposal	
1.	Title	
2.	Nature	
3.	Objectives	
4.	Theme	

5.	Geographical Location	
6.	Target Group	
V.	Financial Heads	
1.	Estimated Budget	
2.	Fund Requirement	
3.	Source of Funding	
a.	Self-financed/sponsored by any agency/ organisation/ Government Department	
b.	Name, Address and profile of the sponsors	
4.	Kind of support, in any form, from Ministry/ Department (Centre, State or Local Bodies)	
5.	Brief details of similar activities of the organizer during the past 3 years along with cost estimates of each event	
VI.	Expected Outcome	
1.	Results/ Output of the activity	

VII.	DECLARATION
	<p>I hereby declare that the above information furnished by me are true to the best of my knowledge. The organisation shall be responsible if any information above is later found to be false/ misleading.</p> <p>Signature & Stamp of Authorized Signatory:</p> <p>Name & Designation:</p> <p>Place:</p> <p>Date:</p>

Documents to be attached:

S.No.	List of/ Documents
1.	Certificates of Registration
2.	Annual Report & Audit Reports
3.	List of Prominent Partners & Sponsors
4.	Work Experience in related field for last 5 Years
5.	Brief Write up on the theme of the proposed work
6.	Break-up of Budget estimates
7.	Program Schedule

Fact Sheet
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<p>Signature:</p> <p>Date:</p>

Proposal Format for Institutions

S.No.	Head	Summary
I.	Institutional Profile	
1.	Name of the Institute/ University/ College	
2.	Address	
3.	Contact No.	
4.	E-Mail:	
5.	Details of the Nodal Officer (Name, Designation, Contact No. & E-Mail)	
II.	Registration Details	
1.	Approved by UGC/ AICTE/ any other recognised authority	
2.	Any other accreditation	
3.	Place of Registration	
4.	Date of Registration	

III. Work Experience	
1.	Relevant Work in Research and Academics regarding River Rejuvenation, Water, Environment & related thematic areas
2.	Similar past experience of association or work with National & International level
3.	Partnerships with Government, Central Departments and Academic/Technical Institutions
4.	Key Subject & Technical Expertise
5.	International & National Awards & Recognitions in academic, research or industry sector
IV. Information of the Proposal	
1.	Title
2.	Nature
3.	Objectives

4.	Theme	
5.	Event Location	
6.	Target Group	
7.	Expected no. of Participants	
8.	Profile & Type of Participants	
9.	List of Expected Chief Guests, Dignitaries & Key Speakers	
V.	Financial Heads	
1.	Estimated Budget of the entire Activity/ Event	
2.	Fund Requirement	
3.	Source of Funding	
a.	Self-financed/sponsored by any agency/organisation/ Government Departments	
b.	Name, address and profile of the sponsors	

c.	Kind of support, in any form, from any Ministry/ Department (Centre, State or Local Bodies)	
VI. Expected Outcome		
1.	Results & Output of the Activity	
VII. DECLARATION		
<p>I hereby declare that the above information furnished by me are true to the best of my knowledge. The organisation shall be responsible if any information above is later found to be false/ misleading.</p> <p>Signature & Stamp of Authorized Signatory:</p> <p>Name & Designation:</p> <p>Place:</p> <p>Date:</p>		

Documents to be attached:

S.No.	List of/ Documents
1.	Certificates of Registration
2.	Annual Report & Audit Reports
3.	List of Prominent Partners & Sponsors
4.	Work Experience in related field for last 5 Years
5.	Brief Write up on the theme of the proposed work
6.	Break-up of Budget estimates
7.	Program Schedule

Fact Sheet
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Signature:

Date:

Proposal Format For Voluntary Association

S.No.	Head	Summary
I.	Organisational Profile	
1.	Name of the Organisation/ Agency/ NGO/CBO/ RWA	
2.	Address	
3.	Contact No.	
4.	E-Mail:	
5.	Details of the Nodal Officer (Name, Designation, Contact No. & E-Mail)	
II.	Registration Details	
1.	Registration under any authorized Government Act or Agency	
2.	Registration No.	
3.	Date of Registration	
4.	Place of Registration	

III.	Work Experience	
1.	Similar past experience of Association/ Involvement/ Voluntary Support in Cleaning, Awareness or other IEC activities of Namami Gange or in any other community based program of National level or other social initiatives	
2.	Awards & Recognitions	
IV.	Details of the Proposal	
1.	Title	
2.	Nature	
3.	Objectives	
4.	Theme	
5.	Geographical Location	
6.	Target Group	
V.	Details of Kind of Support Required	
1.	Kind & Type of Support Required	

2.	Support received from any other Ministry/ Department (Centre, State or Local Bodies)	
3.	Name, address and profile of the sponsors	
VI.	Expected Outcome	
1.	Target Results/ output of the Activity	
VI.	DECLARATION	
	<p>I hereby declare that the above information furnished by me are true to the best of my knowledge. The organisation shall be responsible if any information above is later found to be false/ misleading.</p> <p>Signature & Stamp of Authorized Signatory:</p> <p>Name & Designation:</p> <p>Place:</p> <p>Date:</p>	

Documents to be attached:

S.No.	List of/ Documents
1.	Certificates of Registration
2.	Annual Report & Audit Reports
3.	List of Prominent Partners & Sponsors
4.	Work Experience in related field for last 5 Years
5.	Brief Write up on the theme of the proposed work
6.	Program Schedule

**Fact Sheet
For Official Use Only**

Signature:

Date:

Proposal Format For Logo Support

S.No.	Head	Summary
I.	Organisational Profile	
1.	Name of the Organisation	
2.	Address	
3.	Contact	
4.	E-Mail:	
5.	Name, Designation and Contact No. of Nodal Officers	
II.	Registration Details	
1.	Registration under any authorized Government Act or Agency	
2.	Date of Registration	
3.	Place of Registration	

III.	Work Experience	
1.	Relevant past experience of Association or involvement or voluntary support in Cleaning, Awareness & other public outreach related activities of Namami Gange or in any other community based program of Government or social initiatives	
2.	Key subject & technical expertise of having	
3.	International & National Awards & Recognitions in academic, research or industry sector	
IV.	Details of the Proposal	
1.	Title	
2.	Nature	
3.	Objectives	
4.	Theme	
5.	Geographical Location	
6.	Target Group	

7.	Relevance to the different components of the Namami Gange program	
V. Other Partners		
1.	Details of other Partners and Sponsors	
VI. Expected Outcome		
1.	Result & Final Output	
VII. DECLARATION		
<p>I hereby declare that the above information furnished by me are true to the best of my knowledge. The organisation shall be responsible if any information above is later found to be false/ misleading.</p> <p>Signature & Stamp of Authorized Signatory:</p> <p>Name & Designation:</p> <p>Place:</p> <p>Date:</p>		

Documents to be attached:

S.No.	List of/ Documents
1.	Certificates of Registration
2.	Annual Report & Audit Reports
3.	List of Prominent Partners & Sponsors
4.	Work Experience in related field for last 5 Years
5.	Brief Write up on the theme of the proposed work
6.	Program Schedule

**Fact Sheet
For Official Use Only**

Signature:

Date: