

नितिन गडकरी
NITIN GADKARI



मंत्री
जल संसाधन, नदी विकास, गंगा संरक्षण,
सड़क परिवहन, राजमार्ग एवं पोत परिवहन
भारत सरकार
Minister

Water Resources
River Development, Ganga Rejuvenation,
Road Transport, Highways and Shipping
Government of India

28 DEC 2018

No. M(WR, RD&GR)/MP/2818/621

Dear Shri. Nanik K Rupani ji,

"Namami Gange", an Integrated Conservation Mission for River Ganga, has been set up by the Government of India (GoI) as the umbrella program for restoring the wholesomeness of the River Ganga. Implementation of "Namami Gange" program has been entrusted to National Mission for Clean Ganga (NMCG), a Special Purpose Vehicle established by GoI as a registered society and now bestowed with the status of an Authority with the mandate of rejuvenating river Ganga. The role and responsibilities of NMCG include *interalia* overall projects planning and management, direct implementation of state level investments and activities etc. The area of operation of NMCG extends over eleven states through which Ganga and its tributaries flow. NMCG has taken up a large number of projects for controlling pollution in river Ganga, development of ghats and crematoria including provision of amenities, several measures for biodiversity conservation as also for afforestation along the banks of Ganga with the aim of making Ganga dhara "Aviral and Nirmal".

2. To harness the enthusiasm of NRIs and PIOs to contribute towards the conservation of the River Ganga, the Hon'ble Finance Minister announced, in his budget speech for FY 2014-15, setting up a NRI Fund to enable them to contribute towards the conservation efforts of the River Ganga. As a sequel to this, Clean Ganga Fund (CGF) was established on 21/01/2015 as a trust under the Indian Trust Act, 1882. Contributions/Donations to CGF are 100% exempt from Income-Tax under Section 80 G (1) (i) of Income-Tax Act and have also been notified as a Corporate Social Responsibility (CSR) activity by the Ministry of Corporate Affairs through an amendment to Schedule VII of the Companies Act, 2013. The fund so collected under CGF are being utilized for various Ganga Rejuvenation activities of NMCG including control of non-point pollution, setting up of waste treatment and disposal plants, conservation of the biotic diversity, community based activities to reduce pollution through human interface, river front development, research and innovation projects, real-time monitoring etc. CGF offers a unique opportunity for participation in the responsibility of the nation in rejuvenation of the River Ganga.

3. I would also like to inform you that a sizeable number of corporates – both public sector undertakings as well as private corporate entities, NRIs and PIOs and individuals from various walks of life have made donations to the Clean Ganga Fund since the Financial Year 2014-2015.

4. While the Government of India along with the respective State Governments is leaving no stone unturned for cleaning, rejuvenation and restoration of the health of the River Ganga and its tributaries, it is also important that the general public cutting across various lines and divisions also come forward in the event of Ganga restoration and make it a 'Peoples'



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Movement'. The NMCG in the recent past has launched a massive outreach programme to connect with more and more people and enlist their support including by way of contribution to CGF.

5. To take this initiative forward, I would like to appoint you as a resource person in Mumbai to motivate *Mumbaikars* to contribute towards CGF and join hands with the clean Ganga mission in whatever way they can. This will re-connect the people, specially the Corporates and Industrialists with river Ganga and contribute generously towards this noble cause. You may also like to engage with Industrial houses, Corporate entities, Business leaders and investors seeking their support and contributions to this mission. It would also be a good idea to connect with social and community leaders as well as with school and college going children to elicit their support in this mission.

6. Contributions to CGF can be made through, (i) cheque / DD drawn in favor of "Clean Ganga Fund", (ii) Donations can also be made directly through electronic mode to CGF's account no. 34213740838 with the New Delhi Main Branch of State Bank of India. (SWIFT Code: SBININBB104), and, (iii) A payment gateway has also been provided in the website of CGF which can be visited at the url: www.cleangangafund.com. (A link to CGF website has also been provided in the website of NMCG which has the url: www.nmcg.nic.in). (iv) Donations can also be made through BHIM/UPI app and also through SBI ATMs across the country by SBI card holders.

7. I look forward to your active role in harnessing the enthusiasm of the *Mumbaikars* towards this noble drive.

With regards,

Yours Sincerely,

(Nitin Gadkari)

Shri. Nanik Kisharam Rupani

1, Arcadia
NCPA Marg, Nariman Point
Mumbai – 400 021.