

ECGC LIMITED

CSR DEPARTMENT

ECGC contributes to the 'Clean Ganga Fund'



The Chairman-cum-Managing Director along with the Northern Regional Office team, extended ECGC CSR support amounting to Rs.71.50 lakh to Shri G. Asok Kumar, IAS, DG National Mission for Clean Ganga, New Delhi on March 9, 2022.

About the 'Clean Ganga Fund'

The 'Namami Gange Program' is a flagship initiative of the Government of India to rejuvenate river Ganga and its tributaries. The National Mission for Clean Ganga (NMCG) has been set up by the Government of India as a special purpose vehicle for implementing the program. NMCG has taken up various project activities for rejuvenating river Ganga & its tributaries like promoting ecological protection through afforestation, in-situ bioremediation of drains, sewage treatment, river-surface cleaning, treatment of industrial

effluents, public outreach, river front development, through project activities spread over eleven States - Uttarakhand, Uttar Pradesh, Madhya Pradesh, Rajasthan, Haryana, Himachal Pradesh, Chhattisgarh, Jharkhand, Bihar, West Bengal and Delhi, constituting the Ganga Basin.

The GOI has set up the 'Clean Ganga Fund' (CGF) as a trust under the Indian Trusts Act, 1882, to facilitate Resident Indians, Domestic & Overseas Corporates / Trusts, and NRIs / PIOs to contribute towards the conservation efforts of Ganga. Contribution to CGF is notified as a Corporate Social Responsibility (CSR) activity through an amendment to Schedule VII of the Companies Act, 2013. CGF is a people's fund and a unique platform created under the 'Namami Gange Program' for participation of the public in the national endeavor for rejuvenating river Ganga & its tributaries.

Under CGF several Ghats have been constructed/redeveloped and modernized with state-of-art infrastructure for public convenience where devotees congregate to bathe, pray, and celebrate. CGF has also funded projects pertaining to afforestation, in-situ bioremediation of drains, rejuvenation of kunds etc.

For further details, please visit: <https://nmcg.nic.in/CleanGangaFund/index.html>

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