

## Project proposal on:

### ***“Pilgrim Support & Clean Ganga Initiative – Kedarnath Yatra 2026”***

Submitted by:

***Motherchak Naboday Kishalay Sangha (MNKS)***

#### **1. Organizational Profile:**

Motherchak Naboday Kishalay Sangha (MNKS), established in 1985, is a registered NGO under the West Bengal Societies Registration Act XXVI of 1961.

With 35+ years of experience, MNKS works in:

- Child protection & rehabilitation.
- Disability inclusion.
- Community health & sanitation.
- Education & livelihood.
- Emergency & humanitarian response.



MNKS has successfully implemented CSR-funded programs with strong systems of transparency, compliance, and impact tracking.

#### **2. Registered Office:**

Motherchak Naboday Kishalay Sangha (MNKS)

Vill: Motherchak

P.O.: Bargokulpur

P.S.: Kharagpur (Local)

District: Paschim Medinipur

State: West Bengal

PIN: 721301, India

#### **3. Branch Offices:**

##### **Primary Branch:**

- A. Vill: Nekrasuli  
P.O.: Dumuria Sirisboni  
P.S.: Sankrail  
District: Jhargram  
State: West Bengal  
PIN: 721135, India

##### **Additional Branch Offices:**

- B. Vill: Dhandighi, Brindaban Colony (Ward No. 14)  
P.O. & P.S.: Contai  
District: Purba Medinipur  
State: West Bengal  
PIN: 721401, India

C. Vill: Benasole  
P.O.: Kendadhi  
P.S.: Musabani No. 3  
District: East Singhbhum  
State: Jharkhand  
PIN: 832303, India

D. Vill: Kanimohuli  
P.O.: Manbhani  
P.S.: Jharpokuria  
District: Mayurbhanj  
State: Odisha  
PIN: 757021, India

E. Vill: Garh Jaypur  
P.O.: Jaypur  
P.S.: Jaypur  
District: Purulia  
State: West Bengal  
PIN: 723201, India

F. Vill: Mouladanga  
P.O.: Keshiakole  
P.S. & District: Bankura  
State: West Bengal  
PIN: 722155, India

**4. Contact Details:**

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**5. Executive Summary:**

MNKS proposes a CSR-supported humanitarian initiative during Kedarnath Yatra 2026 (starting 14 April 2026) to ensure:





- ★ Clean and hygienic pilgrimage routes
- ★ Access to safe drinking water
- ★ Basic nutrition support for pilgrims
- ★ Environmental protection of the Ganga

The project will be implemented primarily in Haridwar and en-route pilgrimage zones, benefiting over 50,000 pilgrims.

**6. Project Objectives:**

- Improve sanitation at ghats and pilgrimage routes.
- Provide safe drinking water access.
- Support pilgrims with food assistance.
- Promote environmental awareness.
- Enhance safety, dignity, and comfort of devotees

**7. Key Activities:**

-  River & Ghat Cleaning.
-  Clean Roads & Pathways.
-  Drinking Water Distribution Points.
-  Snack Distribution Camps.

**8. Target Beneficiaries:**

**Direct:** 50,000+ pilgrims

**Indirect:** Local residents, vendors, and service providers.

**9. Project Duration:**

**Start:** 14 April 2026

**Duration:** 4–5 months

**10. Project Budget:**

Sl no.	Component	Amount (₹)
1	River & Ghat Cleaning	12,00,000
2	Road & Path Cleaning	10,00,000
3	Drinking Water Facilities	15,00,000
4	Snack Distribution	12,00,000
5	Manpower & Volunteers	8,00,000
6.	Logistics & Transport	5,00,000
7	Awareness Activities	3,00,000
8	Admin & Monitoring	3,00,000
9	Contingency	2,00,000
	<b>TOTAL BUDGET</b>	<b>₹70,00000</b>

### **11. Expected Outcomes:**

- ✓ Cleaner and safer pilgrimage environment.
- ✓ Reduced pollution in Ganga ghats.
- ✓ Improved public health conditions.
- ✓ Enhanced pilgrim satisfaction and safety.

### **12. CSR Alignment:**

Aligned with Schedule VII of Companies Act, 2013:

- ❖ Health & sanitation.
- ❖ Safe drinking water.
- ❖ Environmental sustainability.
- ❖ Community welfare

### **13. Implementation Plan:**

#### ***Phase 1:***

- i. Pre-Implementation (March–April 2026).
- ii. Site assessment (Haridwar & key locations).
- iii. Coordination with local authorities.
- iv. Recruitment & training of volunteers.
- v. Procurement of materials.

#### ***Phase 2:***







- i. Implementation (April–August 2026).
- ii. Daily cleaning operations.
- iii. Water & snack distribution camps.
- iv. Awareness drives at ghats.

#### ***Phase 3:***

- i. Closure & Reporting (August–September 2026).
- ii. Impact assessment.
- iii. Financial reporting.
- iv. CSR utilization certificate submission.

### **14. Safeguarding Policy :**






MNKS follows a strict safeguarding policy to ensure protection of all stakeholders:

-  Zero tolerance for abuse, exploitation, or harassment.
-  Protection of vulnerable groups (elderly, women, children).
-  Gender-sensitive service delivery.
-  Safe volunteer conduct protocols.
-  Complaint and grievance redressal system.
-  All staff and volunteers will undergo basic safeguarding orientation before deployment.

### 15. Risk Mitigation Strategy:

Sl no.	Risk	Mitigation Strategy
1	Overcrowding	Crowd management volunteers.
2	Health risks	First aid kits & emergency response.
3	Water contamination	Use certified water sources.
4	Weather challenges	Temporary shelters & flexible planning.
5	Waste mismanagement	Daily disposal coordination with local authorities.

### 16. Monitoring & Evaluation Plan:

-  Daily activity logs.
-  Beneficiary tracking.
-  Photographic documentation.
-  Weekly progress reports.
-  Third-party or CSR partner review

#### Key Indicators:

- No. of pilgrims served.
- Quantity of waste removed.
- Water distributed (litres).
- Snack packets distributed

### 17. Sustainability Strategy :

- Awareness campaigns on cleanliness.
- Collaboration with local municipal bodies.
- Volunteer engagement for long-term impact.
- Promotion of eco-friendly practices.

### 18. Why MNKS:

- ★ 35+ years of grassroots experience.
- ★ Multi-state presence.
- ★ Proven CSR project implementation.
- ★ Transparent financial systems.
- ★ Strong community trust.

**19. Closing Statement:**

***“Serving pilgrims is serving humanity.”***

MNKS is committed to ensuring that every devotee’s journey to Kedarnath is safe, clean, and dignified, while contributing to environmental sustainability and national development goals.