



i care for GANGA



Volunteer  
for a   
Better India

Project Details

June 2014



# i care for GANGA



“i care for *GANGA*” is a campaign by the ART OF LIVING, This project has been blessed by H.H. Sri Sri Ravi Shankar ji, in March 2013. It is a part of ‘Volunteer for a better India’, a nation-wide campaign, started in Feb. 2013.



## Project Proposal

### Objective:

- ‘Citizen based Action’ to conserve our sacred river *Ganga*.

### Methodology:

- Providing a common platform to every Indian, who cares for *Ganga*, to take collective peaceful action.
- Bringing together social activists, groups & NGOs, already working for the *Ganga* cause, to share their experiences, ideas & work together.
- Organising a series of social events to spread awareness amongst the masses:

# Ganga Rath



**Public Awareness Campaign - 2,000 kilometers from the Gangotri to Kolkata.**

- **Ganga Rath**, would travel from one village/city to another, along the river *Ganga* .
- Volunteer based awareness campaign, encouraging public participation.
- Nukad Nataks at ghats, chowks & public places, during afternoon.
- Screening of short documentary on Ganga in evenings, followed by satsang on river ghats.
- Organising public participation events - Student Painting competitions, Half-Marathon, etc.
- Media coverage of Ganga Rath & associated events. (Print, TV & Social Media)





## Past events :

- Feb. 6<sup>th</sup> @ Parmarth Niketan Ashram, Rishikesh – *Kumbh Ekadashi Snan* in river Ganga & taking of **Sankalpa** for the project by team members.



- Feb. 8-10<sup>th</sup> @ 3<sup>rd</sup> **International River Festival**, at river-bank of Narmada, Hoshangabad, Madhya Pradesh – Inviting social activists & NGOs, working for the Ganga cause, to join us & work together for a collective peaceful action.



- Youth Parliament**, an event organised to bring together YOUNG leaders for social causes & volunteers. Leaders shared their ideas & volunteers chose to work for projects of their choice. (Chinmaya Misson, Lodhi Road, New delhi . in 2014)



- May 13<sup>th</sup> @ Rishikesh – **Rafting** by 108 Yes+ Volunteers, to create awareness.



## Future Events :

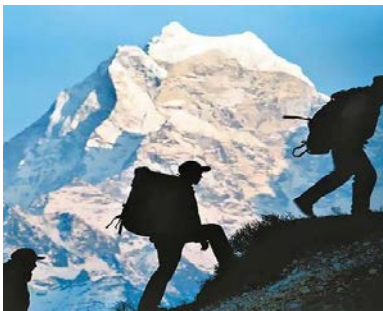
- Launch of book '**GANGA: A Manmade River**'  
(Author Dr. D.K.Hari of Bharath Gyan)



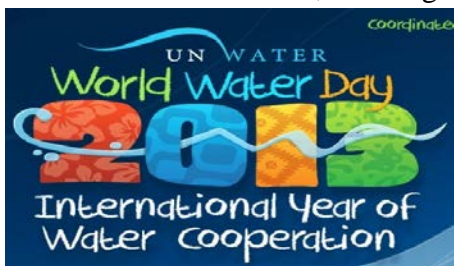
- **TEDx talk** @New Delhi, by Dr. D.K.Hari  
An interactive multi-media presentation, about his book on river *Ganga*.



- **Gangotri - Kalandi Mountain Pass – Badrinath Trek.**  
in association with Indian Mountaineering Foundation.



- **World Water Day** March 22<sup>nd</sup>, 2015 @ United Nations Head-Office, New Delhi.  
Co-hosting **Confluence** with U.N. – a conference to share ideas & experiences of NGOs & social activists, working for Ganga conservation.







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আমার গঙা  
મારા ગંગા  
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