

# The Godavari Initiative

Under the aegis of



**CEO  
WATER  
MANDATE**



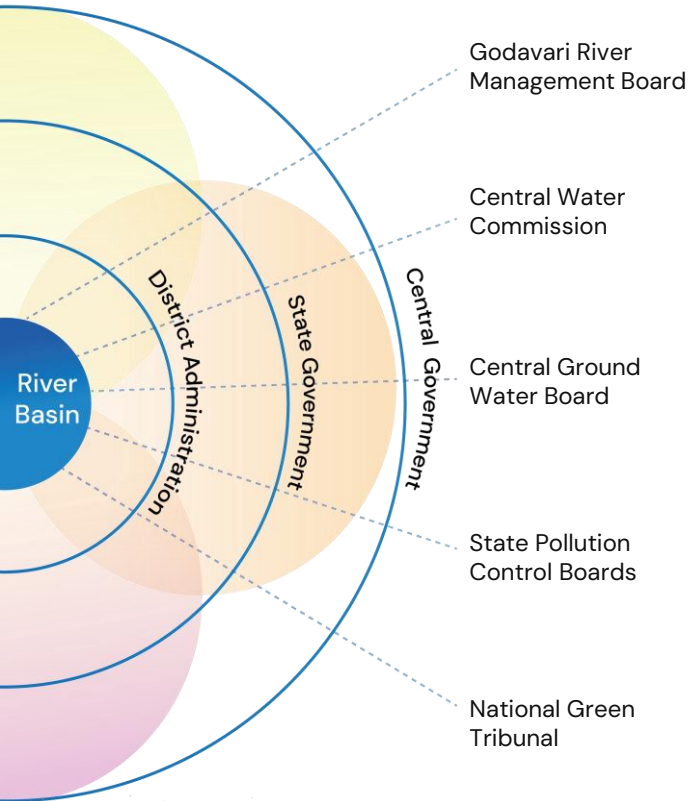
**WATER  
RESILIENCE  
COALITION**



## Uniting for a Resilient River



# Why Collective Action works for Water Stewardship?



**Overlapping Jurisdictions:** Water Resources Dept, Forest Dept, Agriculture Dept, Pollution Control Board, etc.

## Basin-Level Impact

Water security, ecological health, community resilience

**40% reduction in compliance cost through early-stage alignment.**

(World Bank, 2021)

## Government Integration

Policy alignment, regulatory clarity, programme convergence

**60% fewer operational disruptions when integrated with basin-level governance.**

(WRI, 2022)

## Corporate Operations

Risk reduction, cost optimisation, operational continuity

**3x higher ROI from collective action vs. isolated interventions.**

(McKinsey, 2023)

**"More than 20 national agencies and 150+ state/district-level entities across ministries, boards, and tiers intersect over water governance in India."**  
(World Bank, 2021)

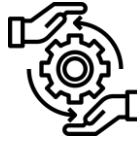
# The Godavari Initiative | A Model for Collective Action in the Basin



**Government  
Partnerships**



**Strategic  
Alignment**



**Collaborative  
Governance**



**Shaping Policy  
Outcomes**



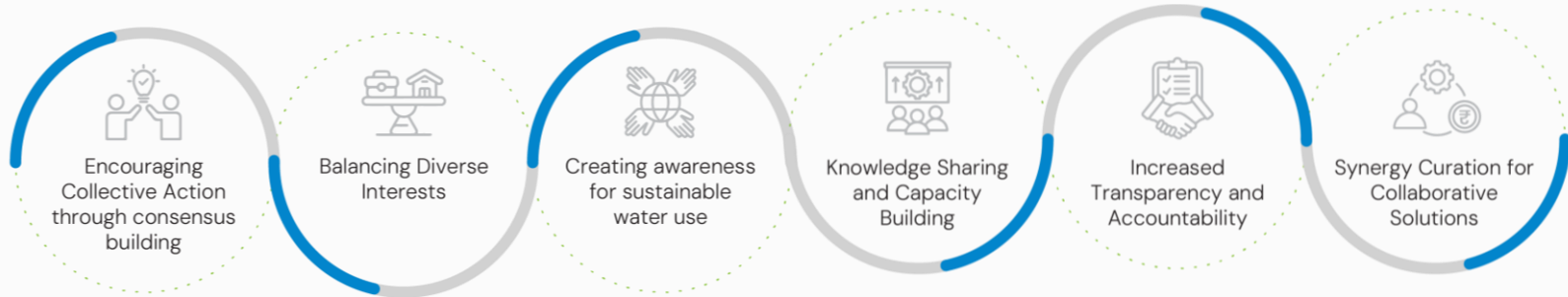
**On-ground  
Convergence**



**Vision:** TGI envisions a resilient and thriving ecosystem for Godavari River Basin in Maharashtra that balances community well-being with ecological integrity, ensuring water security for all.

**Mission:** Promote Sustainable river management of the Godavari river basin

## We Strive for



# The Godavari Initiative Collective Action Model

The **Godavari**  
Initiative

## 3 Pillars Approach

### Gyan (Knowledge) Godavari

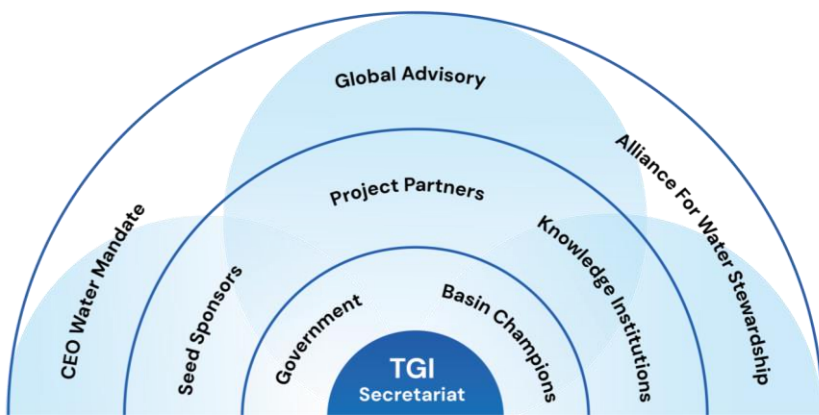
Collecting data, building knowledge, and using climate models to understand risks and plan better.

### Karm (Project Implementation) Godavari

Restoring nature & keeping the river healthy by protecting water flows, biodiversity, and aquatic life through water smart practices.

### Jan (Community & Awareness) Godavari

Involving people — spreading awareness, building local leadership & encouraging shared responsibility.



& many more...

# Guided by Global Standards



## Advancing Shared 2030 Goals

Support WRC's ambition: 100 basins, 300 companies, and measurable water impact by 2030.

## Joint Work on Net Positive Water Impact (NPWI)

Co-develop NPWI – aligned actions to improve water quantity, quality, and access.

## Platform for Learning and Scaling

Leverage WRC's tools and Water Action Hub for peer learning, data-sharing, and visibility.

## Completion of Basin Diagnostics

Conduct basin diagnostics to inform action and align with WRC protocols.



## Alignment with the CEO Water Mandate

Advance SDG 6 and collective action in a priority geography through shared frameworks.



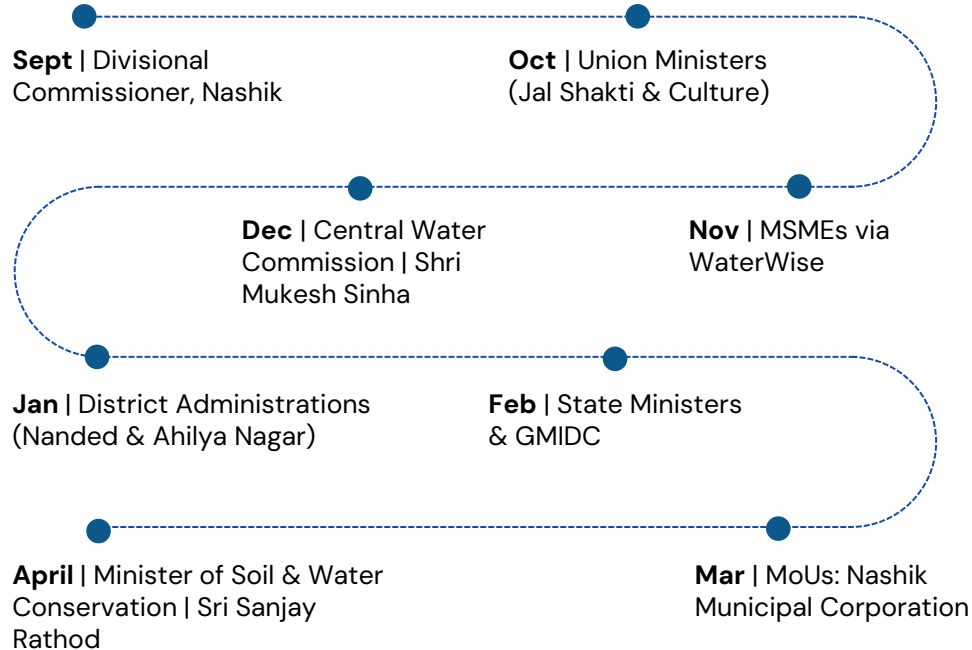
## Featured at the AWS Global Water Stewardship Forum

TGI was showcased as a scalable, place-based model for collective water action – the only initiative from India to be featured in 2025.



# Namami Godavari: From Ground Action to National Policy Momentum

*How consistent advocacy & collaboration seeded national conversations*



Rajya Sabha  
List of Questions for ORAL ANSWERS  
to be asked at a sitting of the Rajya Sabha to be held on  
Monday, February 3, 2025/ 14 Magha, 1946 (Saka)

(Ministries : Civil Aviation; Coal; Defence; Housing and Urban Affairs; Jal Shakti; Micro, Small and Medium Enterprises; Mines; Minority Affairs; Parliamentary Affairs; Petroleum and Natural Gas; Planning; Power; Statistics and Programme Implementation)

Total number of questions – 15

**'Namami Godavari' river initiative**

**1 Dr. Ajeet Madhavrao Gopchade:**  
Will the Minister of **Jal Shakti** be pleased to state:  
(a) actions taken by Government in collaboration with State Government to assess the irrigation needs in the Marathwada region of Maharashtra, which is experiencing water shortages that hinder agricultural growth;  
(b) whether Government has received representation for the 'Namami Godavari' river cleaning initiative similar to 'Namami Gange', the measures initiated thereon; and  
(c) whether the Central Government, in conjunction with the State Government is planning to dispatch a team of experts to Marathwada to formulate a strategy for tackling the water scarcity problem, if not, the reasons therefor, if so, the steps which will be taken thereon?

*Question on Namami Godavari raised by a Member of Parliament from Nanded in Rajya Sabha*

*The Government of Maharashtra recently issued a resolution endorsing the Namami Godavari Action Plan, inviting corporate and NGO participation in basin-level rejuvenation.*

Government of Maharashtra  
Department of Environment and Climate Change  
Government Resolution No.: ENV-2025/No.32(2)/TC-3  
15th Floor, New Administrative Building,  
Mantralaya, Mumbai - 400 032.  
Date - 30 April, 2025\*

#### Preamble-

The Godavari River is the longest river in the country after the Ganga River. The Godavari River originates at Trimbakeshwar in Nashik district and further flows through Maharashtra's Ahmednagar, Chhatrapati Sambhajnagar, Parbhani, and Nanded districts, and through the states of Telangana, Andhra Pradesh, Chhattisgarh, and Odisha, and meets the Bay of Bengal. The length of the Godavari River in the state is 504 km. Along the river banks are the municipal corporations of Nashik and Nanded, and municipal councils / nagar panchayats like Kopergaon, Patthan, Gangakhed, Trimbakeshwar are situated. The Godavari River, which carries the cultural and spiritual heritage of Maharashtra, is revered by all.

According to the Central Government's National Water Quality Monitoring Program, rivers across the country are regularly surveyed, and based on the pollution levels, river stretches are categorised from priority 1 to 5. Similarly, in a 2024 survey by the Maharashtra Pollution Control Board, the Godavari River stretch from Someswar Temple, Nashik to Raher, Nanded was classified under Priority 3. Accordingly, to reduce pollution in this stretch of the Godavari River, the preparation of a Godavari River Action Plan was included in the Department of Environment and Climate Change's 100-day program.

Accordingly, the Maharashtra Pollution Control Board has prepared a comprehensive Godavari Action Plan on the lines of Namami Gange which includes sewage treatment measures, industrial wastewater control, waste management measures and other technical interventions and submitted the same to the Government. The Godavari River Action Plan submitted by the Maharashtra Pollution Control Board has been approved and the relevant local self-government bodies / agencies are to be given directions to prepare time-bound action programs for implementation. Accordingly, the Government makes the following decisions.

# Driving Basin-Level Change Through Integrated Projects



& many more...



# Gyaan Godavari: Turning Data Into Direction



## Impact Aggregator Dashboard

Tracking basin-wide outcomes from multi-stakeholder interventions across sectors.



## Data Validation & Integration

Basin level mapping of impact with multi-dimensional indicators across different project thematic



## Standardized NbS (Nature-Based Solutions) Metrics

A dynamic database of NbS pilots, practices, and costs within the Godavari basin.



## Technology Integration

Integrates hydro-climatic modelling to forecast future vulnerabilities.

# SampurnaKumbh 2027

## The Challenge

Kumbh 2027 will bring millions — and massive **environmental stress** on the Godavari.

## TGI's Objective

To make Kumbh 2027 a model of **sustainability & environmental stewardship**

## TGI x NMC

Through a formal **MoU** with the **Nashik Municipal Corporation**,

## The Godavari Initiative will:



Support green infrastructure & planning



Lead community mobilisation & education



Enable convergence across CSR, NGOs, & government partners



**100M+** Pilgrims | **45** Days | **1** Sacred River

# Where You Can Lead in Kumbh 2027 :



## ***Adopt-a-Ghat***

Sponsor and maintain a key ghat—ensuring cleanliness, crowd safety, and resilience through long-term upkeep and beautification.



## ***Green Infrastructure***

Support solar-powered lighting, composting units, water-saving stations, and the use of biodegradable materials across key festival zones.



## ***Employee Volunteering***

Join community clean-up drives, floral waste segregation, and pilgrim assistance through structured on-ground engagement.



## ***Floral Waste Recycling Units***

Fund the installation of units that convert temple offerings into compost or incense—reducing river pollution while supporting circular economy efforts.



## ***Eco-Spiritual Zones***

Help create shaded green corridors and quiet reflection spaces—blending environmental care with cultural depth.

# Governance Structure | The Godavari Initiative (TGI)

## *The Godavari Initiative Board*

(National Leadership + Thematic Basin Champions + Govt Leaders + Influential Personalities)

### PMO

Governance, funding, and action plan management; enable cross-sector alignment; empower district units; report progress to sponsors & advisors

TGI Secretariat  
(CSRBOX)

Identify shared challenges; share best practices across the basin

Water Technical Leads & Institutions\*

WOTR, WaterAid, IITs, IIMs, CII - Triveni Institute, SIOM, ICAR, IARI, CWC, GRMB, etc.

Identify opportunities and align stakeholders.

Collective Action Facilitators\*

Domain Catalysts

Other Leads e.g. NbS, Climate, Environment, Agri-tech, etc.

### Basin Champions+ Seed Sponsors

Structure and promote the Collaborative Fund; support initial meetings and engagement

DIAGEO

GSK

Drive sustainability, stewardship, global integration, and innovation.

CEO Water Mandate

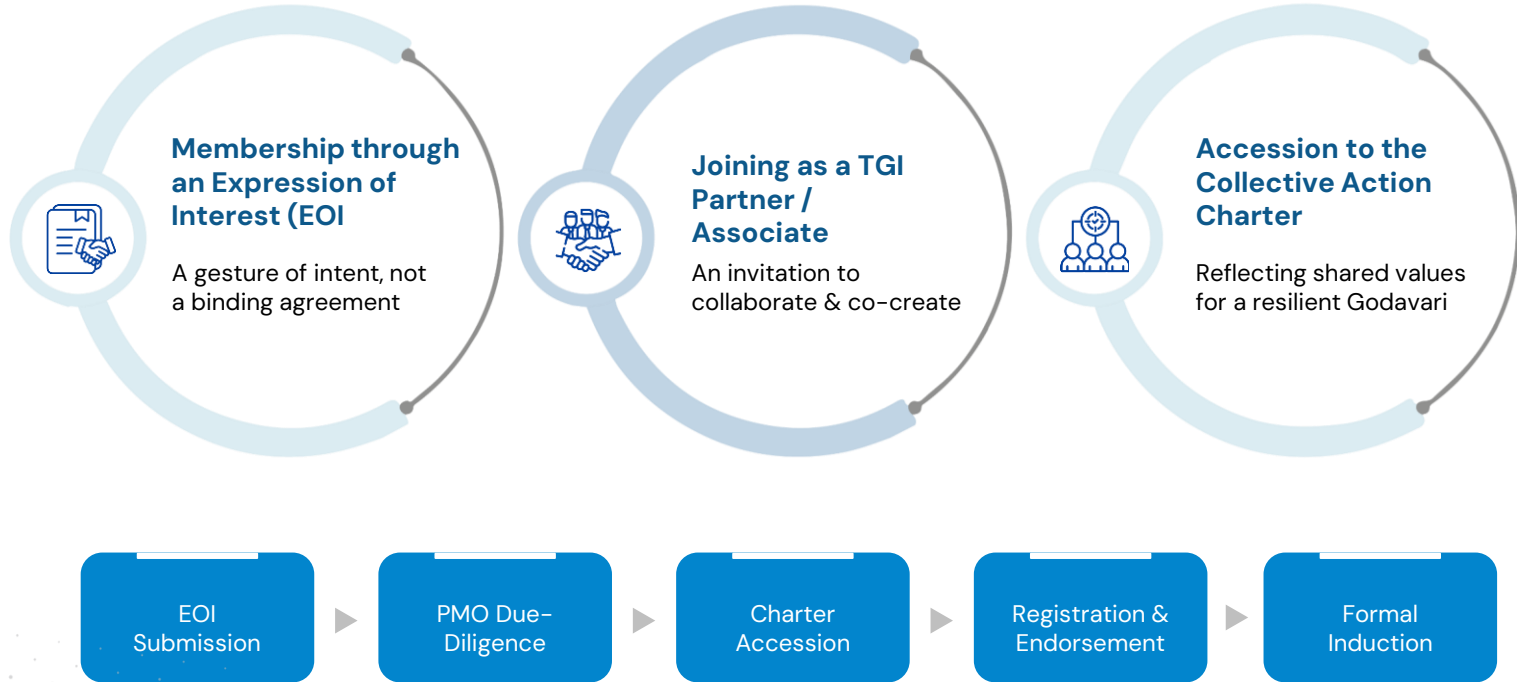
WRC

Guide work, identify new opportunities, align stakeholders.

Advisory Group

AWS, TNC, WWF

# Membership & On-Boarding Partnership via EOI | Collective Action Charter





# The TGI Advantage

## TGI Model

- ✓ Deep institutional partnerships with State Departments and District Administrations
- ✓ GIS-mapped diagnostics, hotspot-based planning, NbS repository
- ✓ Design and implementation of water recharge in identified water scarcity hotspots, ensuring ESG & BRSR compliance
- ✓ Co-creates knowledge with stakeholders, influences policy discourse at broader level
- ✓ Represented in CEO Water Mandate/ Water Resilience Coalition
- ✓ Integrated with AWS standard principles, SDG-linked KPIs, BRSR indicators
- ✓ Deep institutional partnerships with State Departments and District Administrations

*Alignment with Government Priorities*

*Access to Basin-Wide Knowledge & Data*

*Catchment-based Water Projects (Research Driven & Evidence Based)*

*Policy Advocacy*

*Visibility in National & International Forums*

*AWS Principles Alignment*

*Monitoring & Impact Transparency Documentation*

## Typical CSR Model

Limited to MoUs or standalone coordination at local levels

Lacks basin-scale vision; mostly location-specific data collection

Scattered implementation lacking hotspot focus or ESG-linked compliance

Limited engagement in upstream policy or systemic planning

Localised branding with minimal visibility beyond operational

Reporting may not align with international water stewardship or ESG frameworks

Basic monitoring with limited alignment to standardised impact frameworks



# Your Strategic Partner in Basin Transformation

TGI is the only Maharashtra-based impact aggregator connecting business, culture, and sustainability driving **superior social Return on Investments**

## Unified Expertise:

Unified Platform for **CSR, ESG & Sustainable Development**

## Tech-Driven Innovation:

Utilizes real-time analytics, digital engagement, and smart infrastructure for optimized operations

## Proven Best Practices:

Implements successful strategies from past mega-events for crowd and environmental management

## Economic & Social Catalyst:

Fuels robust CSR, job creation, and community upliftment through sustainable development initiatives

## Future-Forward Vision:

Pioneering green governance and digital innovation to redefine Kumbh management and experience

The Godavari  
Initiative

## The Engine Driving the Vision

- A Proven Framework to Transform Large-Scale Events into Enduring Legacies
- Bridging Government, Corporates, NGOs, and Communities
- Coordinated Planning, Technology Integration, and Sustainability Monitoring
- streamlined utilization with high-impact execution

# The Godavari Initiative

For more information, please contact:

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