

Kalash initiative at Maha Kumbh 2025



Participants immerse themselves in discussions on water conservation and environmental sustainability during the Kalash campaign at Mahakumbh Mela

The Kalash Campaign was a 45-day initiative organised from January 13th to Feb 26th during the Mahakumbh Mela, focused on water restoration and conservation, led by HCL Foundation supported by Development Alternatives in collaboration with 12 other partners under the guidance of G. Asok Kumar, former Director General of Namami Gange Mission.

This Initiative aimed to unite a diverse group of stakeholders, partners, and local communities to take meaningful steps toward water conservation and river rejuvenation. Held at Arail Ghat, Prayagraj on Feb 21st, 2025, this event was a blend of awareness, engagement, and tangible impact, focusing on spreading awareness, fostering community participation, and reinforcing sustainable water practices.

The event commenced with Maj Gen Rahul Bhardwaj, Chief Operating Officer at TARA and Associate Vice President, Development Alternatives Group, setting the stage with inspiring remarks on the importance of water conservation and community-driven responsibilities. A compelling street play followed, capturing the audience’s attention with its thought-provoking depiction of the urgent need to preserve and protect our water bodies.

One of the major highlights of the event was providing immersive experience to the audience through selfie stands, banners, and the pledge board. Key partners also shared their insights on how collaborative efforts can lead to long-term impactful changes, inspiring individuals to adopt eco-friendly practices beyond the event in a pledge ceremony.

The event came to a resounding closure with Maj Gen Rahul Bhardwaj from Development Alternatives (DA), thanking the individuals involved in collecting around 25,000 plastic bottles and the formal handing over to Vasudha Sanrakshan Pvt. Ltd. took place, marking a concrete step toward waste management and sustainability.

This event reaffirmed the Kalash Initiative’s mission to continues through the collective actions of individuals and communities, proving that every action—big or small—can contribute to a water-positive future.



A conversation for impact! Maj Gen Rahul Bhardwaj shares insight with participants and field