

BHARATA BHAGYA VIDHATA

Bhagavad Gita Chaitanya Yatra

COMPLETE ORGANISATIONAL STRUCTURE

Committees | Members | Volunteers
National • Zonal • State • District • City • Town Levels

1. Project Snapshot

Core Convoy Vehicles	111 (including 1 Gita Rath, 1 Gaumata Rath, 1 Jagannath Rath, 7 Sankirtan)
Four-wheelers	11,111
Two-wheelers (Bikes)	1,11,111
Total Distance	11,111 km (2 Parts – covering South, North, East, West)
Duration	222 Days
International Events	2 (Kanyakumari Inaugural + Jammu & Kashmir Concluding)
Total Budget	₹1,111 Crore (100% Sponsored + Donations Model)

2. Hierarchical Organisational Structure

The organisational framework is designed as a multi-tier pyramid to ensure seamless coordination from the national apex down to every town and village along the 11,111 km route and beyond.

2.1 Overall Hierarchy

- National Apex Body (Steering Committee + Core Functional Committees)**
- Zonal / Regional Coordination Committees** (4 Zones: South, East, North, West or 2 Parts)
- State Coordination Committees** (All states & UTs of India)
- District Coordination Committees**
- City / Municipal Coordination Committees**
- Town / Tehsil / Block Committees**
- Village / Local Volunteer Units**

3. National Level Committees

3.1 National Steering Committee (Apex Body)

Purpose: Supreme decision-making, spiritual guidance, overall policy, high-level coordination with governments, major sponsors, and international guests.

Position	Suggested Nos.	Profile / Role
Patron-in-Chief / Spiritual Patrons	5–11	Revered Mathadhipatis, Peethadheeswars, senior Acharyas, saints
Chairperson	1	Eminent spiritual leader or highly respected public figure
Co-Chairpersons	2–3	One spiritual + one administrative / organisational expert
National Convenor / Working President	1	Full-time operational head
National Co-Convenors	3–5	Responsible for specific verticals (Spiritual, Logistics, Finance, Outreach)

Members	15–25	Senior spiritual leaders, domain experts, major donors, state representatives
Special Invitees	As needed	Government nominees, international guests, subject experts

3.2 National Functional / Core Committees

These committees report to the National Steering Committee and handle day-to-day specialised functions.

Committee Name	Size	Key Responsibilities
Spiritual & Programme Committee	11–15	Daily Gita discourses, Sankirtan roster, cultural programmes, selection of speakers, content of literature
Logistics & Convoy Management	11–15	111 vehicles, route planning, night halts, fuel, maintenance, advance team coordination
Finance, Audit & Compliance	7–11	Budget control, sponsorships, donations, utilisation certificates, statutory audit, CSR compliance
Sponsorship & Resource Mobilisation	9–13	Corporate outreach, donor relations, in-kind partnerships, fundraising campaigns
Media, Digital & Documentation	9–13	Live streaming, social media, documentary, website/app, press relations, content creation
Medical, Health & Emergency	7–9	Ambulances, medical teams, first-aid, health camps, emergency protocols
Security, Permissions & Protocol	7–11	Police coordination, multi-state permissions, VIP protocol, crowd management
Volunteer & Human Resource	9–13	Volunteer recruitment, training, deployment, ID cards, welfare, rosters
Literature, Publication & Distribution	7–9	Printing of Gitas (multi-language), distribution strategy, content accuracy
Gaumata & Animal Welfare	5–7	Care of Gaumata, veterinary support, legal compliance, Gau Seva activities
International Events Committee	9–11	Kanyakumari & J&K events, international guests, diaspora coordination, special programmes
Youth & Women's Wing	9–13	Youth leadership camps, women's conferences, special programmes for these segments
Legal & Governance Cell	5–7	Trust/Section-8 compliance, contracts, MoUs, FCRA, tax, risk mitigation

4. Zonal / Regional Coordination Committees

India may be divided into 4 Zones (South, East, North, West) or aligned with the 2 Parts of the Yatra. Each Zone has a Zonal Committee that coordinates multiple states.

Position	Suggested Nos.	Role
Zonal Patron(s)	2–5	Senior spiritual leaders of the region
Zonal Convenor	1	Overall in-charge of the Zone
Zonal Co-Convenors	2–3	Spiritual + Administrative
Functional Coordinators	6–10	Mirror of national functional areas (Logistics, Media, Volunteers, etc.)
State Representatives	1–2 per state	Link between Zonal and State Committees

5. State Coordination Committees

Every State and Union Territory of India will have a State Coordination Committee. Priority states (those on the main route) will have larger and more active committees.

5.1 Composition of State Committee

Position	Nos.	Profile / Responsibility
State Patron(s)	3–7	Respected spiritual leaders, Mathadhipatis, senior saints of the state
State Convenor	1	Primary operational head for the state
State Co-Convenors	2–4	Spiritual + Organisational + Youth/Women
District Coordinators	1 per district	Link to all District Committees
Functional In-charges	8–12	Logistics, Programmes, Volunteers, Media, Finance, Medical, Security, Literature, etc.
Members	15–40	Active organisers, temple representatives, social workers, youth leaders

5.2 Key Responsibilities of State Committee

- Mobilise state contingent of cars and bikes
- Organise major programmes when the convoy passes through the state
- Coordinate with State Government, Police, and local administration
- Raise state-level sponsorships and donations
- Recruit, train and deploy volunteers
- Ensure smooth night halts, food, water and sanitation
- Distribute Gita literature and conduct local awareness programmes
- Report daily progress to Zonal / National level

6. District, City & Town Level Committees

6.1 District Coordination Committee

Position	Nos.	Role
District Patron	1–3	Local spiritual / respected personality
District Convenor	1	Overall in-charge of the district
Co-Convenors	2–3	Support in different verticals
City / Town Coordinators	As required	Link to all urban & rural units
Functional Members	8–15	Volunteers, Logistics, Programme, Media, Medical, etc.

6.2 City / Municipal Committee

For major cities and municipal corporations. Structure similar to District Committee but focused on urban programmes, large public gatherings, media, and logistics support for the convoy's stay.

6.3 Town / Tehsil / Block Committee

Smaller units responsible for local mobilisation, receiving the convoy or satellite yatras, organising small programmes, distribution of literature, and volunteer support.

6.4 Village / Local Volunteer Units

Grassroots units of 5–25 volunteers who support local arrangements, publicity, and participation of villagers.

7. Volunteer Framework

7.1 Categories of Volunteers

Category	Indicative Strength	Primary Duties
Core Full-time Volunteers	800–1,200	Travel with the convoy for major portions; handle kitchen, stage, medical, Sankirtan, administration
State-level Active Volunteers	5,000–10,000	State programmes, contingent coordination, local logistics
District / City Volunteers	15,000–30,000	On-ground support during passage of convoy, programme management, crowd control
Town / Village Volunteers	50,000+	Local publicity, reception, distribution of literature, small programmes
Specialised Volunteers	As required	Doctors, engineers, media professionals, IT experts, drivers, cooks, artists, Sankirtan singers
Digital / Remote Volunteers	2,000–5,000	Content creation, social media, translation, online registration support

7.2 Volunteer Roles (Detailed)

- **Kitchen & Langar Seva:** Cooking, serving, cleaning
- **Stage & Technical:** Sound, lights, LED, stage management
- **Sankirtan & Cultural:** Bhajan, kirtan, dance, drama
- **Medical Seva:** First-aid, patient care, health camps
- **Logistics & Transport:** Vehicle management, fuel, parking, convoy discipline
- **Registration & Protocol:** Guest management, VIP handling, registration desks
- **Media & Documentation:** Photography, videography, live reporting, social media
- **Crowd & Security Support:** Queue management, discipline, assistance to police
- **Literature Distribution:** Gita distribution, book stalls
- **Housekeeping & Sanitation:** Cleaning of camps, toilets, laundry support
- **Gaumata Seva:** Feeding, cleaning, care of Gaumata
- **Youth Mobilisation:** College outreach, youth programmes
- **Women's Wing:** Women-specific programmes and support

8. Membership, Appointment & Onboarding Process

8.1 Appointment Process

1. **Identification:** Through spiritual networks, existing organisations, recommendations, and open applications.
2. **Screening:** Background check, alignment with project values, willingness to serve without personal agenda.
3. **Formal Appointment:** Issue of Appointment Letter / Certificate of Membership signed by appropriate authority.
4. **Orientation & Training:** Mandatory induction covering vision, code of conduct, roles, safety, and communication protocols.
5. **ID Card & Kit:** Issue of official ID card, uniform/scarf (if applicable), and volunteer kit.
6. **Deployment:** Assignment to specific committee, location, or functional team.

8.2 Suggested Formats (Templates)

A. Appointment Letter Format (Key Elements)

- Letterhead of the Organisation / Trust
- Reference Number & Date
- Name, Address & Contact of Appointee

- Position / Committee / Level (National / State / District etc.)
- Tenure (e.g., for the duration of the Yatra + 3 months post-event)
- Key Responsibilities (brief)
- Reporting Authority
- Code of Conduct reference
- Signature of Appointing Authority + Seal

B. Volunteer Registration Form – Essential Fields

- Full Name, Age, Gender, Photograph
- Contact details (Mobile, WhatsApp, Email, Address)
- State / District / City / Town
- Educational & Professional background
- Skills (Cooking, Driving, Medical, Media, Languages, Music, etc.)
- Preferred Seva area
- Availability (Full-time / Part-time / Specific dates)
- Emergency contact
- Declaration of alignment with project values & code of conduct
- Signature / Digital acceptance

C. Committee Membership Register (Master Database Fields)

- Unique Membership ID
- Level (National / Zonal / State / District / City / Town)
- Committee Name & Position
- Personal & Contact details
- Date of Appointment & Tenure
- Reporting Officer
- Performance / Contribution notes
- Status (Active / Inactive / Relieved)

9. Code of Conduct for All Members & Volunteers

- Uphold the spiritual and national ideals of the Yatra at all times
- Maintain personal discipline, simplicity, and seva attitude
- No political, commercial, or personal agenda to be promoted
- Respect for all traditions, languages, and communities
- Strict adherence to safety, traffic, and legal guidelines
- No consumption of intoxicants during the period of association
- Financial integrity – no personal use of project funds or resources
- Respect for women, elders, and all participants
- Immediate reporting of any misconduct or emergency
- Willingness to accept assignment changes as per organisational need

10. Reporting & Communication Protocol

- **Daily Report:** From District → State → Zonal → National (simple digital format)
- **Weekly Review:** State and Zonal video conferences
- **Monthly Steering Meeting:** National level (hybrid)
- **Emergency Protocol:** Direct hotline to National Control Room
- **Communication Tools:** Official WhatsApp groups (level-wise), dedicated app, email, VHF/satellite for remote areas

11. Summary – Recommended Strength at a Glance

Level	Committees / Units	Indicative Active Persons
National Steering + Functional	1 Steering + 12–14 Functional	150–250
Zonal	4 Zones	80–150
State	28+ States/UTs	1,500–3,000
District	~700+ Districts	8,000–15,000
City / Town / Village Volunteers	Thousands of units	50,000 – 1,00,000+
Core Convoy Support (on road)	—	800–1,200 permanent + rotating

12. Implementation Roadmap (Suggested)

8. **Phase 1:** Constitute National Steering Committee and key Functional Committees.
9. **Phase 2:** Appoint Zonal Convenors and form Zonal Committees.
10. **Phase 3:** Launch State Committee formation drives (priority to route states).
11. **Phase 4:** District and City Committees formation + open volunteer registration portal.
12. **Phase 5:** Training modules (online + physical), issue of IDs, and mock drills.
13. **Phase 6:** Continuous monitoring, performance review, and recognition system.

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This structure is designed for scalability, spiritual integrity, and operational excellence across 11,111 km and 222 days.