



जसोँ ई सजियाली ।
कसोँ ई अशासली ॥

MINISTRY OF ENVIRONMENT & FORESTS

GOVERNMENT OF INDIA

PARYAVARAN BHAWAN

CGO COMPLEX

LODHI ROAD

NEW DELHI, 110003

NATIONAL ENVIRONMENT AWARENESS CAMPAIGN

2011-2012

THEME

“FORESTS FOR SUSTAINABLE LIVELIHOOD”

Guidelines for Participation

(Please read before filling up the form)

Completed proforma with supporting documents to be sent to the RRA on or before, 15th September, 2011 at the following address:

**State Council for Science, Technology & Environment HP
B-34, SDA Complex, Kasumpti, Shimla – 171009**

NATIONAL ENVIRONMENT AWARENESS CAMPAIGN **2011-2012**

THEME

“FORESTS FOR SUSTAINABLE LIVELIHOOD”

The National Environment Awareness Campaign launched by the Ministry of Environment & Forests, Government of India in 1986, is being continued this year also. Several non-governmental organizations, educational and training institutions, professional associations, scientific bodies, community organizations, and also a whole range of other agencies participate in the campaign. These bodies singularly or in partnership with other organizations, organize programmes for creating environmental awareness followed by field action at the local, regional and national level.

While the National theme for NEAC 2011-2012 is mentioned above, all the RRAs may also choose local/regional themes under the umbrella of “the theme” if necessary.

What are these Programmes?

Annexure-I gives an indicative list of the kind of awareness activities that may be organized for different target groups during the Campaign. In view of the wide range of inter-related environmental problems facing the country, the activities of the Campaign shall focus on scientific environmental issues and problems relating to main/regional/local theme. Emphasis should be given for devising concrete, action-oriented activities on the issue/problem identified.

Support Structure for the Campaign

The Campaign is being planned and overseen by the Ministry of Environment & Forests. The decentralized mechanism adopted for conducting this Campaign since 1993 is being continued this year too. Thirty-four organizations located in different parts of the country have been designated as Regional Resource Agencies (RRAs) this year for assisting the Ministry in conducting this Campaign.

Role of Regional Resource Agencies (RRAs)

RRAs will assist the Ministry in planning, implementing, monitoring and evaluating the Campaign in their respective areas. The RRAs will inter alia:-

- (i) Print proforma for submission of applications as per the model furnished by the Ministry.
- (ii) Dispatch the proforma free of cost to all the interested organizations in their region.
- (iii) Organize district-wise open workshop(s) for NGOs/interested organizations in their regions to provide them the guidelines and assistance for formulating their programmes, especially the action oriented component and for filling up the proforma.
- (iv) Scrutinize all the proposals received from various organizations in their region and prepare a brief summary of proposals for consideration by the committee.
- (v) Assist the Committee in considering the proposals received from their region. The RRAs would have to provide information about the competence and past experience of each organization.
- (vi) Disburse funds sanctioned by the Ministry to various organizations in their region for conducting NEAC activities.
- (vii) Physically monitor the NEAC activities conducted by various organizations in their region. A separate Monitoring Report in respect of all Physically Monitored programmes to be submitted to the Ministry.
- (viii) Maintain audited statement of accounts of the money disbursed to each organization.
- (ix) Procure Utilization Certificate, Report of Activities and Statement of Accounts from each participating organizations for submitting a consolidated UC & audited statement of account in respect of their area of jurisdiction.

- (x) Prepare an Evaluation Report of the NEAC activities conducted by each organization in their region.

The invitation

This write up and the attached copies of the project proposal proforma are being sent to organizations and groups active in the field of environment education and awareness and interested in participating in the Campaign. Individuals and unregistered Societies/ Trusts are not eligible for receiving financial assistance for this campaign. Kindly note that the completed proposal in the prescribed format is to be sent only to RRA and not to the Ministry directly. **Proposals submitted to the Ministry will not be considered.**

A set of Regional Committees constituted by the Ministry of Environment and Forests will appraise the proposals and decide the budgetary support for them. It is clarified that the decision to approve/ reject any proposal including the quantum of assistance to be provided is taken only by the Committee constituted by the Ministry. RRA has no role in this. The decision of the committee will be communicated to the Campaign participants by RRA. The approved amount would be released to the participating agencies in two installments as follows:

- (a) First installment comprising 75% of the sanctioned amount would be released along with the sanction letter.
- (b) The second installment of the balance amount shall be released on receipt of report, utilization certificate and audited statement of account.

Time schedule to be followed by the participating organizations

NEAC 2011-2012 would essentially be composed of a spectrum of short duration programmes for creating environmental awareness among the citizens of India.

1. The Campaign activities would be spread between 30.11.2011 to 28.2.2012.
2. All programmes should definitely be concluded by 28.2.2012.
3. Projects that would most effectively reflect the theme of this year and woven around local environmental issues and problems and

which succeed in emphasizing the importance of local citizen action in combating the same may receive priority while consideration by the Committee.

4. The use of non-conventional media and methods of creating environmental awareness would be welcomed.
5. The programme **MUST** have some action component that will ensure result in concrete action. However, projects aimed only at physical work to rejuvenate the environment will not be considered under this Campaign. Such programmes could well be a part of follow up efforts to be separately taken up.
6. Purchase of equipment or other fixed assets would not be granted financial support from the Ministry of Environment & Forests under this Campaign.
7. Projects that involve collaborative effort between more than one organization and which secure co-operation from local authorities, agencies etc. in advance would be viewed favorably.
8. RRA must be informed about the details of the programme including dates, venue etc. sufficiently in advance (at least two weeks). Failure to inform will result in non-payment of second installment.
9. A full report on each programme with photographs and news clipping (if any), together with Utilization Certificate and audited statement of accounts would have to be submitted by each participating agency receiving financial support from RRA latest by 15.3.2012.
10. Financial assistance is provided under NEAC to various organizations to supplement their efforts and hence the quantum of financial assistance usually ranges between Rs.5,000/- and Rs.20,000/-. A marginally higher financial assistance may, however, be considered but only in exceptional cases. The proposals shall, therefore, be submitted keeping this in view.
11. The last date for submission of complete Application form to the RRA is 15.09.2011.

ANNEXURE- I

TARGET GROUPS

Students/ Youth/ Teachers/ Women

NGOs/ Voluntary Workers

Farmers/ Rural Population

General Public/ Social Workers

Armed Force Personal

Industrial Workers

ACTIVITIES

(These are only illustrative in nature)

AWARENESS ACTIVITIES

Workshops/Training Courses/Camps/Padyatras/ Rallies

Public Meetings/ Exhibitions/ Competitions

Demonstration Projects

Preparation of Audio Visual Materials

Folk Media/ Street Theaters/ Festivals/ Science Fairs

Preparation / Use of CD- ROM & Other multi media tools

***AWARENESS COMPONENTS:**

1. Campaign for awareness among the public about forest conservation and sustainable management
2. Campaign to protect sacred groves
3. Campaign against the grazing of animals in forests
4. 'Save the Greens' – campaign in schools and educational institutions
5. Conduct programmes for farmers on bio-farming
6. Promote eco-friendly and organic products

7. Revive traditional herbal remedies among the public / practitioners
8. Campaign against use of wildlife products
9. Capacity building workshops / awareness programmes for panchayat body functionaries
10. Publication and imparting awareness material / eco-literature on sustainable development of forests
11. Promote alternate energy sources like solar and wind energy
12. Use Information and Communication Technology (ICT) to enhance livelihood options

Issues to be addressed during awareness campaign

I Trees

1. Paper means trees - Reduce, reuse, recycle paper
2. Use tree-free / hand-made paper
3. Use the internet and avoid paper
4. Use farmed timber products
5. Plant more trees for food and fodder, timber, medicines, etc.

II Water

1. Forests as watersheds – rivers originate from forests

III Air

1. Forests serve as oxygen factory
2. Forests serve as a carbon sink

IV Wildlife

1. Forests are a home for rich biodiversity of the country.
2. Species specific campaign- elephant, tiger, etc.

***ACTION COMPONENTS;**

1. Setting up 'Community forests' for conservation of Forests and Sustainable Livelihoods
2. Initiating and setting up of seed banks among forest communities and dwellers
3. Collection and propagation of local medicinal species
4. Promotion and revival of traditional medicine practices
5. Creating 'Biodiversity Registers' in forest communities /panchayats / villages
6. Implementing alternatives to chemical pesticides and bio-pesticides
7. Stopping pollution of protected water bodies and forests
8. Establishment of sustainable technologies – Non-conventional energy practices
9. Ecological restoration of degraded forest areas and adjoining lands – Plantation of indigenous species
10. Afforestation of wasteland for fuelwood, fodder, timber, etc.

11. Assisting national level bodies in recording and preserving rare and endemic species

(**) These are only indicative / suggestive ideas/ action; the RRA's and participating organizations may innovate at their level in order to promote both awareness and action leading to "Forests for Sustainable Livelihood."

While the above activities could be used for creation of awareness, the proposals must also include an action-oriented component related to the issue identified, which would result in concrete action preferably involving local people, and in benefiting the community. **Proposals without action component would not be considered for assistance.**

FOR OFFICE USE ONLY

Date Received

Batch & Sl. No.

Name & State

Status

**NATIONAL ENVIRONMENT AWARENESS
CAMPAIGN
2011-2012**

(Proforma)

REGIONAL RESOURCE AGENCY:

State Council for Science, Technology & Environment HP
B-34, SDA Complex, Kasumpti, Shimla – 171009

**MINISTRY OF ENVIRONMENT & FORESTS
GOVERNMENT OF INDIA**



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NOTES ON FILLING UP THE OPPOSITE PAGE

1. **PROJECT TITLE:** Please make it short and precise, indicating clearly the nature of the project.

2. **IMPLEMENTING AGENCY:**
 - a. Name and Address: Give full name and office address, telephone and fax no. and E mail ID if available

 - b. Nature of Agency: indicate status of organization / whether a government institution registered / unregistered society/ Trust, University departments/ School/ College, non-formal group, or any other category (please specify).

 - c. Please furnish registration details (along with an attested copy of Registration Certificate), Memorandum of Association/Trust Deed, etc. and audited statement of accounts for last three financial years even if this has been done in earlier years. The project proposal will be considered only after the receipt of these documents. These documents need to be submitted in respect of non-government, academic and research institutions also.

3. Contact Persons: Give name (s) and office and home addresses of person(s) who can be contacted in connection with this project. Give telephone and fax no. if available.

4. Collaborating/Supporting Agencies: Give names of local authorities, organizations, government departments, etc. that will support the project or collaborate. Prior approval of such collaborating agencies should be obtained before listing them here. Proof of the consent of such agencies shall be attached.

1. PROJECT TITLE

2. IMPLEMENTING AGENCY

a. Name and Address

b. Nature of Agency

3. CONTACT PERSON: -

4. COLLABORATING/SUPPORTING AGENCIES:

NOTES ON FILLING UP THE OPPOSITE PAGE

5. PROJECT DETAILS:

a. **TYPE OF PROJECT:** indicate clearly and separately the awareness activities and the action component that the project would involve. The awareness activities could be:

- Workshop/training course/camp
- Public meeting/ rally/jatha/padayatra
- Lecture/film show/AV show.
- Drama/street theatre/other folk media (specify)
- Competition/exhibition/ demonstration
 - Advertisement/poster/banner campaign
- Preparation and use/distribution of resource material (publication, educational kits, posters, audio-visuals etc.).
 - Other (specify)
- The **action component** should be related to the theme of the proposal and should preferably involve the local community. The action component could include:
Plantation, Wetland conservation, Energy conservation, Use of wind and solar energy i.e. solar cookers and heaters, Cleaning of water bodies/tanks, Cleanliness drive, Solid waste management i.e. household waste and composting/ vermin composting, Municipal waste, bio-medical waste, Plastic waste.

The selected activity shall be related to the theme of the proposal.

b. **THEME (S):** Describe the specific subjects of environmental concern that the project would address.

c. **TARGET GROUPS:** Please indicate the section of society the project is aimed at, and the approximate numbers of people expected to be covered by the activities. Please use ANNEXURE- I for help.

d. **LOCATION:** Indicate the proposed venues of each of the project activities.

e. **DATES AND DURATION:** Indicate tentative schedules of each activity proposed, at each location.

5. PROJECT DETAILS:

- a. Type of project –
 - i. Awareness activities.

 - ii. Action Component

- b. Theme (S)

- c. Target Groups

- d. Locations

- e. Dates and durations

NOTES ON FILING-UP THE OPPOSITE PAGE

6. **JUSTIFICATION:** Describe the objectives of the project. Indicate what environmental awareness / improvement benefits it aims to bring about

7. **SUCCESS INDICATORS:** Specify clearly how the achievements / success of the project can be determined after its completion.
 - Success Indicators could be like the number of participants who have introduced solar cookers and heaters, taken up vermi-composting, number of water bodies/ tanks clean, number of participants who have taken up plantation subsequent to the Awareness Campaign etc.

8. **PLAN OF IMPLEMENTATION:** Provide a breakup of the stages in the implementation of the project, indicating clearly the time frame for each phase.

9. **FOLLOW UP:** Please describe what activities are planned as a follow up, to keep up the impact created by this project. Will your organization be able to support such follow up activity on its own?

10. **PAST EXPERIENCE:** Please indicate whether participated in NEAC in the past. If yes, mention the years in which participated along with the grant sanctioned in each year. Also mention whether necessary documents like Utilization Certificate, Report of Activities and Statement of Accounts submitted or not.

6. JUSTIFICATION:

7. SUCCESS INDICATORS

8. PLAN OF IMPLEMENTATION:

9. FOLLOW UP :

10. PAST EXPERIENCE OF PARTICIPATING IN NATIONAL ENVIRONMENT AWARENESS CAMPAIGN (NEAC)

NOTES ON FILLING UP THE OPPOSITE PAGE

- 11.** Resources to be provided by the Implementing Agency: Indicate what kind of facilities will be available with your organization for this project:
 - a. Material and equipment
 - b. Financial : whether other sources of funding are available for the project :
Indicate quantum of funds available.
 - c. Resource persons and manpower

- 12.** Budget: Please provide detailed break-up of estimated expenditure for each item of activities in respect of the awareness creation and action component separately and furnish explanatory notes where necessary. The break-up should include details of expenditure to be spent on preparation and distribution of Resource Materials. Conveyance and travel, food/refreshments, honorarium etc. since the activities under action component will be based on Shram Dan concept, no funds will be provided for payment of cost of hired labour.

- 13.** Name of the Bank: Please provide complete name and address of the bank on which you would like Demand draft/Cheque to be made payable.

11. RESOURCES TO BE PROVIDED BY THE IMPLEMENTING AGENCY.

12. BUDGET.

Awareness component

Action component

12. NAME and address of the Bank

Account No.(Complete digits)

IFSE Code

MICR Code

Total Funds Requested.

Rs. _____

(in words)

Rupees _____

Date:

Signature with seal of the Organization