



जहाँ है हरियाली ।  
वहाँ है आशावादी ॥

# 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, 15<sup>th</sup> September, 2011 at the  
following address:*

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# 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 an 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.**