

**NATIONAL ENVIRONMENT AWARENESS CAMPAIGN**

**(GUIDELINES FOR IMPLEMENTATION)**

The National Environment Awareness Campaign (NEAC) launched by the Ministry of Environment & Forests, Government of India, during 1986-87 seeks to enhance awareness of the people about various environmental issues with a view to invoke their voluntary participation in the efforts for protection of environment and conservation of natural resources. NGOs, educational and training institutions, professional associations, scientific bodies, community organizations besides a range of other agencies including those of the Government participate in the campaign. These bodies singularly or in partnership with other organizations undertake programmes for creating environment and awareness accompanied by field action at the local, regional and national level.

While the Ministry chooses a national theme for NEAC every year, the Regional Resource Agencies appointed by the Ministry for coordinating and monitoring the campaign activities of the approved participating organizations may add local/regional themes to the national theme, if necessary and as appropriate.

The target groups under NEAC may include students, youth, teachers, women, NGOs, workers, farmers, rural population, social workers, industrial workers, armed forces personnel, general public etc.

**Activities:**

An indicative list of the kind of awareness activities that may be organized under NEAC include workshops, training courses, camps, padyatras, rallies, public meetings, exhibitions, competitions, demonstration projects, preparation and use of audio-visual materials besides CD-ROM and other multi-media tools. Folk media and street theatre can also be used as the medium of campaign. Action component of the campaign to be taken up by the approved individual organizations varies based on the theme of the campaign. A suggestive list of action components include planting of samplings, vermi-composting, creation of water conservation/harvesting structures, cleaning of water bodies, waste management through segregation of wastes etc. In view of the wide range of inter-related environmental issues facing the country, the campaign activities shall focus on issues relating to the national/regional/local themes. Emphasis should be given to awareness activities that lead to action oriented activities on the themes identified.

**Appointment of RRAs:**

Regional Resource Agencies (RRAs) are appointed by the Ministry of Environment & Forests based on the following criteria:

- Institutional capacity
- Availability of infrastructure
- Previous experience in conducting environment related activities
- Past association with NEAC
- Grants received for environment related activities and expenditure incurred
- Affiliates if any

### **Functions of RRAs:**

- i. Dissemination of information about NEAC in the area of its jurisdiction.
- ii. Distribution of applications as per the proforma prescribed by the Ministry.
- iii. Organizing pre-proposal workshops for orientation of the applicants about NEAC and empower them for filling up the application.
- iv. Collection of applications and examination of the records to be submitted as per the norms indicated by the Ministry.
- v. Preparation of summary of each application after detailed examination.
- vi. Participating in the meetings of the Regional Committees and assist the Committees in the scrutiny of applications.
- vii. While disbursing the amount an affidavit will be taken from the participating organizations excluding government schools for submission of Utilization Certificates, audited statements of expenditure and activity reports by the stipulated time failing which the participating organizations would not be eligible for grants under the Scheme in future.
- viii. Releasing grants to the approved individual organizations in two installments as approved by the Ministry.
- ix. Organizing post-sanction workshops for orientation of the approved organizations on conducting the campaign.
- x. Physical monitoring of activities of at least 25% of the approved organizations sanctioned assistance of Rs.15,000/- each and activities of all organizations sanctioned assistance of more than Rs.15,000/- each.
- xi. Receiving activity reports, utilization certificates and audited statements of accounts from the individual organizations before the stipulated time.
- xii. Evaluation of the activities of organizations based on the reports received from them and physical monitoring.
- xiii. Submission of reports of individual organizations, physical monitoring reports, performance report of RRA in prescribed format along with consolidated UCs and audited Statements of Expenditure for the entire amount of disbursement grant and RRA fee to the Ministry by the stipulated time.

### **Physical Monitoring by RRAs:**

In view of the importance of physical monitoring of the activities of approved organizations at the field level, RRAs shall physically monitor the activities of a minimum of 25% of the organizations granted an assistance of Rs.15,000/- each and 50% of the activities of all organizations granted an assistance of more than Rs.15,000/- each. In case of default in physical monitoring as per the norms, the following actions will be taken against the RRAs:

- (i) Second installment of RRA fee (40% of the total fee) will not be paid to RRAs if the physical monitoring is below 90% of the requirement;
- (ii) Such RRAs will not be considered for future appointment;
- (iii) For any shortfall in monitoring above the 90% requirement, a deduction of Rs.700/- (final slab of the rate per each organization in the approved RRA fee formula) per each non-monitored organization will be made from the sanctioned RRA fee.

### **RRA Fee**

For performing the above mentioned activities, RRAs will be paid RRA Fee as per the approved formula which is reviewed every 3 years. The following is proposed for calculation of RRA fee:

- i. Basic RRA fee of Rs.12,000/- for 5 approved proposals
- ii. Fee @ Rs.1,200/- per every proposal beyond 5 and up to 60
- iii. Fee @ Rs.800/- per every approved proposal beyond 60.

A sum of Rs.400/- is to be deducted per every non participating organization while releasing the second and final installment of RRA fee.

An additional grant of Rs.1,200/- per district will be sanctioned to RRAs for organizing pre-NEAC orientation workshops to help NGOs and other organizations formulate suitable proposals. This amount will be released along with the first installment of RRA fee or on submission of details of actual expenditure.

### **Norms for accepting applications for participation in NEAC:**

- (i) Applications shall be accompanied by a copy of the Registration Certificate duly attested by a Gazetted officer/equivalent authority.
- (ii) The applicant organization shall have completed three years after registration to be eligible for consideration.
- (iii) Applicant organization shall furnish an attested copy of the Memorandum of Association/by-laws and audited statement of account for the preceding three years.
- (iv) The Memorandum of Association of applicant organizations shall contain the component of environment.

### **Release of grants under NEAC:**

Grants-in-aid are released to RRAs by the Ministry in one installment. The RRAs will in turn disburse the grant among the approved participating organization in two installments of 75% and 25%. RRAs release the first installment of grant to the organizations against receipt of affidavit for an equivalent amount. The second installment of 25% will be released to the participating organizations on submission of activity reports, utilization certificates and audited statements of expenditure to the RRAs.

### **Range of financial assistance:**

The range of financial assistance for approved participating organizations under NEAC is Rs. 10,000/- to Rs. 30,000/- for taking up environmental awareness campaign.

### **CRITERIA TO BE FOLLOWED FOR APPROVING/REJECTING PROPOSALS FOR FINANCIAL ASSISTANCE UNDER NEAC:**

- i. The proposals having awareness creation component followed by action oriented component to be considered on priority.
- ii. The proposals having only awareness creation component may also be considered but may be accorded low priority.
- iii. The proposals having only the action-oriented component shall not be considered at all.
- iv. For those organizations which are first time applicants under NEAC and submit good proposal including action component with relevant experience, the level of minimum financial assistance shall be in the range of Rs.10,000/- to Rs.12,500/-.

- v. For the well known-organizations which are first time applicants under NEAC financial assistance of Rs.15,000/- may be considered.
- vi. For those organizations with good/satisfactory performance in the preceding year of campaign and have submitted good proposal, an assistance of Rs. 20,000/- may be considered.
- vii. For those well known-organizations who gave excellent performance previously and submitted good proposal, financial assistance of Rs. 25,000/-may be considered.
- viii. The organizations with previous participation in NEAC and shown poor performance are not to be considered for assistance.
- ix. Proposals without action component can be considered for assistance only in respect of University Departments/Colleges/Schools/Research Institutes etc.
- x. Previous participants of NEAC whose audited accounts do not reflect the grants sanctioned during the previous years shall not be considered for assistance. However, Regional Committees if satisfied with the explanation offered by the applicant/RRA may consider to recommend such cases for assistance.

**Submission of Activity Report, Utilization Certificates and audited statements of expenditure by the Field Level Organizations:**

The approved participating organizations shall submit activity reports, utilization certificates and audited statements of expenditure to the RRAs before the stipulated date which is communicated to the RRAs by the Ministry. The organizations that fail to do so are treated as defaulter organizations.

**Accountability of participating organization:**

Based on the experience of implementation of NEAC over the years and to ensure timely submission of activity reports, utilization certificates and audited statements of expenditure by the participating organizations, the following measures are to be taken:

- i. While disbursing the amount an affidavit will be taken from the participating organizations excluding government schools for submission of Utilization Certificates, audited statements of expenditure and activity reports by the stipulated time failing which the participating organizations would not be eligible for grants under the Scheme in future.
- ii. Such defaulter organizations shall be debarred from further participation in NEAC.
- iii. RRAs shall maintain database of such defaulter organizations and the same shall be made public by the RRAs and the Ministry.

**NATIONAL GREEN CORPS PROGRAMME****COMPOSITION & ROLE OF NATIONAL STEERING COMMITTEE****(a) Composition**

1	Special Secretary/Additional Secretary, Ministry of Environment & Forests, Delhi	Chairman
2	Additional Secretary and Financial Advisor or nominee not below the rank of Director, Ministry of Environment & Forests, Delhi	Member
3	Joint Secretary (EE), Ministry of Environment & Forests, Delhi	Member
4	Joint Secretary, Ministry of Human Resources Development, Delhi	Member
5	Chairman, Central Pollution Control Board, Delhi	Member
6	Secretary, State Environment Department of three States (to be changed by rotation)	Member
7	Director, Centre for Environment Education, Ahmedabad	Member
8	Director, CPR Environmental Education Centre, Chennai	Member
9	Director/Additional Director (EE), Ministry of Environment & Forests, Delhi	Member Secretary

The Committee may co-opt other suitable members if necessary and with the approval of the competent authority

**(b) Role:**

- a. To guide, oversee and monitor implementation of NGC,
- b. The Committee will meet twice in year at New Delhi or any other place as decided by the Chairperson,

**(c) Tenure:**

The tenure of the Committee shall be indefinite except change in State representation, which will be changed in alphabetical order every year.

**COMPOSITION & ROLE OF STATE STEERING COMMITTEE****(a) Composition**

1	Principal Secretary, Environment & Forests (Or an Officer of equivalent rank)	Chairman
2	Secretaries or their representatives from State Departments of Education, Health and other concerned departments	Members
3	Head of the Nodal Agency	Member
4	State Nodal Officer	Secretary
5	Representative of Resource Agency	Member
6	Two eminent NGOs of the state working on environmental issues	Member

State government can nominate other officers and individuals considered relevant to this committee.

**(b) Role:**

- a. To oversee implementation of NGC in the state.
- b. To encourage different government departments to actively help the Eco-clubs.
- c. To review periodically the implementation of the scheme and suggest activities to be taken up at District Level.
- d. To select the best district, best Eco-club and give publicity to their activities so that other districts and Eco-clubs can adopt them.

**COMPOSITION & ROLE OF DISTRICT IMPLEMENTATION AND MONITORING COMMITTEE**

**(a) Composition**

1	District Collector/DM	Chairman
2	Conservator of Forests	Member
3	District level officials of Department of Environment/State Pollution Control Board and Department of Health	Members
4	Two eminent NGOs working on Environmental issues	Members
5	Heads of five schools from among the selected schools	Member
6	Representative of the Resource Agency	Member
7	District Education officer/District Scientific Officer/DFO/NGO	Member Secretary

The State government can nominate any individual who is relevant to the Committee

**(b) Role:**

- a. To identify the Member schools in consultation with State Nodal Agency and Resource Agency.
- b. To motivate Heads of schools to initiate participation in the scheme.
- c. To select Master Trainers and send them for training organised by the State Nodal Agency.
- d. To identify Teachers in-charge in consultation with School Principals and organise training for Teachers in-charge.
- e. To distribute Resource Material to Teachers in-charge at the time of their training.
- f. To identify the activities to be taken up at the District level and organise them.
- g. Coordinate, supervise and monitor the implementation of the activities by all the Eco-clubs in the district.
- h. To keep the State Nodal Agency informed of the activities undertaken by the individual schools and at the district level in the given format.
- i. To appoint the individual members as supervisors for a group of 10-15 schools and review their reports.
- j. To send the monitoring report to the State Nodal Agency as per the schedule.

**CRITERIA FOR SELECTION OF STATE NODAL AGENCY**

The State/UT Government in the Department of Environment could appoint an autonomous institution, State Pollution Control Board or an NGO as the Nodal Agency on the basis of basis of following criteria:

- i) It shall have a legal entity i.e., in case of NGO it shall be a registered society/trust or otherwise an autonomous body under the State Government.

- ii) The agency/organization shall be actively working in the field of environment education/awareness/conservation/management/regulation for the last 5 years.
- iii) It shall have requisite infrastructure including manpower with its offices spread across the State/UT.

**Role:**

- a. To nominate a Nodal Officer.
- b. To ensure identification of member schools by the District Committee in consultation with the Resource Agency.
- c. To prepare locally relevant resource material in consultation with the Resource Agency.
- d. To ensure identification of Master Trainers by District Committees and organise training for them with the help of Resource Agency.
- e. To ensure training programme for Teachers in-charge of Eco-clubs in Districts.
- f. To ensure distribution of grants and resource material to Eco-clubs.
- g. To receive quarterly reports from District Committees and compile them in the form of reports and send them to Ministry in the given format.
- h. To organise State Level activities and coordinate them.
- i. To organise publicity to the programme to encourage more schools and students to join Eco-clubs.

**CRITERIA FOR SELECTION OF RESOURCE AGENCY**

The Ministry appoints the Resource Agencies to provide technical inputs into the programme like preparation of resource material, selection of schools, organization of training programme etc. The following criteria are used for selection of Resource Agencies:

- i) The organization shall have been registered for at least ten years with environmental education/awareness/training etc. as one of its main objectives.
- ii) It shall have requisite experience in implementing programmes in the field of environmental education/awareness and training in the concerned State/UT for atleast five years,
- iii) It shall have requisite infrastructure including manpower and shall have adequate presentation in the concerned State/UT.

**Role of the Resource Agency:**

Each State/UT is being provided with the services of one Resource Agency for the better implementation of the scheme. The main role of the Resource Agency is that of a consultant and a facilitator. The Agency is expected to perform the following functions:

**Main Role:**

- a. Assist the State Nodal Agency/District Committees in the identification of schools in each district.
- b. Help the State Nodal Agency in preparing locally relevant resource material.
- c. Help the State Nodal Agency in organising training programme for Master Trainers by providing technical inputs and resource persons.
- d. Assist District Committees in drawing up action plans and in organising district level training programmes for Teachers in-charge by providing resource persons as well as in drawing up training schedule.
- e. To advise the State Nodal Agency in all the aspects of implementation of the Scheme.

## **The Specific Role of the Resource Agencies:-**

- a. Identifying an appropriate officer with relevant expertise as the Resource Agency representative for NGC for better coordination
- b. Share experiences in the State Steering Committee to strengthen the NGC programme
- c. Developing local specific resource material in partnership with the Nodal Agency
- d. Providing inputs and support in the identification of the master trainers to Nodal Agency
- e. Helping develop the annual proposal
- f. Helping develop the state specific master training module and organizing master trainers training at State level
- g. Visiting 2% eco clubs every year to motivate and monitor the NGC activities, preparing report and sharing it with the Nodal Agency
- h. Documenting best practices of the eco clubs (3 in each State) in partnership with the Nodal Agency
- i. Helping the Nodal Agency in the selection of the best eco clubs in the State
- j. Playing a major role in content development for a biannual Newsletter either at State or Regional level.

## **Master Trainers (MTs)**

### **Norms and Guidelines for Selection of Master Trainers**

The State Nodal agency with the support from DIMCs and inputs from SRA may select/identify master trainers at State level for districts through following process:

The Master trainer should be able to devote hours of time in a week/month to carry out tasks expected of the MT. The MT should be known to committed and interested in environmental education or other conservation oriented activities. The MT should have experience in working with schools and also capability of follow-up with them.

- Each district will have a team of four master trainers, which could be:
  - Teacher/Principal (in-service or retired)
  - NGO functionary
  - Trainer in EE or science from DIET/SSA District Resource Group/DEO
  - Retired official/professor from the field of agriculture, soil conservation, environment, health etc.
- Process for selection adopted will be as follows:
  1. An advertisement in the local newspaper to select Master Trainers
  2. Contacting SCERT or Department of Education for nomination of one district level resource person for being Master Trainer for the programme
  3. Contacting district level NGO partners or experts as per the inputs from SRA

### **Roles and Responsibilities of the Master Trainers**

Master trainer will have responsibility to:

1. Attend the State level Master Trainers Training Programme
2. Attend the District Level Implementation Committee Meetings
3. Provide technical assistance to Member Secretary or DCA in organizing district level teachers' training workshop

4. Assist Member Secretary or DCA in organizing district level event and selection of best eco-club schools.
5. Adopt at least five schools to provide guidance and technical inputs in becoming lead schools.

### **ROLE OF TEACHER IN-CHARGE OF ECO-CLUB**

The Teacher In-charge of Eco-club plays a key role in the implementation of the scheme. He/She should encourage more and more students to join the club. He/She should take up imaginative steps to implement the activities suggested in the scheme, which are relevant to that region. Main functions of Teacher in-charge are:

- a. To assemble the eco-club members every week for one hour at-least and take up some activity.
- b. To encourage the students to suggest activities for the following weeks and make a list of and make necessary preparations for their execution in consultation with the Headmaster/ Principal.
- c. Send monthly activity report to the District Committee.
- d. Coordinate with the District Committee for taking up district level common programmes.

### **LIST OF SUGGESTED ACTIVITIES FOR ECO-CLUBS:**

- Organize seminars, debates, lectures and popular talks on environmental issues in the school.
- Organize field visits to environmentally important sites including polluted and degraded sites wildlife parks etc.
- Organize rallies, marches, human chains and street theater at public places with a view to spread environmental awareness.
- Take up activities like tree plantation, cleanliness drives both within and out side the school campus.
- Grow kitchen garden, maintain vermin-composting pits, construct water-harvesting structures in school, practice paper re-cycling etc.
- Prepare inventories of polluting sources and forward it to enforcement agencies.
- Organize awareness programmes against defecation in public places, pasting posters in public places and to propagate personal hygiene habits like washing hands before meals etc.
- To sensitize people about maintenance of public places like parks, gardens both within and outside the school campus.
- Mobilize action against environmentally unsound practices like garbage disposal in unauthorized places, unsafe disposal of hospital waste etc.
- Undertake case studies, compile lists of environmentally friendly products and community initiatives which have impacted the environment.
- Create database on land use pattern, species diversity, medicinal plants, etc. to help planned conservation efforts.
- Test soil, water and air quality and study their impact on health.
- Learn to make natural dyes and herbal cosmetic.
- Volunteer to help or guide visitors in Zoos, Botanical Gardens, National Parks and Public Gardens.
- Start and maintain a small orchidarium, seed bank, arboretum, etc. in school.
- Demonstrate/promote eco-friendly practices like non-chemical pest management, stall-feeding of animals to protect pastureland from over-grazing, use of energy-efficient devices or use of renewable energy for meeting local needs.
- Do small research projects on species behaviour/ adaptation, traditional practices, use of animal products in fashion industries and so on.
- Organize fashion shows/ exhibitions of products to promote harmony with Nature.

- Assess advertisements from the perspective of an environmentalist and indicate steps to be taken against those that convey negative messages.
- Examine and analyze Observe the rituals connected with various festivals, including local religious festivals, and the impact of certain practices on the environment (such as idol immersion in ponds and tanks, disposing of waste in a manner that is threatening to long-term environmental health, etc.). Plan eco-friendly alternative rituals that support religious beliefs as well.
- Design and exhibit models of an eco-friendly school.