



जलीं दे खरियाली ।
गलीं दे अणुवाली ॥

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:

Address of relevant RRA is given in the Annexure-2

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:
(RRA may print its address here)**

**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

13. NAME OF THE BANKER

Total Funds Requested.

Rs. _____

(in words)

Rupees _____

Date:

Signature with seal of the Organization

NATIONAL ENVIRONMENT AWARENESS CAMPAIGN 2011-12

1. The National Environment Awareness Campaign (NEAC) is organised by the Ministry of Environment & Forests every year since 1986 with the objective of creating environmental awareness at the national level. This campaign is being continued this year also. The theme for NEAC 2011-12 is:

“Forests for Sustainable livelihood”

2. The Ministry of Environment & Forests has identified sub-themes for conducting the campaign. These include **Afforestation, Forest Conservation, Forest and Climate Amelioration, Forest For Water, Participatory Forest Management, Agro/Social Forestry, Forestry in Urban and Peri Urban Area, Renewable Energy, Green India Mission.**

3. Proposals are invited from the registered NGOs, voluntary organisations, educational institutions, State Government Departments, registered professional bodies etc. working in the field of environment and sustainable development for conducting various activities such as Workshops, Camps/ Padyatras/ Rallies, Competitions, Festivals/Street Theatre/Science fairs and for preparation of educational resource material on environmental issues etc. for creating environmental awareness on the identified theme amongst the masses. The proposal must also include an action oriented component, which would result in environmental improvement and benefit to the local community.

4. The guidelines and proforma for submission of proposals can be obtained free of cost from the designated Regional Resource Agency for your State/UT mentioned in list below, either in person or by post:

LIST OF RRAs UNDER NEAC 2011-12

S.No.	Name of the Organisations	Area under Jurisdiction
1.	Shri K. Narendra Nath Reddy, Chairman Sri Swarupa Nistha Ashrama Philosophical Welfare Society (SNAPS), H.No.1-1189-99, 1 st Floor,N.G.O. Colony, Kadiri-515591 Ananthapur Distt. Andhra Pradesh Ph. No.-08494-224442 (M): 09849484143/9490445848 Email- snaps.org@gmail.com swarupa_society@rediffmail.com Category- Non-Governmental Organisation (NGO)	Andhra Pradesh (South)
2.	Shri P.V. Subbarao, NEAC Convenor Deccan Development Society Flat No. 101, Kishan Residency House No. 1-11-242/1 Street No. 5, Begum Pet, Hyderabad-500016, Andhra Pradesh Ph. No.- 01-40-27764577/27764744	Andhra Pradesh (North)

	Email- ddshyderabad@gmail.com hyd1_ddshyd@sancharnet.in Category- Non-Governmental Organisation (NGO)	
3.	Shri B.P.Duarah, General Secretary Assam Science Society, Jawaharnagar, Khanapara, Guwahati-781022, P.B.No. 78, Assam Ph. No.- 92070-45826 Email- bimalkar@yahoo.com secy_ass@sify.com Category- Non-Governmental Organisation (NGO)	Assam
4.	Shri Kameshwar Ojha, General Secretary Rural Youth Coordination centre Road No. 2 Manas Marg, House No.- 15, West Shiv puri, Distt. : Patna, Bihar Pin- 800 023 (M): K. Ojha- 09470034445 (M): S. Ojha- 09431645134 Email- rycc_pat@rediff.com Category- Non-Governmental Organisation (NGO)	Bihar
5.	Shri S.N. Singh, Director Jan Kalyan Parishad, Moh. Namana kala Ring Road, (Near Cormel School), Ambikapur, Distt.- Surguja- 497 001 Chattisgarh Ph. No.- 0774-223981 (M)- 09415881038, 09425584765 Email- snsingh.jkp@rediffmail.com Category- Non-Governmental Organisation (NGO)	Chattisgarh
6.	Dr. Desh Bandhu, President Indian Environmental Society U- 112, Vidhata House, 3 rd Floor Vikas Marg, Shakarpur Delhi 110092 Ph.No.- 011-22046823, 22450749 Fax no. 011-22523311 Email- iesindia@gmail.com iesenro@de12.vsnl.net.in iesenro@vsnl.com Category- Non-Governmental Organisation (NGO)	Delhi & Western U.P.
7.	Mr. Dilip Surkar, Director, Vikram Sarabhai Centre for Development Interaction	Gujarat & Daman Diu

	<p>(VIKSAT), Nehru Foundation for Development Taltej Tekra, Vastrapur Road Ahmedabad- 380 054</p> <p>Ph. No.- 0179-26856220-26858002-2 (M)- 9879012367 (Dilip Surkar) (M)- 9825415319 (Vijay kaushal) Email- vijay.kaushal@viksat.org /mail@viksat.org Fax: 0179-26852360, Category- Non-Governmental Organisation (NGO)</p>	
8.	<p>Ms. Rani Peter, General Secretary Haryana Nav Yuvak Kala Sangam (HNYKS) “Ishwar Sadan”, Near Chaubisee Ka Chabutra, Meham, District : Rohtak- 124 112, Haryana</p> <p>Ph. No.- 01262-272347 (M)- 09896250683/ 9315595155/ 09991310000 (M)- 09315595155 (Dr. Jasphool Singh) Email:- jasphool@rediff.com hnyksrtk@rediffmail.com hnyksrtk@gmail.com</p> <p>Category- Non-Governmental Organisation (NGO)</p>	Haryana
9.	<p>Shri Nagar Nanda, Member Secretary State Council for Science, Technology & Environment Block 34, SDA Complex, Kasumpti Shimla- 171009</p> <p>Ph. No.- 0177-2622490/2622489 Fax:- 0177-2620998 (M)- 9418084973 (Mr. Ravi) Email: ravism17@yahoo.com ravivarij@gmail.com</p> <p>Category- Autonomous Body</p>	Himachal Pradesh
10.	<p>Dr. C.M. Seth, Chairperson World Wide Fund for Nature-India Jammu & Kashmir State Office C/O Centre for Environment Education & Training, New University campus, Jammu- 180006</p> <p>Email: wwfijk@rediffmail.com/ drcmseth@rediffmail.com Ph.No.:-0191-2439893 (M)- 09419011804, 09419219366</p> <p>Category- Non-Governmental Organisation (NGO)</p>	Jammu
11.	<p>Shri. Imtiyaz Hussain, Chairman & Chief Executive, The NGOs Co-ordination Federation (J&K) Usman Complex Solina,</p>	Kashmir Including Ladakh

	<p>Srinagar- 190009 (J&K)</p> <p>Sh. Khursheed Ahmad Bhat, Chief Coordinator (M)- 09419095605</p> <p>Ph. No. 0194-2313667 (M)- 09419017329 Fax- 0194-2441085</p> <p>Email- ncfimtiyaz@yahoo.co.in Category- Non-Governmental Organisation (NGO)</p>	
12.	<p>Ms. Jayanti P. Dutt, Secretary Gram Vikas Kendra K- 3/57, Hans Stoehr Road, TELCO Colony Jamshedpur- 831004</p> <p>Ph. No.-0657-6510397 (M)- 09234500963 (Jayanti P. Dutt) (M)- 09931127591 (R.P. Gupta) Fax No.- 0657-2286764 Email:- jayantid@tatamotors.com</p> <p>Category- Non-Governmental Organisation (NGO)</p>	Jharkhand
13.	<p>Prof. K.S. Nataraj, CEO Karnataka Rajya Vijnana Parishat, Vijnana Bhawan, No. 24/2 & 24/3, 21st Main Road Banashankari-II Stage, Bangalore- 560070</p> <p>Ph. No.- 080-26718939 Tele Fax:- 080-26718959 (M)- 09845040081 Sh. Ashok (M)- 09880917831 Email- ashok.krvp@yahoo.co.in nagppa_mchandra@yahoo.co.in krvp_edu@dataone.in</p> <p>Category- Non-Governmental Organisation (NGO)</p>	Karnataka
14.	<p>Shri Babu Ambat, Executive Director Center for Environment & Development, Thozhuvancode, Vattiyoorkavu P.O., Thiruvananthapuram, Kerala- 695013</p> <p>Ph. No.- 0471-2369720, 2369721, 2369722 Fax- 0471-2369720 Email- ceddir@vsnl.com/director@cedindia.org</p> <p>Category- Non-Governmental Organisation (NGO)</p>	Kerala, Lakshwadeep & Minicoy Island
15.	<p>Shri. G.G. Sohani, President BAIF Development Research Foundation BAIF Bhawan, Dr. Manibhai Desai Nagar National Highway No. 4, Wajre, Pune- 411058</p> <p>Ph. No.- 91-20-25231661 Fax- 91-20-25231662</p>	Maharashtra, Goa & Dadar Nagar Haveli

	(M)- 09860835426, 09423784625(S.E.Pawar) Email- jndaniel@baif.org.in baif@vsnl.com Mr. Pawar - sepawar@baif.org.in Category- Non-Governmental Organisation (NGO)	
16.	Dr. Homeshwar Singh, senior Scientific Officer Environment & Ecology Wing Deptt. Of Environment And forests Government of Manipur Porompay, Near D.C. Officer Imphal (East)- 795001 Ph.No.-0385-227625 Email- mkpreshows@yahoo.co.in Category- State Government	Manipur
17.	Shri Ashok Shah, IAS Executive Director Environmental Planning & Coordination Organisation (EPCO) "Kachnar" Paryavaran Parisar E- 5, Arera colony, Bhopal- 462016 Ph. No.- 0755-2466970, 2464318, 2460189 Fax No.- 0755-2462136 (M)- 090827361343 Email- epcobpl@sancharnet.in arif.mirza05@gmail.com Category- Autonomous Body	Madhya Pradesh
18.	Shri A.C. Zonunmawia, Coordinator & Chairman Center for Environment Protection (CEP) B-27/ 1, Tuikual South, Aizwal- 796 001, Mizoram Ph. No.- 0389-389-2319116 (M)- 09612082472 (A.C. Zonunmawia) Email- cep_mizo@lycos.com cep_earth@yahoo.com Category- Non-Governmental Organisation (NGO)	Mizoram
19.	Shri Rusovil John, Member Secretary Nagaland Pollution Control Board, Signal Point, Dimapur, Nagaland- 797112 Ph. No.-0386-2245726 Telefax- 0368-245727 Email- npcb2@yahoo.com Category- Autonomous Body	Nagaland
20.	Shri P.M. Dash, Programme Officer Centre for Environment Studies, Forests and Environment Department, Government of Orissa, N-1/247, I.R.C. village Bhubaneshwar- 751 015	South Orissa

	(M)- 09438186037 (P.M. Dash) Ph. No.-0674-400920 Telefax- 0674-2551853 Email.- cesorissa@rediffmail.com Category- State Government	
21.	Shri D.N. Rout, General Secretary Animal Welfare Society of Orissa, Branch Office: at/ Po- Bhandaripokhari, Distt.- Bhadrak, Orissa Head Office: Qr. No. 4R/2, Unit-8 Gopabandhu Square, Bhubaneshwar- 751012 (M)-9337124995 Ph. No.- 06786- 232834 Fax - 06784-240860 Email-awsol2@yahoo.co.in jssbhadrak@yahoo.co.in Category- Non Government Organisation (NGO)	North Orissa
22.	Ms. Neelima Jayarath, Executive Director Punjab State Council for Science & technology, MG SIPA Building, Near Sacred Heart School Sector -26, Chandigarh-160019 Ph. No.- 0172- 2792325/2795001/2792787/2793300/2793600 (M)- 9417162322, 09463200886 Fax- 0172-2793143 Email ssladhar@yahoo.com Category- Autonomous Body	Punjab & Chandigarh
23.	Shri Paradeep S. Mehta, Secretary General Consumer Unity & trust Society(CUTS), D- 217, Bhaskar Marg, Bani Park, Jaipur- 302016, Rajasthan (M)- 09829285930/09414202868 Ph.No.- 91-141-4015395, 2282 823/ 2282 482/2282821 Fax- 0141-2282485 Email- cart@cuts.org Category- Non government organization	Rajasthan
24.	Dr. (Mrs.) Nanditha Krishna, Director C.P. Ramaswamy Aiyar Foundation, The grove, 1- Eldmas Road, Alwerpet, Chennai- 600018 (M)- 0944255832 (T.S. Sridharan) Ph. No.- 91-44-24341778/24341778 Fax- 91-44-24351922 Email- cpraf@vsnl.com /cprenvaccounts@gmail.com/cpreec@ gmail.com Category- Non Government Organisation (NGO)	Tamilnadu (North) Andman Nicobar
25.	Dr.(Mrs.) Nanditha Krishna, Director	Pondicherry

	<p>C.P. R. Environmental Education Centre No. 1-A, Eldams Road, Chennai- 600018</p> <p>(M)-09444254831 (P.Sudhakar) Ph. No.-044-4337023/4346526/4341778 Fax- 044-4320756 Email- cpreec@vsnl.com/ cpreec@gmail.com cprenvaccounts@gmail.com Category- Non Government Organisation (NGO)</p>	
26.	<p>Shri J. Paul Bhaskar, Chairman Peace Trust, Near Police Colony, Trichy Road, Dindigul- 624005, Tamilnadu Ph.No.-0451-2410021 Fax- 0451-2410372 Email- peacetrust@sify.com, paulbaskar@hotmail.com Category- Non Government Organisation</p>	Tamilnadu (South)
27.	<p>Shri Mihir Deb Chairman, Tripura State Pollution Control Board Parivesh Bhawan, Pandit Nehru Complex, Gorkhabasti, P.O.- Kunjaban Agartala-799006</p> <p>(M)- 09436122197 (Mihir Deb) Ph. No.- (O)-0381-232 2462/2225421/222455/2328792/2414252 Fax- 0381-2225421 Email- trippcb@sancharnet.in Category- Autonomous Body</p>	Tripura
28.	<p>Shri Sanjay Rautela, secretary Devoted Organization for Reforming Environment (DORE), 196-B, Khari Bazar, Ranikhet- 263645, Uttarakhand</p> <p>(M)- 09917616232 (O)-05966-220798 Email- dore_7@rediffmail.com Category- Non Government Organisation (NGO)</p>	Uttarakhand
29.	<p>Dr. B.C. Shrivastava, Secretary Shohratgarh Environment Society Premkunj, 9, Adarsh Colony, Shohratgarh Siddhartha Nagar Distt. 272205 (U.P.)</p> <p>(M)- 09450553206 (B.C. Shrivastava) Ph.No.- 05544-263271 Fax- 05544-263166 Email- sesindia@sesindia.org sesbcs@yahoo.co.in</p>	Uttar Pradesh (East)

	Category- Non Government Organisation (NGO)	
30.	<p>Prof. Gauri Ghatak, Director- Convenor School of Fundamental Research 29, Pratapaditya Road Kolkata- 700026 M)- 9903030874 Ph.No.-033-24664317 Email- biplab@gmail.com sfr1964.kolkata@gmail.com</p> <p>Category- Non Government Organisation (NGO)</p>	<p>West Bengal Except Darjeeling Hilly Areas and Silliguri</p>
31.	<p>Dr. Bharat Prakash Rai, Secretary Federation of Societies for environmental Protection (FOSEP), Darjeeling. Dr. S.M. Das Road, Red Cross Building, Darjelling- 734101</p> <p>(M)- 09832031234 (Bharat Prakash Rai) Ph.no.-0354-2258180 Fax- 0354-2253551 Email- fosep@hotmail.com fosepdarjeeling@gmail.com</p> <p>Category- Non Government Organisation (NGO)</p>	<p>Darjeeling Hilly Areas & Siliguri</p>
32.	<p>Sh. B.S. Sajwan Principle Chief Conservator of Forests & Prinl. Secry. Department of Environment & Forests 'P'- sector Government of Arunachal Pradesh, Itanagar- 791111</p> <p>The Director, State Forest Research Institute cum Chair person, Arunachal Pradesh Forest Research and Development Agency (A.P.F.R.D.A.), Van Vihar, Itanagar, P.b. No. 159 Arunachal Pradesh</p> <p>(O)- 360-2212310/2212243 Fax - 0360- 2291193 Email-pccf-arn@nic.in</p> <p>Category- State Government</p>	<p>Arunachal Pradesh</p>
33.	<p>Shri V.K. Nautiyal, IFS, PCCF/ Chief Conservator of Forests, Social Forestry Principleof Chief Conservator of Forests Dept. of Forests and Environment Govt. of Meghalaya Sylvan House, Lower Lachumiere, Meghalaya</p>	<p>Meghalaya</p>

	Shillong- 793001 (O) 0364-2220414/2224631/2502184 Fax- 0364-2504068 Email- pccfmegh@gmail.com Financial assistance for NEAC for the Year 2011-12 will be sent in the name of “Member Secretary cum Chief Executive Officer, East Khasi Hills Social Forestry Division Forest development Agency , Shillong”. Category- State Government	
34.	Shri S.T. Lachungpa PCCF- Cum- Secretary and Chairman, State Environment Agency Forest, Environment and Wild Management Department, Government of Sikkim Gangtok- 737101 Ph. No.- 03592-281261/ 281385 Fax- 03592-281778 Email- sik@envis.nic.in Category- State Government	Sikkim

5. The last date for submitting the proposals complete in all respects, to the concerned Regional Resource Agency is **15th September, 2011**. Proposals received after the last date will not be entertained. It may be noted that the decision regarding approval/rejection of proposals including the quantum of financial assistance to be provided will be taken by the Ministry and not by the RRAs. Since the Ministry is providing financial assistance to all RRAs to meet the expenditure on printing of proforma and for coordinating the campaign, the applicants need not make any payment to the RRAs for either the proforma or for any other services.

Deputy Secretary (EE & Media)
 Ministry of Environment & Forests, Government of India

(Advertisement published in Newspapers on 5th August' 2011)



File No.9-1/2011-EE (Media)
Government of India
Ministry of Environment & Forests

NATIONAL ENVIRONMENT AWARENESS CAMPAIGN 2011-12

1. The National Environment Awareness Campaign (NEAC) is organised by the Ministry of Environment & Forests every year since 1986 with the objective of creating environmental awareness at the national level. This campaign is being continued this year also. The theme for NEAC 2011-12 is:

“Forests for Sustainable livelihood”

2. The Ministry of Environment & Forests has identified sub-themes for conducting the campaign. These include **Afforestation, Forest Conservation, Forest and Climate Amelioration, Forest For Water, Participatory Forest Management, Agro/Social Forestry, Forestry in Urban and Peri Urban Area, Renewable Energy, Green India Mission.**

3. Proposals are invited from the registered NGOs, voluntary organisations, educational institutions, State Government Departments, registered professional bodies etc. working in the field of environment and sustainable development for conducting various activities such as Workshops, Camps/ Padyatras/ Rallies, Competitions, Festivals/Street Theatre/Science fairs and for preparation of educational resource material on environmental issues etc. for creating environmental awareness on the identified theme amongst the masses. The proposal must also include an action oriented component, which would result in environmental improvement and benefit to the local community.

4. **The guidelines and proforma for submission of proposals can be obtained free of cost from the designated Regional Resource Agency for your State/UT, either in person or by post. The requisite details of the Regional Resource Agencies along with their jurisdiction is available on the Ministry's Website (<http://moef.nic.in>).**

5. The last date for submitting the proposals complete in all respects, to the concerned Regional Resource Agency is **Wednesday 15th September, 2011.** Proposals received after the last date will not be entertained. It may be noted that the decision regarding approval/rejection of proposals including the quantum of financial assistance to be provided will be taken by the Ministry and not by the RRAs. Since the Ministry is providing financial assistance to all RRAs to meet the expenditure on printing of proforma and for coordinating the campaign, the applicants need not make any payment to the RRAs for either the proforma or for any other services. The proforma is available on the web site of the Ministry (<http://moef.nic.in>).

Deputy Secretary (EE & Media)
Ministry of Environment and Forests, Government of India



F.No.9-1/2011-EE(Media)
Ministry of Environment & Forests
Government of India

CONCEPT NOTE ON NEAC THEME 2011 – 12

FORESTS FOR SUSTAINABLE LIVELIHOODS

Forests for Sustainable Livelihoods

India is one of the 14 mega diverse countries of the world. Forests act as a repository of our unique flora and fauna. Over 200 million people in India, mainly the very poor, are dependent on forests for their sustenance and livelihood needs.

Forests are the heritage and the permanent assets of any country. Forest can also be defined as an area set apart for the production of timber or other forest produce, or maintained under woody vegetation for certain indirect benefits. A forest includes all uncultivated and uninhabited land.

Today, a forest is any land managed for the diverse purposes of forestry, whether or not covered with trees, shrubs, climbers or other vegetation. Technically, a forest can be defined as an area set aside or maintained under vegetation for any indirect benefits, namely climatic, protective or environmental for production of wood and non-wood products. Legally, a forest is an area of land notified to be a forest under a forest law.

The United Nations has recognized “that forests and sustainable forest management can contribute significantly to sustainable livelihood, poverty eradication and the achievement of internationally agreed development goals” and emphasized “the need for sustainable management of all types of forests, including fragile forest ecosystems.” The United Nations has declared 2011 as “**The Year of Forests**”. It has called upon governments, regional and international organizations and major groups to support activities related to the International Year of Forests.

India is the seventh largest country in the world and Asia’s second largest, covering a total area of 328.7 million hectares (www.envfor.nic.in) with varied landscapes rich in natural resources. India has a great diversity of natural ecosystems ranging from the cold and high Himalayan regions to the sea coasts; from the wet north-eastern green forests to the dry northwestern arid deserts; with different types of forests, wetlands, islands and the oceans. India is one of the richest nations in terms of biological diversity. India owes this to its position in the tropical and subtropical latitudes. According to the India State of Forest Report (2009), the forest cover is 69.09 million ha (2009) which is 21.01% of the geographical area. The seven north eastern states of India have nearly 25% of the country’s forest cover. Several attempts have been made to value the services provided by forests. The indicative value is 0.5 to 0.9 million rupees per hectare.

Sustainable development implies use of natural resources such that future generations can attain the same level of well being as enjoyed by the present generation. Sustainable livelihood of forests means utilizing, in a tangible way, how to use it today to ensure similar benefits, health and productivity in the future also. Many conflicting factors - commercial and non-commercial values, environmental considerations and community needs – must be kept in mind while developing a sustainable forest management plan.

Status of Forest Cover in India

Forest type / Class	Area (km ²)	Geographical area (%)
Forest Cover		
Very Dense Forest	83,510	2.54
Moderately Dense Forest	319,012	9.71
Open Forest	288,377	8.77
Total Forest Cover (including mangroves)	690,899	21.02
Non-Forest		
Scrub	41,525	1.26
Non-Forest (including water bodies)	2,554,839	77.72
Total Geographical Area	3,287,263	100.00

(Source – India State of Forest Report, 2009)

In India, there are 15 types of forests which are as follows:-

1. **Tropical wet evergreen forest** - Wet evergreen forests are found in the south, along the Western Ghats, the Nicobar and Andaman Islands and along the north-eastern region. It is characterized by tall, straight evergreen trees that have a buttressed trunk or roots on three sides like a tripod that helps to keep the tree upright during a storm. The common trees that are found here are the jackfruit, betel nut palm, jamun and mango.
2. **Tropical semi-evergreen forest** - Semi-evergreen forests are found in the Western Ghats, Andaman and Nicobar Islands, and the Eastern Himalayas. Such forests have a mixture of wet evergreen trees and moist deciduous trees. The forest is dense and is filled with a large variety of trees of both types.
3. **Tropical moist deciduous forest** - Moist deciduous forests are found throughout India except in the western and the north-western regions. The trees have broad trunks, are tall and have branching trunks and roots to hold them firmly to the ground. These forests are dominated by sal and teak, along with mango, bamboo and rosewood.
4. **Littoral swamp forest** - Littoral and swamp forests are found along the Andaman and Nicobar Islands and the delta area of the Ganga and the Brahmaputra. They consist mainly of whistling pines, mangrove dates, palms and bullet wood.
5. **Tropical dry deciduous forest** - Dry deciduous forests are found throughout the northern part of the country except in the North-East. They are also found in Madhya Pradesh, Gujarat, Andhra Pradesh, Karnataka and Tamil Nadu. The canopy of the trees does not normally exceed 25 meters. The common trees are the sal, a variety of acacia and bamboo.
6. **Tropical thorn forest** - This type is found in areas with black soil: north, west, central and south India. The trees do not grow beyond 10 meters. Spurge, caper and cactus are typical of this region.
7. **Tropical dry evergreen forest** - Dry evergreens are found along the Andhra Pradesh and Karnataka coast. They include hard-leaved evergreen trees with fragrant flowers, along with a few deciduous trees.
8. **Sub-tropical broadleaved hill forest** - Broad-leaved forests are found in the Eastern Himalayas and the Western Ghats, along the Silent Valley. In the Silent Valley, the poonsparr, cinnamon, rhododendron and fragrant grass are predominant. In the Eastern Himalayas, the flora has been badly affected by shifting cultivation and forest fires. These wet forests consist of evergreen trees with a sprinkling of deciduous. There are oak, alder, chestnut, birch and cherry trees. There are also a large variety of orchids, bamboo and creepers.

9. **Sub-tropical pine forest** - Pine forests are found in the steep dry slopes of the Shivalik Hills, Western and Central Himalayas, Khasi, Naga and Manipur Hills. The trees predominantly found in these areas are the chir, oak, rhododendron and pine. Sal, sandal, amla and laburnum are abundant in the lower regions.
10. **Sub-tropical dry evergreen forest** - These forests are found in the Shivalik Hills and in the foothills of the Himalayas, up to a height of 1000 meters. They generally have evergreen trees with shining leaves that have a varnished look. Some of the common ones are the pomegranate, olive and oleander.
11. **Montane wet temperate forest** – This type of forest is found in the east of Nepal into Arunachal Pradesh in the North and in parts of the Niligiri Hills to higher reaches in Kerala in the south. Rhododendrons and a variety of ground flora can be found here.
12. **Himalayan moist temperate forest** - This type spreads from the Western Himalayas to the Eastern Himalayas. The trees found in the western section are broad-leaved oak, brown oak, walnut, rhododendron, etc. In the eastern Himalayas, there are a large variety of broad-leaved trees, ferns and bamboo.
13. **Himalayan dry temperate forest** - This type of forest is found mainly in Lahul, Kinnaur, Sikkim and other parts of the Himalayas. There are predominantly coniferous trees that are not too tall, along with broad-leaved trees such as the oak, maple and ash. At higher elevations, fir, juniper, deodar and chilgoza can be found.
14. **Sub-Alpine forest** – Sub-Alpine forests extend from Kashmir to Arunachal Pradesh, between 2900 and 3500 meters. In the Western Himalayas, the vegetation consists mainly of juniper, rhododendron, willow and black currant. In the eastern parts, red fir, black juniper, birch and larch are the common trees. Rhododendron of many species cover the hills.
15. **Alpine forest** - Moist Alpine forests are found all along the Himalayas and on the higher hills near the Myanmar border. It is made up of low scrub and dense evergreen forest, consisting mainly of rhododendron and birch. Mosses and ferns cover the ground in patches. Dry dwarf plants predominate, mainly the black juniper, drooping juniper and honeysuckle.

Forest Types of India

S. No.	Type of Forest	Forest cover (%)
1.	Tropical wet evergreen forest	8.75
2.	Tropical semi-evergreen forest	3.35
3.	Tropical moist deciduous forest	33.92
4.	Littoral and swamp forest	0.38
5.	Tropical dry deciduous forest	30.16
6.	Tropical thorn forest	5.11
7.	Tropical dry evergreen forest	0.29
8.	Sub-tropical broadleaved hill forest	0.38
9.	Sub-tropical pine forest	5.99
10.	Sub-tropical dry evergreen forest	0.36
11.	Montane wet temperate forest	3.45
12.	Himalayan moist temperate forest	3.79
13.	Himalayan dry temperate forest	0.28
14.	Sub-Alpine and Alpine forest	3.79

(Source - India State of Forest Report, 2009)

ECOSYSTEM SERVICES OF FORESTS

Forests function as protectors of

- India's cultural wealth
- gene pool for food crops and medicinal plants
- genetic information pertaining to future evolution of life on earth
- natural habitat for biodiversity and a home for indigenous people

Forests

- Regulate the process of carbon sequestration and act as a carbon sink, thereby reducing green house gases and global warming
- Create the watersheds
- Prevent floods in ecologically sensitive areas like mountains and river catchments
- Regulates the climate
- Prevent soil erosion and landslides

Forests serve as productive agents

- for recreation and an opportunity for eco-tourism
- in providing aesthetic value
- in maintaining life support systems – timber, fuel wood, fodder and non-timber products
- for domesticated food crops from wild tropical plants
- for medicines from plant extracts

LAWS PERTAINING TO FOREST CONSERVATION

Indian Constitution

The Constitution of India provides certain Articles that safeguard forest environment as stated below:

- **Article 21** – “No person shall be deprived of his life or personal liberty except according to procedure established by law.”
- **Article 48 A** – “The State shall endeavour to protect and improve the environment and to safeguard the forests and wild life of the country.”
- **Article 51 A (g)** – “It shall be the fundamental duty of every citizen of India to protect and improve the Natural Environment including forests, lakes, rivers and wildlife, and to have compassion for living creatures.”

Other legislations enacted to conserve and protect Indian Forests are as follows:-

- Indian Forest Act, 1927
- Wildlife Protection Act, 1972
- Biodiversity Act, 2002
- The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006
- National Environment Policy 2006

Indian Forest Policy:

The Forest Conservation Act, 1980, with amendments of 1988

An Act that provides for the conservation of forests and for matters connected therewith or ancillary or incidental thereto in India.

Forest Policy of 1988

This policy is enacted for managing state forests and to prevent serious depletion and diversion of forest land to non-forest use without ensuring compensatory afforestation. Conservation includes preservation, maintenance, sustainable utilisation, restoration and enhancement of the natural environment.

Joint Forest Management – 1990

This policy envisages people's involvement in the development and protection of forests. It is one of the essentials of forest management, in that forest communities should be motivated to identify themselves with the development and protection of forests from which they derive benefits.

The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006

“An act to recognize and vest the forest rights and occupation in forest land in forest dwelling Scheduled Tribes and other traditional forest dwellers who have been residing in such forests for generations but whose rights could not be recorded; to provide for a framework for recording the forest rights to vested and the nature of evidence required for such recognition and vesting in respect of forest land.”

National Mission for a Green India

The **National Mission for a Green India (GIM)** is one of the eight Missions under India's National Action Plan on Climate Change. The Mission aims to **respond to climate change by a combination of adaptation and mitigation measures**, which would help enhancing carbon sinks in sustainably managed forests and other ecosystems; adaptation of vulnerable species/ecosystems to the changing climate; and adaptation of forest-dependent communities. Envisaged outcomes include: *increased forest/tree cover in 5 m ha of land and improve quality of forest cover in another 5 million ha , improved ecosystem services from across 10 million ha of these lands, and increased forest based livelihood income of about 3 million forest dependent households. Key elements of innovations include: focus on both qualitative and quantitative improvement of forests; focus on range of ecosystem services including biodiversity, water, carbon (as co-benefit) and biomass; adoption of landscape-based approach; democratic decentralization; and creation of a new cadre of community youths as foresters.*

ROLE OF COMMUNITIES IN FOREST CONSERVATION

Protecting the forest is everyone's responsibility. There is an urgent need for understanding the destruction of forests brought about because of man's greed. The ever expanding population of the world is leading to increased demand for food, water, air and land. As more forests are cleared, biodiversity is irretrievably lost. The poorer and over-populated nations must exploit every available resource in their losing battle for survival. The never-ending demands of man will eat into the available natural resources, taking him closer to extinction with each passing day.

There is an increased awareness that the ecologically sensitive forests must be conserved even as they are used by those living in the forests. There are many conservation movements and initiatives in India that have saved the natural resources.

Despite all threats, species diversity and diversity within species still continue to survive. Their continued existence is due to farmers and other communities living within the forest. Their cultural practices and knowledge systems have helped nurture biodiversity and forests preservation.

Nature worship is an ancient tradition based on the premise that all creations of nature have to be protected. Such beliefs have helped preserve several virgin forests in their pristine form, called Sacred Groves (the forests of Gods and Goddesses). These patches of forest or parts of large forests have been left untouched by the local people and any interference with them is banned. The practice dates back to the beginning of civilization. Indian society comprises of several cultures, each with its own set of traditional methods of conserving nature and its creations.

Every individual can make a small and yet significant effort in the race to save our planet and conserve forests:

- Promote use of nature based products.
- Plant and nurture trees wherever possible. Join hands in conserving forests, wetland, grasslands and mangroves.
- Avoid using insecticides, pesticides and inorganic fertilizers and try to use natural plant - based substitutes wherever possible
- Paper and cloth should replace non-biodegradable plastic and polyester which damage the ecosystem
- Curb unregulated and illegal mining activities
- Ban the inflow of industrial effluents as well as domestic waste into rivers and other fragile ecosystems
- Promote natural-farming, which is less intensive and environmental-friendly
- Promote the use of sustainable technologies like smokeless *chulhas*, ground water recharging unit, wind energy, solar power, etc.
- Curb the greed for products made out of animal parts like skin, fur, ivory, bones, nails, etc.

Man has no moral right to destroy nature and other beings that dwell on earth.

AWARENESS TO ACTION

***Awareness Component**

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 Component**

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.”**

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 coordination 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 meeting, 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, vermin-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:

- a. Institutional capacity
- b. Availability of infrastructure.
- c. Previous experience in conducting environment related activities
- d. Past association with NEAC
- e. Grants received for environment related activities and expenditure incurred
- f. Affiliates if any

Function 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 per-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 50% of 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 Ministry by the stipulated time.

Physical Monitoring by RRAs:

In view of the importance 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 per-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 be 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. 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/-.
- iv. For the will known-organizations which are first time applicants under NEAC financial assistance of Rs.15,000/- may be considered.
- v. For those organizations with good/ satisfactory performance in the preceding year of campaign and have submitted good proposal, an 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 Organisations:

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 expenditure 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.
