



MINISTRY OF ENVIRONMENT & FORESTS  
GOVERNMENT OF INDIA  
PARYAVARAN BHAWAN  
CGO COMPLEX  
LODHI ROAD  
NEW DELHI, 110003

NATIONAL ENVIRONMENT AWARENESS  
CAMPAIGN

2010-11

THEME

“Biodiversity Conservation”

Guidelines for Participation

(Please read before filling up the form)

Completed proforma with supporting documents  
to be sent to the  
RRA on or before 20<sup>th</sup> August, 2010 at the  
following address:

**Peace Trust**

Near Police Colony, Trichy Road, Dindigul – 624005  
TamilNadu. Ph:0451 -2410021, 2411281, Fax:0451-2410372  
E.Mail: [peacetrust@vsnl.com](mailto:peacetrust@vsnl.com) , [neac@peacetrust.in](mailto:neac@peacetrust.in)

# NATIONAL ENVIRONMENT AWARENESS CAMPAIGN 2010-2011

Guidelines for participation

## THEME

### “Biodiversity Conservation”

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 2010-2011 is mentioned above, all the RRAs may also choose local/regional themes under the umbrella of “Biodiversity Conservation” if necessary.

What are these Programmes?

Annexure-I gives an indicative list of the kind of awareness and action components that may be organized for different target groups during the Campaign. In view of the wide range of inter-related

## 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 scrutinizing the proposals received from their region. The RRAs would have to provide information about the competence and past experience of each organization.
- (vi) Receive Bank Guarantee from the approved participating organisations for the 75% of the grant recommended to individual organisations and encash the same in the event of participating organisations failing to submit required reports, utilisation certificates and audited statements of accounts for the entire amount sanctioned with in the stipulated time.
- (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 against bank guarantee.
- (b) The second installment as the balance amount of the expenditure reported/amount sanctioned shall be released on receipt of activity report, utilization certificate and audited statement of accounts before the stipulated time.
- (c) Second installment of grant will not be released to the organisations failing to submit the required reports, utilisation certificates and audited statement of accounts with in the stipulated time and in such cases the Bank Guarantee furnished by such defaulting organisations will be encashed by the respective RRAs. In addition, such defaulting organisations will be blacklisted from receiving grants from the Government of India in future.

Time schedule to be followed by the participating organizations:

NEAC 2010-2011 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 5.11.2011 to 28.2.2011
2. All programmes should definitely be concluded by 28.2.2011.
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 2 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 15.3.2011 to the respective RRA.

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.10,000/- and Rs.30,000/-.
11. The last date for submission of completed Application form to the RRA is 20.8.2010.

<b>ANNEXURE- I</b>
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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

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.

Action components:

Collection and propagation of rare indigenous varieties of plants/

Plantation of rare indigenous  
varieties of plants including medicinal plants/

Establishment of voluntary  
Village, local reserves for rare varieties of plants/

Establishment of seed banks/

Preparation of demonstration plots for biodiversity/

Preparation of biodiversity registers for schools/villages/local areas/

Wetland Conservation