



# MINISTRY OF ENVIRONMENT & FORESTS

Government of India  
PARYAVARAN BHAWAN  
CGO COMPLEX  
LODI ROAD  
NEW DELHI - 110 003

## NATIONAL ENVIRONMENT AWARENESS CAMPAIGN

### 2007-2008

THEME  
“BIODIVERSITY CONSERVATION”

GUIDELINES FOR PARTICIPATION

*Completed proforma with supporting documents to be sent to the RRA  
on or before **1st October, 2007**  
at the following address*



RRA FOR ANDHRA PRADESH (NORTH) REGION :  
**DECCAN DEVELOPMENT SOCIETY**

# 101, Kishan Residency, First Floor,  
H.No. 1-11-242/1, Street No.5,  
Begumpet, Hyderabad - 500 016, A.P., INDIA  
Tel Nos. 27764577, 27764744; Fax : 27764722  
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# NATIONAL ENVIRONMENT AWARENESS CAMPAIGN

2007 - 2008

## 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, will organize programmes for creating environmental awareness followed by field action at the local, regional and national level.

The following sub-themes have been identified for the programme:

- (i) Wetland conservation
- (ii) Medicinal Plants
- (iii) Biodiversity as an indicator of environmental quality
- (iv) Role of community in biodiversity conservation
- (v) Biodiversity and pollution abatement.

### 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. Twenty 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 the 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 organization 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**

These 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 the 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. **The RRA has no role in this.** The decision of the committee will be communicated to the Campaign participants by the RRA. The approved amount would be released to the participating agencies in two installments as follows:

- (a) First installment comprising 80% 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**

The NEAC 2007-2008 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 **15<sup>th</sup> December, 2007 to 15<sup>th</sup> March, 2008.**
2. **All programmes should be definitely be conducted by 15<sup>th</sup> March, 2008.**

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 favourably.
8. The RRA must be informed about the details of the programme including dates, venue etc. in sufficient advance (at least week). 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 an audited statement of accounts would have to be submitted by each participating agency receiving financial support from RRA latest by 5<sup>th</sup> April, 2008.**
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 1<sup>st</sup> October, 2007.**

## Annexure-I

### **TARGET GROUPS**

Students / Youth / Teachers / Women

NGOs / Voluntary workers

Farmers / Rural Population

General Public / Social Workers

Armed Force Personnel

Industrial Workers

### **ACTIVITIES**

(These are only illustrative in nature)

#### **AWARENESS ACTIVITIES**

Workshops/ Training Courses / Camp / Padayatra / Rallies

Public Meetings / Exhibitions / Competitions

Demonstration Projects

Preparation of Audio Visual Materials

Folk media / Street theatres / 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.

#### **ACTION ACTIVITIES**

Cleaning of water bodies / tanks, cleanliness drive, Plantation

(including medicinal plants), initiating seed banks / collection,

preparation of biodiversity registers at local level

**Proposals without action component would not be considered for assistance.**

<b>FOR OFFICE USE ONLY</b>
Date Received
Batch No.& Sl.No
Name & State
Status

## **NATIONAL ENVIRONMENT AWARENESS CAMPAIGN**

**2007-2008**

**REGIONAL RESOURCE AGENCY:  
RRA MAY PRINT ITS ADDRESS HERE:**



**DECCAN DEVELOPMENT SOCIETY**

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**Government of India**



## 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 insitution registered / unregistered society / Trust, University departments / School / College, non-formal group individual or any ohter 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 PERSONS :**

**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:
- Cleaning of water bodies / tanks
  - Cleanliness drive
  - Plantation (including medicinal plants)
  - initiating seed banks / collecton,
  - preparation of biodiversity registers at local level.

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. LOCATION (S):**

**e. DATES AND DURATIONS :**



**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 organisation 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 :**

**I. Awareness component :**

**II. Action component :**

**13. Name of the Bank :**

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Total Funds Requested :

Rs. \_\_\_\_\_

(In words) Rupees \_\_\_\_\_

Date :

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Signature with seal of the Organization