



जहाँ है हरियाली ।  
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**MINISTRY OF ENVIRONMENT & FORESTS  
GOVERNMENT OF INDIA  
PARYAVARAN BHAWAN  
CGO COMPLEX  
LODHI ROAD  
NEW DELHI, 110003**

**NATIONAL ENVIRONMENTAL AWARENESS  
CAMPAIGN  
2010-2011**

**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:*

**REGIONAL RESOURCE AGENCY (RRA)  
FOR DELHI & WESTERN UTTAR PRADESH**

**INDIAN ENVIRONMENTAL SOCIETY**

U-112, (3<sup>rd</sup> Floor), Vidhata House, Vikas Marg  
Shakarpur, Delhi-110092

E-mail: [iesindia@gmail.com](mailto:iesindia@gmail.com), [deshbandu@iesglobal.org](mailto:deshbandu@iesglobal.org)

Phone: 011-22450749

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**THIS FORM IS FREE**

# **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 environmental problems facing the country, the activities of the Campaign shall focus on scientific environmental issues and problems relating to main/regional/local themes. 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 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 organizations for the 75% of the grant recommended to individual organizations and encash the same in the event of participating organizations failing to submit required reports, utilization certificates and audited statements of accounts for the entire amount sanctioned within the stipulated time.
- (vii) Disburse funds sanctioned by the Ministry to various organizations in their region for conducting NEAC activities.
- (viii) 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.
- (ix) Maintain audited statement of accounts of the money disbursed to each organization.
- (x) 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.

- (xi) 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 5.11.2010 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 and 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.

## **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 multimedia 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

## **FOR OFFICE USE ONLY**

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**Date Received**

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**Batch & Sl. No.**

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**Name & State**

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**Status**

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or before 20<sup>th</sup> August, 2010 at the following address:*

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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 department/ 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.

**\*Note: Applications shall be accompanied by a copy of the Registration Certificate duly attested by a Gazetted officer**

**1. PROJECT TITLE**

**2. IMPLEMENTING AGENCY**

a) **Name and Address (Please give correct Address as the Payment will Be Sent only To This Address)**

b) **Nature of Agency**

**3. CONTACT PERSON: -**

a) **Name:** \_\_\_\_\_

b) **Phone No. & Mobile No.:** \_\_\_\_\_

c) **Email:** \_\_\_\_\_

**4. COLLABORATING/SUPPORTING AGENCIES:**

\*Kindly give the following information

Date of registration	
Registration Number	
Date of Renewable of Registration	
Amount Received under NEAC Programme	
Year	Amount
2009-2010	
2008-2009	
2007-2008	

Please Enclosed the following Details:

- Registration Certificate
- Bye-Laws and Memorandum of Association or Trust Deed
- Audited of last three Years: **2009-2010**  
**2008-2009**  
**2007-2008**

## 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, Plantation of medicinal plants,

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 cleaned, 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**

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Total Funds Requested.

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

(In words)

Rupees \_\_\_\_\_

**Date:**

**Signature with seal of the Organization**