



MINISTRY OF ENVIRONMENT & FORESTS

GOVERNMENT OF INDIA

Parayavaran Bhawan, CGO Complex, Lodhi Road, New Delhi 110 003



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राष्ट्रीय पर्यावरण जागरूकता अभियान NATIONAL ENVIRONMENT AWARENESS CAMPAIGN 2011-12

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:

Regional Resource Agency for Rajasthan



Consumer Unity & Trust Society (CUTS)

D-217, Bhaskar Marg, Bani Park, Jaipur 302 016 (Raj.)

Ph.: 0141-228 2821, 513 3259; Fax: 0141-401 5395, 228 2485,

E-mail: cart@cuts.org; cuts@cuts.org, Website: www.cuts-international.org

राष्ट्रीय पर्यावरण जागरूकता अभियान

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 RRA's may also choose local/regional themes under the umbrella of “Forests for Sustainable Livelihood” if necessary.

What are these Programmes?

Annexure- 1 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) Despatch 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

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. 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 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 **15.3.2012** 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 15.09.2011.**

**Last Date for Submission of Complete Application form to the RRA
September 15th, 2011**

FOR OFFICE USE ONLY

Date Received

Batch & Sl. No.

Name & State

Status



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राष्ट्रीय पर्यावरण जागरूकता अभियान
**National Environment Awareness
Campaign 2011-12**

Regional Resource Agency for Rajasthan



Consumer Unity & Trust Society (CUTS)

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MINISTRY OF ENVIRONMENT & FORESTS GOVERNMENT OF INDIA

ANNEXURE- 1

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

Seminars/Workshops/Training Courses/Camps/Padayatras/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. Use alternatives to timber – furniture made of cane, bamboo and metal
6. Plant more trees for food and fodder, timber, medicines, etc.

II. Water

1. Forests as watersheds – rivers originate from forests
2. Respiration of plants leads to rainfall

III. Air

1. Forests serve as oxygen factory
2. Forests serve as a carbon sink

IV. Wildlife

1. Forests are a home for wildlife
Species specific campaign – elephant, tiger, etc.

ACTION ACTIVITIES

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.

ACTION COMPONENTS:

1. Setting up 'Community forests' for 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. Establishment of 'Village Reserves' for plants and animals
6. Creating 'Biodiversity Registers' in forest communities /panchayats / villages
7. Implementing alternatives to chemical pesticides and bio-pesticides
8. Stopping pollution of protected water bodies and forests
9. Establishment of sustainable technologies – Non-conventional energy practices
10. Ecological restoration of degraded forest areas and adjoining lands – Plantation of indigenous species
11. Afforestation of wasteland for fuelwood, fodder, timber, etc.
12. Assisting national level bodies in recording and preserving rare and endemic species

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.**

**NATIONAL ENVIRONMENT
AWARENESS CAMPAIGN
2011-2012**

(Proforma)

**REGIONAL RESOURCE AGENCY:
(RRA may print its address here)**



Consumer Unity & Trust Society (CUTS)

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Ph.: 0141-228 2821, 513 3259; Fax: 0141-401 5395, 228 2485,

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**MINISTRY OF ENVIRONMENT & FORESTS
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 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
(परियोजना का शीर्षक)

2. IMPLEMENTING AGENCY
संयोजक संस्था

a. Name and Address

नाम एवं पूर्ण पता, टेलीफोन/फैक्स/मोबाईल नं., ई-मेल/वेबसाइट

b. Nature of Agency

संस्था की प्रकृति/श्रेणी/वर्ग

3. CONTACT PERSON
सम्पर्क व्यक्ति

4. COLLABORATING/SUPPORTING AGENCIES
अन्य सहयोगी संस्था एवं एजेंसी

NOTE 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:

- Seminar/ 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 could include:

1. Setting up 'Community forests' for 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. Establishment of 'Village Reserves' for plants and animals
6. Creating 'Biodiversity Registers' in forest communities /panchayats / villages
7. Implementing alternatives to chemical pesticides and bio-pesticides
8. Stopping pollution of protected water bodies and forests
9. Establishment of sustainable technologies – Non-conventional energy practices
10. Ecological restoration of degraded forest areas and adjoining lands – Plantation of indigenous species
11. Afforestation of wasteland for fuelwood, fodder, timber, etc.
12. Assisting national level bodies in recording and preserving rare and endemic species
13. The **action component** should be related to the theme of the proposal and should preferably involve the local community.

b. Theme(S): Describe the specific subjects of environmental concern that the project would address. *(Please take help from Annexure-1)*

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- 1 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

परियोजना की जानकारी

a. Type of project

परियोजना का प्रकार

(i) Awareness Activities

जागरूकता गतिविधियां

(ii) Action Component

भौतिक कार्य तत्व

b. Themes(s)

विषय

c. Target Groups

लक्षित समूह

d. Locations

स्थान

e. Dates and duration

दिनांक एवं कार्यावधि

NOTES ON FILLING-UP THE OPPOSITE PAGE

- 6. Justification:** Describe the objectives of the project. Indicate what environmental awareness/improvement benefits it aims to bring about.

कार्ययोजना की सार्थकता/उद्देश्य

- 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.

अपेक्षित उपलब्धियां एवं सफलताएँ के मात्रात्मक पैमाने (जैसाकि पौधारोपण की संख्या, बीज संग्रह केन्द्र, औषधि पौधों की पौधारोपण की संख्या, जैव विविधता संस्थान का रिकार्ड तैयार करना, आदि)

- 8. Plan of Implementation:** Provide a breakup of the stages in the implementation of the project, indicating clearly the time frame for each phase.

योजना के प्रत्येक चरण का ब्यौरा

- 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?

परियोजना के प्रभाव को बनाए रखने के लिए बाद की गतिविधियां (फॉलो अप)। क्या आपकी संस्था यह कार्य स्वयं कर सकेगी?

- 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.

राष्ट्रीय पर्यावरण जागरूकता अभियान में भाग लेने का पुराना अनुभव

6. JUSTIFICATION

कार्ययोजना की सार्थकता/ उद्देश्य

7. SUCCESS INDICATORS IN NUMBERS

अपेक्षित मात्रात्मक उपलब्धियां एवं सफलताएं

8. PLAN OF IMPLEMENTATION

योजना के प्रत्येक चरण का ब्यौरा

9. FOLLOW UP

परियोजना के प्रभाव को बनाए रखने के लिए बाद की गतिविधियां (फॉलो अप)। क्या आपकी संस्था यह कार्य स्वयं कर सकेगी?

10. PAST EXPERIENCE OF PARTICIPATING IN NATIONAL ENVIRONMENT AWARENESS CAMPAIGN (NEAC)

राष्ट्रीय पर्यावरण जागरूकता अभियान में भाग लेने का पुराना अनुभव

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:

संस्था द्वारा उपलब्ध कराए जाने वाले साधन

a. Material and equipment

सामग्री एवं उपकरण

b. Financial:

वित्तीय सहायता

whether other sources of funding are available for the project

Indicate quantum of funds available.

क्या परियोजना को अन्य स्रोतों से वित्तीय सहायता मिल रही है?

c. Resource persons and manpower

संदर्भ व्यक्ति एवं व्यक्तियों की संख्या

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.

बजट:- कृपया गतिविधि में किए जाने वाले खर्च का मदवार (जागरूकता एवं भौतिक कार्य) का अलग-अलग बजट तैयार करें।

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.

भुगतान प्राप्ति वाले बैंक का नाम एवं पता

11. RESOURCES TO BE PROVIDED BY THE IMPLEMENTING AGENCY

क्रियान्वित करने वाली संस्था द्वारा उपलब्ध करवाये जाने वाले संसाधन

12. BUDGET

बजट

(a) Awareness Component

जागरूकता अभियान

(b) Action Component

भौतिक कार्य

13. NAME OF THE BANKER

बैंक का नाम

Total Funds requested.

कुल अनुदान राशि

Rs. रूपए में _____

(in words) शब्दों में

Rupees रूपए

Date

दिनांक

Signature with seal of the Organisation

संस्था की मोहर सहित हस्ताक्षर

SUMMARY OF THE PROPOSAL FOR N.E.A.C. 2011-2012 THEME: “FORESTS FOR SUSTAINABLE LIVELIHOOD”

Name of RRA: Consumer Unity & Trust Society (CUTS)

State/UT: Rajasthan

File No.:

Name and complete address of the Organisation (1)	Programme(s) proposed		Project locations (3)	Funds requested (break-up in Rs.)		Documents		Recommendations of the RRA	Recommendations of RRA about the proposal
	Awareness component (2a)	Action component (2b)		For awareness activity (4a)	for action activity (4b)	Whether submitted all documents (mention documents) (5a)	Participation of NGOs during the last 4 years and amount sanctioned year wise (5b)		
Contact person and Phone No.	Seminar	Setting up 'Community forests' for sustainable livelihoods Collection and propagation of rare indigenous varieties of plants Medicinal plants Establishment of seed banks Preparation of demonstration plots for biodiversity Preparation of biodiversity registers for schools/villages/local areas Wetland Conservation Establishment of sustainable technologies – Non-conventional energy practices Ecological restoration of degraded forest areas and adjoining lands – Plantation of indigenous species Others (specify)		Seminar/ Workshop	Setting up 'Community forests' for sustainable livelihoods (Rs.)	RC	2007-08 Rs. 2008-09 Rs. 2009-10 Rs. 2010-11 Rs. 2009-10 Rs. 2010-11 Rs. Note: Indicate if the applicant is defaulter i.e. whether UC, accounts statement, activity reports etc. are due for the earlier NEAC programme(s)	Credentials*	Grant recommended by MoEF Committee Awareness Comp. Rs. Action Comp. Rs.
	Workshop			Training/ Camp/Pub. Meeting	Collection and propagation of rare indigenous varieties of plants (Rs.)	MOA/Bve Laws			
	Training			Rally/ Padyatra	Medicinal plants (Rs.)	Audited Accounts for last 3 years			
	Camp			Rally	Establishment of seed banks (Rs.)	2010-11			
	Pub. Meeting			Film Show/ AV Show	Preparation of demonstration plots for biodiversity (Rs.)	2009-10			
	Rally			Drama/ St. Theatre Folk Media	Preparation of biodiversity registers for schools/villages/local areas (Rs.)	2008-09			
	Padyatra			Competition/ Exhibition/ Sit & Draw	Wetland Conservation (Rs.)				
	Film Show			Resource Material	Establishment of sustainable technologies – Non-conventional energy practices (Rs.)				
	AV Show			Education Kit	Ecological restoration of degraded forest areas and adjoining lands – Plantation of indigenous species (Rs.)				
	Drama				Others (specify)				
	St. Theatre								
	Folk Media								
	Competition/ & Sit Draw/ Exhibition								
	Resource Material Publication								
Educational Kit									

National Environment Awareness Campaign Year 2011-2012

- Organisation Code :
(Please fills in BLOCK letters only)
1. Organisation's Name :
2. Contact Person 1. :
3. Contact Person 2. :
4. Address :
5. Telephone No. :
6. Registration Year/Number :
7. Place of Registration :
8. Whether FCRA Registration (Yes/No) :
9. Working Area :
• No. of Villages :
• No. of Blocks :
• Name of District :
10. Number of Full Time Workers :
11. Number of Part Time Workers :
12. Annual Budget of Organization :
13. Funded by (Please tick) :
• State Government
• Central Government
• Foreign Donors/Any other
14. Participation in NEAC programme : Yes/No
15. If yes, the Type of Activities Undertaken (Please tick)
• Forestry
• Education
• Women's Development
• Health
• Water Resource Management
• Agriculture
• Animal Husbandry
• Child Development
• Other

S.No.	Year	Amount Sanction	Activities
1.	2001-2002		
2.	2002-2003		
3.	2003-2004		
4.	2004-2005		
5.	2005-2006		
6.	2006-2007		
7.	2007-2008		
8.	2008-2009		
9.	2009-2010		
10.	2010-2011		

16. Bankers Name :

BOOK- POST

PRINTED MATTER

TO,

If undelivered, please return to:

Regional Resource Agency for Rajasthan



Consumer Unity & Trust Society (CUTS)

D-217, Bhaskar Marg, Bani Park, Jaipur 302 016 (Raj.)

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