



**MINISTRY OF ENVIRONMENT,  
FORESTS AND CLIMATE CHANGE**

GOVERNMENT OF INDIA

Indira Paryavaran Bhavan, Ali Ganj, Jor Bagh Road, New Delhi-110003



**राष्ट्रीय पर्यावरण जागरूकता अभियान 2016-17**  
**NATIONAL ENVIRONMENT AWARENESS  
CAMPAIGN 2016-17**

*Theme:*

**“Swachh Bharat Mission,  
Ganga Rejuvenation and River Cleaning”**  
**“स्वच्छ भारत मिशन, गंगा पुनः उत्थान एवं नदी की सफाई”**

*Guidelines & Proforma for Submitting  
Proposals by Participating Agencies under NEAC*

*(Please read before filling up the form)*

Completed proforma with supporting documents to be sent to the RRA  
on or before 29<sup>th</sup> August, 2016 at the following address:

**Regional Resource Agency for Rajasthan**

**CUTS**<sup>®</sup>  
International

**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](mailto:cart@cuts.org); [cuts@cuts.org](mailto:cuts@cuts.org); Website: [www.cuts-international.org](http://www.cuts-international.org)

# NATIONAL ENVIRONMENT AWARENESS CAMPAIGN 2016-2017

## Guidelines & Proforma for submitting proposals

### ***THEME:***

## **“Swachh Bharat Mission, Ganga Rejuvenation and River Cleaning”**

The National Environment Awareness Campaign (NEAC) was launched by the Ministry of Environment, Forests and Climate Change, Government of India in 1986. It aims to create awareness on environmental issues among a wide group of stakeholders. Several nongovernmental 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.

Proposals from organizations, societies, NGOs who qualify the eligibility criteria given in the later part of these Guidelines are invited for organising the campaign. The proposals are invited by means of advertisement in major newspapers of different language across the Country. These applications are received by RRAs and a preliminary scrutiny is carried out by them for proper documentation from the Organizations sending proposals. Centre for Environment Education (CEE), Ahmadabad and C.P.R Environment Education Centre (CPREEC), Chennai - the Centres of Excellence (CoEs) of the Ministry then facilitate the scrutiny and short listing of applications received by the RRAs for the campaign. Proposals are then reviewed by the Regional Committees appointed by Ministry for various regions of the Country. The CoEs have been assigned the responsibility of hosting the meeting of Regional Committee recommends the awareness and action component of the campaign to be taken up by the Organising Agency along with quantum of financial grant for consideration and approval of the Competent Authority in the Ministry. It is on the basis of this recommendation that the grants to respective RRAs are released by Ministry for further disbursement of funds to Organisations participating in the campaign. After conducting programmes under this programme, the Organising Agencies submit their Utilisation Certificates (UCs), Expenditure Statement (ES) and Action Report (AR) to the concerned RRA who in turn submits a consolidated report to the Ministry.

### **Theme**

Every year a theme is given for the campaign. Last year the theme was ‘Combating Desertification, Land Degradation and Drought’. This year’s theme would be “Swachh Bharat, Ganga Rejuvenation and River Cleaning”. The awareness creation and action components taken up under this will contribute in achieving the objectives of “Swachh Bharat Mission” and ‘My Clean India by 2019’. The Ministry has identified the following sub themes for conducting the programme. However, this is only a suggestive list and Organising Agencies may add more pertinent issues. The RRAs may add local/ regional themes to the National theme, if necessary and appropriate. In view of the wide range of inter-related environmental issues face in 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 identified sub themes.

### **Sub-themes for Swachh Bharat**

1. Solid Waste Management: Different sources generation of solid waste with focus on domestic waste and ways of collection, segregation, transportation, processing and disposal may be highlighted. Emphasis may be given to the importance of not littering and segregation at source i.e. house hold level. Message may be sent across that open burning of house hold waste, leaves and garden waste is illegal.

2. Plastic Waste Management: Avoid use of Poly bags, collection of all Multi-layered packaging's, Non littering of Plastic Waste including Polybags, innovation methods of managing plastic on domestic households, recycling of plastic waste, use of plastic waste in road building, waste- toenergy plants etc.
3. Recycling of Solid Waste: Importance of recycling and various methods of recycling of various wastes.
4. Domestic Hazardous Waste: Segregation of discarded bulbs, tube-lights, medicines pesticides, paint & pesticides cans, infectious waste (bio-medical waste from treatment of any patient at home), Batteries etc.
5. Disposal of Sanitary Napkins and Diapers: Separate ways to dispose of such waste, alternative materials etc.

### **Sub-themes for Ganga Rejuvenation and River Cleaning**

- I. Cultural Importance of Rivers Conservation: Each river has cultural importance which can be highlighted to conserve the river.
- II. River as Source of Aquifer Recharge: Importance of rivers as source of water in all wells and Talabs, water bodies.
- III. River Pollution Water Quality of Rivers: Various sources of river pollution, control of river pollution prescribed Standards for water quality, importance of water quality standards, how to measure water quality etc.
- IV. Rivers and Health of general Public: Various waterborne diseases, health expenditure due to pollution of rivers.
- V. Ghats Cleaning and River Front Development: Importance and ways to keep Ghats clean, beautification of River Fronts etc.
- VI. Native vegetation/indigenous plantation and revival of river: Creates a carpet of humus soil, maintains ph level of soil that is conducive for other small plants & bushes, improves water infiltration, increases water table, retains nutrients, retain water, restricts soil erosion, harbours healthy microbes (who also help in increases of rain & snow fall in hilly areas), prevents landslide/flash floods etc.
- VII. Household Waste & River Pollution: Importance of not throwing household waste, dead bodies, non-biodegradable materials into the river.

### **What are these Programmes?**

In view of the environmental problems due to improper solid waste management in the country, the activities of the Campaign shall focus on the theme of this year. Emphasis should to given for devising concrete, action-oriented activities that serve as worthwhile solutions to the issue/problem related to the Swachh Bharat and river cleaning, The same be detailed out in the activity component in the proposal submitted to RRAs by the Organising Agencies. The following is the indicative list for awareness and action components that may be organised for different target groups during the Campaign.

#### **1. ACTIVITIES:** (These are indicative and others activists may be included)

##### **1.1 AWARENESS ACTIVITIES**

1. Workshops/Training Courses/Camps/Yatras/Rallies
2. Public Meetings/Exhibitions/Competitions
3. Demonstration Projects
4. Preparation of Audio Visual Materials
5. Folk Media/Street Theaters/Festivals/Science Fairs
6. 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.**

#### **2. ACTION COMPONENTS:** (these are broad areas and are indicative, other activities related to Combating Desertification, Land Degradation and Drought at the local level is encouraged)

1. Cleaning of Streets, Roads, Ghats, Markets, Vegetable Markets, Fish and poultry markets etc.
2. Composting, vermin-composting of bio-degradable waste
3. Installing bins for segregation of wastes.

4. Recycling of waste.
5. Providing alternative material to polybags.
6. Inventorisation of Solid waste and its Characterisation.
7. Documentation of local traditional knowledge/ practise related to permaculture, waste management, water conservation, weather forecasting etc. and its benefits.
8. Planting native trees alongside of river banks.
9. Practising and encouraging water harvesting techniques, development of trenches, soak pits, conservation of local water bodies, small bunds etc.
10. Providing and promoting carry bags made out of discarded/ old cloth or made of any other environment friendly material to discourage use of plastic and disposal in rivers as well as in drains.
11. Providing Pitchers and other traditional healthy containers to contain water instead of plastic bottles.
12. Making ground water reserves on river banks and nearby areas.
13. Preparation and promotion of bio-pesticides, bio-fertilizers etc.

### 3. TARGET GROUPS

- Students/Youth/Teachers/Women
- NGOs/Voluntary Workers
- Farmers/Rural Population
- General Public/Social Workers
- Armed Force Personnel
- Industrial Workers

### Support Structure for the Campaign

The Campaign is being planned and overseen by the Ministry of Environment Forests and Climate Change. The decentralized mechanism adopted for conducting this Campaign since 1993 is being continued this year too. Thirty-three 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 Bond or an affidavit from the approved participating organisations for the 60% 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 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 Forests and Climate Change 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 instalments as follows:

- (a) First instalment comprising 60% of the sanctioned amount would be released **against Bond or an affidavit.**
- (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 Bond or an affidavit 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.

## Timelines for Participating Organizations

NEAC 2016-2017 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 **17.10.2016 to 15.02.2017.**
2. All programmes should definitely be concluded by **15.02.2017.**
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. 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 instalment.
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 28.02.2017** 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/-.

The last date for submission of complete Application form to the RRA is  
**August 29<sup>th</sup>, 2016**



# 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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## राष्ट्रीय पर्यावरण जागरूकता अभियान National Environment Awareness Campaign 2016-17

**Regional Resource Agency for Rajasthan**



**Consumer Unity & Trust Society (CUTS)**

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राष्ट्रीय पर्यावरण जागरूकता अभियान 2016-17  
NATIONAL ENVIRONMENT  
AWARENESS CAMPAIGN  
2016-2017

(Proforma)

REGIONAL RESOURCE AGENCY



**Consumer Unity & Trust Society (CUTS)**

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

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MINISTRY OF ENVIRONMENT, FORESTS AND CLIMATE CHANGE  
GOVERNMENT OF INDIA

**NATIONAL ENVIRONMENTAL AWARENESS CAMPAIGN (NEAC) APPLICATION  
PROFORMA**

**Ministry of Environment, Forests and Climate Change, Govt., of India  
2016-17**

**National Theme: Swachh Bharat Mission, Ganga Rejuvenation and River Cleaning**  
*(Please read instructions carefully before writing the proposal)*

1. Details of Implementing Agency:

Name and Postal address of the NGO/Government Institution	Telephone/Mobile/email address (Mandatory requirements)	Name & Mobile/ Landline Phone no. and email address of contact person (Mandatory requirements)

2. Nature of Agency (एजेन्सी की प्रकृति):

a. Government: सरकारी  
(Please tick)

Yes/No

b. NGO/Society/Trust/Mahila Mandal/Private Schools/Private Colleges/Others:  
(If others, please specify)  
(Please Tick)

c. Registration number and date of registration/renewal (In case of NGO/Society/Trust/Mahila Mandal)  
संस्था का रजिस्ट्रेशन नम्बर एवं दिनांक लिखे।

d. Affiliation details (if private school/governmental aided institutes)  
संबद्धता का विवरण (यदि स्कूल/सरकारी सहायता प्राप्त संस्था होने पर)

e. Unique ID No. (Issued from planning commission in case of NGOs/Societies/Trust)  
योजना आयोग से जारी यूनिक आई डी नम्बर लिखे।

3. Previous Experience in conducting EE and Awareness programmes. (At least three years information).

**Comments on this table included taking into consideration NEAC experience only**

पिछले तीन वर्षों में राष्ट्रीय पर्यावरण जागरूकता अभियान के तहत स्वीकृत राशि का विवरण

NEAC		NGC		Other Grants			Own Projects		
Year	Amount	Year	Amount	Year	Amount	Funding Agency	Year	Amount	Activity

4. Project Details:

परियोजना विवरण:

a. Theme and sub themes (Sub themes preferably addressing local environment issues).

अ. विषय एवं उप विषय (उप विषय स्थानीय पर्यावरणीय मुद्दों पर केन्द्रित हो।)

I. Theme:

विषय

II. Sub-Theme: (Sub Themes should focus on the main theme)

उप विषय: (मुख्य विषय से संबंधित होने चाहिए)

b. Objectives of the project:

परियोजना का उद्देश्य

c. Target Group:

लक्ष्य समूह

d. Activities with financial details (गतिविधियां वित्तीय विवरण के साथ)

I. Awareness Activities proposed (Please attach detail budget)

प्रस्तावित जागरूकता गतिविधियां (कृपया विस्तृत बजट संलग्न करें)

Sl.No	Activity (Some of the suggested activities. The activities may be altered)	Place & Date	Unit/Nos.	Expected No. of participants	Amount (Rs.)
1.	Lecture/Workshop/Training programme				
2.	Public meeting/Rallies/Jatha/Yatras				
3.	Film Show/AV Shows				
4.	Drama/street theatre/other folk media/Skit (specify)				
5.	Advertisement/posters/banner campaign				
6.	Painting/Slogan writing/Poster designing				
7.	Exhibition/demonstration/competition				
8.	Resource material procurement/publication/Distribution				
9.	Others (specify)				
	Total				

II. Action Activities/components proposed suggested list

भौतिक गतिविधियां/घटक प्रस्तावित सूची

S.No.	Action Activity	Place & Date	Unit/Nos.	Number of participants	Amount (Rs.)
1.	Cleaning of Streets, Roads, Ghats, Markets, Vegetable Markets, Fish and poultry markets etc.				
2.	Composting, vermin-composting of bio-degradable waste/Preparation and promotion of bio-pesticides, bio-fertilizers etc.				
3.	Installing bins for segregation of wastes.				
4.	Recycling of waste/Inventorisation of Solid waste and its Characterisation.				
5.	Providing alternative material to polybags.				
6.	Documentation of local traditional knowledge/practise related to permaculture, waste management, water conservation, weather forecasting etc. and its benefits.				
8.	Planting native trees alongside of river banks.				

9.	Practising and encouraging water harvesting techniques, development of trenches, soak pits, conservation of local water bodies, small bunds etc.				
10.	Providing and promoting carry bags made out of discarded/ old cloth or made of any other environment friendly material to discourage use of plastic and disposal in rivers as well as in drains.				
11.	Providing Pitchers and other traditional healthy containers to contain water instead of plastic bottles.				
12.	Making ground water reserves on river banks and nearby areas.				
13.	Others				

5. Details of resources provided by the implementing agency for undertaking activities. (Material, Machinery, Finances, Resource persons, Resource material, man power, etc.  
क्रियान्वित करने वाली संस्था द्वारा उपलब्ध करवाये जाने वाले संसाधन (सामग्री, मशीन, वित्तीय, विषय विशेषज्ञ, संदर्भ सामग्री, श्रम, शक्ति, आदि।)

6. Bank Account Details:

a. Name of Bank with Branch Number:

b. Account No:

c. MICR number

d. IFSC code.

e. Type of bank account:

Name and Signature of the Head of the Institution

Office Seal of the NGO/Institution

संस्था के मुखिया का नाम और हस्ताक्षर

संस्था के कार्यालय की सील (मुहर)

Place:

Date:

Application without signature and seal of the Organisation will not be considered.

(हस्ताक्षर और संगठन की मुहर के बिना आवेदन पर विचार नहीं किया जाएगा।)

# NATIONAL ENVIRONMENT AWARENESS CAMPAIGN

## NEAC: 2016-2017

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Name of the Organization: .....

Address of the Organization: .....

### BANK DETAILS FORM

S. No.	Particulars	Details
1	Name of the Organization	
2	Bank Account Number	
3	Name as per Bank of Above Account	
4	Bank Name	
5	Bank Branch Name	
6	Bank Address	
7	Bank Branch's IFSC Code	
8	9 Digit Code No. of Bank & Branch (MICR Code)	
9	Branch Code	
10	Confirm Whether the Organization Account is on RTGS. Yes / No	

*(Note: Please attached the Photocopy of the Front Page of Passbook of your Organization)*

**(Signature of Head of the Organization with Seal)**

**Date:** \_ \_ / \_ \_ / \_ \_ \_ \_

## NATIONAL ENVIRONMENT AWARENESS CAMPAIGN NEAC: 2016-2017

### Mandatory requirements for submission of proposals by Participating agencies (PAs) to Regional Resource Agencies (RRAs)

*(If any one of the item is not fulfilled, the proposal may not be considered for further recommendations)*

S. No.	Document	Previous year participated agency	New Agency	Y/N/NA	Page No.	
					From	To
1.	Legible copy of application form (preferably typewritten)	Compulsory	Compulsory			
2.	Documentary evidence for experience in environmental activities ( <b>At least 10 programs of which at least 5 shall be Govt. program</b> )	NA	Compulsory			
3.	A legible photo copy of valid Registration Certificate duly attested by Gazetted Officer/Notary Public	NA	Compulsory			
4.	A legible copy of Memorandum of Association with Bye-law/Trust Deed ( <b>with environment component</b> ) attested by Gazetted Officer/Notary Public	NA	Compulsory			
5.	Legible copies of audited statements of NGO for last three preceding years	Latest Audited statement of accounts to be submitted	Compulsory			
6.	Copies of UC and SoE of previous year NEAC	Compulsory	NA			
7.	Seal and Signature of the Authorised Signatory of PAs in the Application form with name and designation	Compulsory	Compulsory			
8.	UID of planning commission ( <b>NITI Ayog</b> )	Compulsory	Compulsory			
9.	List of Donars	Compulsory	Compulsory			

**BOOK- POST**

**PRINTED MATTER**

TO,

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*If undelivered, please return to:*

**Regional Resource Agency for Rajasthan**



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