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वर्तते ह्ये ख्यशाहाती ॥

MINISTRY OF ENVIRONMENT & FORESTS
GOVERNMENT OF INDIA

PARYAVARAN BHAWAN, CGO COMPLEX, LODHI ROAD, NEW DELHI, 110003

NATIONAL ENVIRONMENT AWARENESS CAMPAIGN

2013-14

Theme: “Biodiversity Conservation”

Guidelines & Proforma for Submitting Proposals

(Please read before filling up the form)

Completed proforma with supporting documents to be sent to the RRA on or before 8th August, 2012 at the following address:



ENVIS Centre Sikkim
Forest Secretariat, Annex-II, Ground Floor,
Forests, Environment & Wildlife Management Department
Government of Sikkim
Deorali, Gangtok

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THEME:

“Biodiversity Conservation”

The National Environment Awareness Campaign launched by the Ministry of Environment & Forests, Government of India in 1986, aims to create awareness on environmental issues among a wide group of stakeholders. 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.

The Theme for 2013-14 is ‘Biodiversity Conservation’, keeping in view that the current decade (2011-2020) has been declared as the United Nations Decade on Biodiversity and United Nations Decade for Deserts and the Fight against Desertification. With India hosted the Eleventh meeting of the Conference of the Parties (CoP-11) to the Convention on Biological Diversity (CBD), from 8- 19 October 2012 in Hyderabad, India, it is considered an opportune time to showcase the wide array of biodiversity in the country and the conservation measures adopted thereof.

The Ministry of Environment & Forests has identified sub-theme for conducting the campaign which are detailed in Annexure I. There is also a suggestive list of action components that includes: Preparation of biodiversity registers for schools/villages/local areas; Promotion of Traditional medicinal practices; Establishment of seed banks and encouraging the farmers for in-situ conservation of seed diversity; Promotion of agro bio-diverse food; Planting bio-diverse mix species/herbal gardens/kitchen garden and its maintenance.

Ministry of Environment and Forests has also taken initiative to create mass awareness on the issue by using an interactive mobile exhibition, mounted on 16 coach AC train, “Science Express : Biodiversity Special” (SEBS). Taken up in collaboration with the Ministry of Science and Technology, the initiative is meant to engage 5 million people directly (and about 10 million indirectly), during the train journey, covering over 62 stations. The Science Express: Biodiversity Special has been flagged off on 9th April, 2013. There would be an opportunity to align NEAC with the Science Express: Biodiversity Special.

While the National theme and sub-themes for NEAC 2013-2014 are mentioned , all the RRAs may also choose local/regional themes under the umbrella of “Biodiversity Conservation” as appropriate.

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 and Centres of Excellence 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) Since the CoEs are facilitating in scrutinizing the applications, all the RRAs to give full support to CoEs by preparing detailed summaries of the proposals as per the format provided by the Ministry and also provide all the information and inputs timely as mentioned in the guidelines for smooth completion of the regional committee meetings
- vii) 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.

- (viii) Disburse funds sanctioned by the Ministry to various organizations in their region for conducting NEAC activities.
- (ix) 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.
- (x) Maintain audited statement of accounts of the money disbursed to each organization.
- (xi) 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.
- (xii) 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 instalments as follows:

- (a) First instalment comprising 60% of the sanctioned amount would be released **against Bond or an affidavit.**
- (b) The second instalment 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 2013-2014 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 **10.11.2013 to 20.02.2014**
2. All programmes should definitely be concluded by **20.02.2014**.
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 an audited statement of accounts would have to be submitted by each participating agency receiving financial support from RRA **latest by 10.03.2014** 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 completed Application form to the RRA is 08.08.2013

ANNEXURE- I

1. TARGET GROUPS

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

2. SUB-THEMES

Under the NEAC program, sub-themes have been identified which serves to provide an indication on areas that may be covered through awareness and action programmes, but may not be limited to them only. The indicative list is as follows:

1. Livestock-Indigenous breed conservation.
2. Biodiversity conservation in urban & peri urban areas
3. Conservation of agro-biodiversity.
4. Biodiversity & traditional knowledge and Culture
5. Biodiversity and Sustainable practices.
6. Biodiversity conservation for food security.

3. ACTIVITIES (These are indicative and others activists may be included)

3.1 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 Theatres/ Festivals/ Science Fairs
6. Preparation / Use of CD- ROM & Other multi media tools

The MoEF encourages the participating organizations to make use of Science Express: Biodiversity Special to create awareness on Biodiversity issues. Itinerary of Science Express Biodiversity for 2013-14 could be seen at www.scienceexpress.in.

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.**

2.2 ACTION COMPONENTS: (these are broad areas and are indicative, other activities related to biodiversity at the local level is encouraged)

1. Preparation of biodiversity registers for schools/villages/local areas;
2. Plantation of local varieties of vegetables, medicinal plants, fruits and bio-diverse mix of species in community gardens, kitchen gardens and community lands.
3. Promotion of Traditional medicinal practices.
4. Establishment of seed banks and encouraging the farmers for in-situ conservation of seed diversity.
5. Promotion of local agro bio-diverse food .
6. In situ conservation of critical habitats/Biodiversity areas.