

Ministry of Environment, Forests and Climate Change  
Indira Paryavaran Bhavan  
Ali Ganj, Jor Bagh Road  
New Delhi- 110003

## NATIONAL ENVIRONMENT AWARENESS CAMPAIGN 2016-17



### Theme

Swachh Bharat Mission, Ganga Rejuvenation and River Cleaning

**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:*

***Address of RRA for Eastern U.P.***

**Shohratgarh Environmental Society**

Prem Kunj, 9 – Adarsh Colony, Shohratgarh,  
Siddharthnagar - 272205, U.P.

**Phone No – 05544-263271**

**Mobile no- 7570002415, 7570002420**

**E-mail: [neac@sesindia.org](mailto:neac@sesindia.org), website – <http://sesindia.org>**

# **NATIONAL ENVIRONMENT AWARENESS CAMPAIGN**

**2016-17**

## **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 Centers 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 Organizations participating in the campaign. After conducting programmes under this programme, the Organizing Agencies submit their Utilization Certificates (UCs), Expenditure Statement (ES) and Action Report (AR) to the concerned RRA who in turn submits a consolidated report to the Ministry.

### **TARGET GROUPS**

- Students/ Youth/ Teachers/ Women
- NGOs / Voluntary Workers
- Farmers/ Rural Population
- General Public/ Social Workers
- 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) for this year also 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/Provide 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 Organising Agencies for the 60% of the grant recommended to individual organisations and encash the same in the event of Organising Agencies 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 participating agencies to be submitted to the Ministry.
- ix. Maintain audited statement of accounts of the money disbursed to each organization.
- x. Procure before deadline all requisite documents such as 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 may be downloaded from Ministries website by 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.***

The 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 by the Ministry based on the recommendation of the Regional Committees. RRA has no role in this. The decision of the committee will be communicated to the Campaign Organisers by the 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 instalment of grant will not be released to the organisations failing to submit the required reports, utilisation certificates and audited statement of accounts within 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 Organising Agencies:**

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- 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, Forest and Climate Change 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 hard as well as soft on each programme with photographs and news clipping (if any), together with Utilization Certificate an audited statement of accounts must be submitted by each participating agency receiving financial support from RRA **latest by 28.02.2017** to the concerned RRA under any circumstance.
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 29.08.2016**

# 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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**PROFORMA**



## **NATIONAL ENVIRONMENT AWARENESS CAMPAIGN 2016-17**

***Address of RRA for Eastern U.P.***

### **Shohratgarh Environmental Society**

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***Sponsored By***

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

**GOVERNMENT OF INDIA  
Indira Paryavaran Bhavan  
Ali Ganj, Jor Bagh Road, New Delhi- 110003**

**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 indentified 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- to energy 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.

### **ACTIVITIES:**

A. An indicative list of awareness activities that may be organised under NEAC include-

- Insightful workshops, public meetings and / or exhibitions on the relation between pollution, sanitation and health.
- Training programmes,
- Competitions, Quiz, demonstration on,
- Preparation and use of audio-visual materials besides CD-ROM and other multimedia tools,
- Camps, yatras, rallies etc,
- Folk media and street Theatre

B. Action component of the campaign to be taken up by the approved organisations shall be based on the theme of the campaign. A suggestive list of action components include:

- Cleaning of Streets, Roads, Ghats, Markets, Vegetable Markets, Fish and poultry markets etc.
- Composting, vermin-composting of bio-degradable waste.
- Installing bins for segregation of wastes.
- Recycling of waste.
- Providing alternative material to polybags.
- Inventorisation of Solid waste and its Characterisation.
- Documentation of local traditional knowledge/ practise related to permaculture, waste management, water conservation, weather forecasting etc. and its benefits.
- Planting native trees alongside of river banks.
- Practising and encouraging water harvesting techniques, development of trenches, soakpits, conservation of local water bodies, small bunds etc.
- 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.
- Providing Pitchers and other traditional healthy containers to contain water instead of plastic bottles.
- Making ground water reserves on river banks and nearby areas.
- Preparation and promotion of bio-pesticides, bio-fertilizers etc.



**NATIONAL ENVIRONMENTAL AWARENESS CAMPAIGN (NEAC) – 2016-17**

**PROFORMA FOR PROPOSALS**

**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: NGO/ Government Institution/ Autonomous Institute

a. Government: Yes/No  
(Please tick)

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)

d. Affiliation details (if private school/governmental aided institutes)

e. Unique ID No. (Issued from planning commission in case of NGOs/ Societies/ Trust)

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

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

4. Project Details:

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

I. Theme:

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

b. Objectives of the project.:

c. Target Group:

d. Activities with financial details.

I. Awareness Activities proposed (Please attach detail budget)

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 suggested list

S. No	Action Activity	Place & Date	Unit/Nos.	Number of participants	Amount (Rs.)
1.	Documentation of local traditional knowledge/ practices related to farming, water conservation, weather forecasting etc.				
2.	Establishment of green belt of traditional plants.				
3.	Practising water harvesting techniques, development of soak pits, conservation of local water bodies etc.				
4.	Preparation and promotion of bio-pesticides, bio fertilizers, vermi-compost etc. .				
5.	Establishments of trenches, bunds, soak pits etc.				
6.	Inculcating the water budgeting habits through community discussion, workshops etc.				
7.	Others				

5. Details of resources provided by the implementing agency for undertaking activities. (Material, Machinery, Finances, Resource persons, Resource material, man power, etc.)

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

Place:

Date:

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

**NATIONAL ENVIRONMENTAL AWARENESS CAMPAIGN (NEAC) 2016-2017**

**Mandatory requirements for submission of proposals by Organizing agencies (OAs) 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	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 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	Compulsory	Compulsory			
9	List of Donors	Compulsory	Compulsory			