

# The C.P. Ramaswami Aiyar Foundation

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August 8, 2016

Dear Friend,

The Ministry of Environment, Forests and Climate Change, Government of India, has been organising the National Environment Awareness Campaign (NEAC) since 1986. In this connection, we are enclosing a set of papers for the organisations and agencies from whom we have received requisitions, and for those who are known to have participated in the campaigns over the last several years. This is expected to involve a greater number of organisations which would result in the creation and strengthening of environmental awareness in our country.

The theme for the year 2016 - 2017 campaign is:

## **“SWACHH BHARAT MISSION, GANGA REJUVENATION AND RIVER CLEANING”**

Keeping the above theme in view, you are invited to formulate suitable proposals for awareness-raising programmes and action oriented programmes leading to future action, as per the enclosed guidelines. The proposed programme should take into account the local environmental issues of the area and the possibilities of making an impact on the issues given above.

The Empowered Committee of the Ministry of Environment, Forests and Climate Change will appraise each proposal and the decision of the committee regarding the programme and the quantum of financial support will be communicated to your organisation in due course. The decision of the Committee will be final.

Completed application form along with necessary enclosures should reach us on or before **August 29, 2016**. Proposals received after the last date will not be entertained.

We look forward to working together with you for the important cause of environmental conservation.

With warm regards,

Yours sincerely,

Dr. Nanditha C. Krishna  
President.





सत्यमेव जयते

MINISTRY OF ENVIRONMENT, FORESTS AND CLIMATE CHANGE  
GOVERNMENT OF INDIA  
INDIRA PARYAVARAN BHAVAN  
ALI GANJ, JOR BAGH ROAD,  
NEW DELHI - 110 003



NATIONAL ENVIRONMENT AWARENESS CAMPAIGN  
2016 - 2017

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:

President

THE C. P. RAMASWAMI AIYAR FOUNDATION

1 Eldams Road, Chennai 600 018

Phone: 24341778 Fax: 24351022 Email: cprafoundation@gmail.com

Website: www.cprfoundation.org

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.

**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 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.

Proposals from organizations, societies, NGOs who qualify the eligibility criteria given in the later part of these Guidelines are invited for organizing 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), Ahmedabad 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 Organizing 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.

**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 Organizing 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.

## 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 activates 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 Organizing Agencies. The following is the indicative list for awareness and action components that may be organized for different target groups during the Campaign-

## **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 Characterization.
- ❖ Documentation of local traditional knowledge/ practice related to permaculture, waste management, water conservation, weather forecasting etc. and its benefits.
- ❖ Planting native trees alongside of river banks.
- ❖ Practicing and encouraging water harvesting techniques, development of trenches, soak pits, 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.

## **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 Organizing Agencies for the 60% of the grant recommended to individual organizations and encash the same in the event of Organizing Agencies 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 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 Organizers by the RRA. The approved amount would be released to the participating agencies in two installments as follows:

- (a) First installment 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 organizations failing to submit the required reports, utilization certificates and audited statement of accounts within the stipulated time and in such cases the Bond or an affidavit furnished by such defaulting organizations will be encashed by the respective RRAs. In addition, such defaulting organizations will be blacklisted from receiving grants from the Government of India in future.

#### **TIMELINES FOR ORGANIZING 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 installment.
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**