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**MINISTRY OF ENVIRONMENT & FORESTS**  
GOVERNMENT OF INDIA  
PARYAVARAN BHAVAN, CGO COMPLEX, LODHI ROAD, NEW DELHI - 110 003

**ಪರಿಸರ ಮತ್ತು ಅರಣ್ಯ ಸಚಿವಾಲಯ**  
ಭಾರತ ಸರ್ಕಾರ  
ಪರ್ಯವರಣ್ ಭವನ್, ಸಿ.ಜಿ.ಓ. ಕಾಂಪ್ಲೆಕ್ಸ್, ಲೋಧಿ ರಸ್ತೆ, ನವದೆಹಲಿ - 110 003.

**NATIONAL ENVIRONMENT AWARENESS CAMPAIGN (NEAC)**  
**ರಾಷ್ಟ್ರೀಯ ಪರಿಸರ ಜಾಗೃತಿ ಆಂದೋಲನ**

**2013-14**

**FOCAL THEME / ಕೇಂದ್ರ ವಿಷಯ**

**“BIODIVERSITY CONSERVATION”**  
**“ಜೀವವೈವಿಧ್ಯ ಸಂರಕ್ಷಣೆ”**

***Guidelines and 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 8th August 2013 at the following address :**

**ಸಂಬಂಧಿಸಿದ ದಾಖಲೆಗಳೊಂದಿಗೆ ಭರ್ತಿ ಮಾಡಿದ ಅರ್ಜಿಯನ್ನು ಸ್ಥಳೀಯ ಸಂಪನ್ಮೂಲ ಸಂಸ್ಥೆ (RRA) ಯ ಈ ಕೆಳಕಂಡ ವಿಳಾಸಕ್ಕೆ ದಿನಾಂಕ 8ನೇ ಆಗಸ್ಟ್ 2013ರ ಒಳಗಾಗಿ ಸಲ್ಲಿಸಬೇಕು.**



**The Honorary Secretary**  
**KARNATAKA RAJYA VIJNANA PARISHAT**  
“Vijnana Bhavan”, No.24/2, 21<sup>st</sup> Main Road, Banashankari II Stage, Bengaluru-560 070.

Phone : 080-26718939 Tele fax : 080-26718959

Email : [krvp.info@gmail.com](mailto:krvp.info@gmail.com)

Website : [www.krvp.org](http://www.krvp.org)

(The proforma can be downloaded from our website)

THIS FORM IS FREE / ಈ ಅರ್ಜಿ ನಮೂನೆ ಉಚಿತ

**PLEASE FILL UP THE APPLICATION FORM IN ENGLISH ONLY**

## NATIONAL ENVIRONMENT AWARENESS CAMPAIGN (NEAC)

**2013-14**

THEME / ಕೇಂದ್ರ ವಿಷಯ

**“BIODIVERSITY CONSERVATION”**  
**“ಜೀವವೈವಿಧ್ಯ ಸಂರಕ್ಷಣೆ”**

The National Environment Awareness Campaign (NEAC) launched by the Ministry of Environment and Forests, Government of India in 1986, aims to create awareness on environmental issues among a wide group of stakeholders. Several non-governmental organisations, educational and training institutions, professional associations, scientific bodies, community organisations, and also a whole range of other agencies participate in the campaign. These bodies singularly or in partnership with other organisations, organise programmes for creating environmental awareness followed by field action at the local, regional and national level.

The theme for 2013-2014 is “Biodiversity”, 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 hosting 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 school/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 biodiverse 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 9<sup>th</sup> July 2013. There would be an opportunity to align NEAC with the Science Express: Biodiversity Special.

**While the National theme and the subthemes for NEAC: 2013-14 are mentioned, all the RRAs may also choose local/ regional themes under the umbrella of “Biodiversity Conservation” as appropriate.**

## What are these programmes ?

Annexure-1 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 the 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 and Forests. The decentralized mechanism adopted for conducting the campaign since 1993 is being continued this year too. 34 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, **Karnataka Rajya Vijnana Parishat, Bengaluru has been designated as Regional Resource Agency (RRA) for Karnataka State.**

### Role of Regional Resource Agencies (RRAs):

RRA will assist the Ministry in planning, implementing, monitoring and evaluating the campaign in their respective areas. RRA will inter alia :

1. Print Proforma for submission of applications as per the model furnished by the Ministry.
2. Dispatch the proforma free of cost to all the interested organizations in their region.
3. 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.
4. Scrutinize all the proposals received from various organizations in their region and prepare a brief summary of proposals for consideration by the committee.
5. 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.
6. 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.
7. Receive Bond or an affidavit from the approved participating organizations for the 60% of the grant recommended to individual organizations and encash the same in the event of participating organizations failing to submit required reports, utilization certificates and audited statements of accounts for the entire amount sanctioned within the stipulated time.
8. Disburse funds sanctioned by the Ministry to various organizations in their region for conducting NEAC activities.
9. 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.
10. Maintain audited statements of account of the money disbursed to each organization.
11. Procure Utilization Certificate, Report of the activities and statement of accounts from the participating organizations for submitting a consolidated UC and audited statement of account in respect of their area of jurisdiction.
12. 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 organisations 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 the 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 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 of the balance amount of the expenditure report / 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 with in 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 Participating Organisations:**

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<sup>th</sup> November 2013 to 20<sup>th</sup> February 2014.**
2. **All programmes should definitely be concluded by 20<sup>th</sup> February 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 way 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 installment.
9. A full report on each programme with photographs and news clippings (if any), together with Utilization Certificate and audited statement of accounts would have to be submitted by each participating agency receiving **financial support to the RRA latest by 10<sup>th</sup> March 2014 to the respective RRA.**
10. **Financial assistance is provided under NEAC to various organisations 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 -1

### 1. TARGET GROUPS

- Students / Youth / Teachers / Women
- NGOs / Voluntary workers
- Farmers / Rural Population
- General Public / Social Workers
- Armed forces personnel
- Industrial Workers

### 2. SUB-THEMES

Under the NEAC program, subthemes 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 are as follows:-

1. **Livestock-Indigenous breed conservation -**  
ಜಾನುವಾರು-ಸ್ಥಳೀಯ ಪ್ರಭೇದಗಳ ಸಂರಕ್ಷಣೆ
2. **Biodiversity conservation in Urban and Peri Urban areas**  
ನಗರ ಮತ್ತು ಅರೆನಗರ ಪ್ರದೇಶಗಳಲ್ಲಿ ಜೀವವೈವಿಧ್ಯ ಸಂರಕ್ಷಣೆ
3. **Conservation of agro-biodiversity-ಕೃಷಿ ಸಂಬಂಧಿತ ಜೀವವೈವಿಧ್ಯದ ಸಂರಕ್ಷಣೆ**
4. **Biodiversity & traditional knowledge and Culture**  
ಜೀವವೈವಿಧ್ಯ ಹಾಗೂ ಸಾಂಪ್ರದಾಯಿಕ ಜ್ಞಾನ ಮತ್ತು ಸಂಸ್ಕೃತಿ.
5. **Biodiversity and Sustainable practices - ಜೀವವೈವಿಧ್ಯ ಹಾಗೂ ಸುಸ್ಥಿರತೆ**
6. **Biodiversity conservation for food security -**  
ಆಹಾರ ಭದ್ರತೆಗಾಗಿ ಜೀವವೈವಿಧ್ಯ ಸಂರಕ್ಷಣೆ

**ACTIVITIES** (These are indicative and other activities 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 or and 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 2013-2014 could be seen at [www.scienceexpress.in](http://www.scienceexpress.in)

While the above activities could be used for creation of awareness, the proposals must also include an action 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.**

**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 school/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 habits/ Biodiversity areas.

**FOR OFFICE ONLY**

Date Received	
Batch & Serial number	
Name and District	
Status	

**NATIONAL ENVIRONMENT AWARENESS CAMPAIGN (NEAC)**

**राष्ट्रीय परिसर जागृति आन्दोलन**

**2013-14**

**FOCAL THEME / ಕೇಂದ್ರ ವಿಷಯ**

**“BIODIVERSITY CONSERVATION”**

**“ಜೀವವೈವಿಧ್ಯ ಸಂರಕ್ಷಣೆ”**



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**Regional Resource Agency**



**KARNATAKA RAJYA VIJNANA PARISHAT**

“Vijnana Bhavan”, No.24/2, 21<sup>st</sup> Main Road, Banashankari II Stage, Bengaluru - 560 070.

**Phone : 080-26718939 Tele fax : 080-26718959**

**Email : [krvp.info@gmail.com](mailto:krvp.info@gmail.com)**

**Website : [www.krvp.org](http://www.krvp.org)**

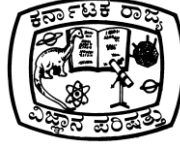


सत्यमेव जयते

NATIONAL ENVIRONMENT AWARENESS CAMPAIGN (NEAC)  
राष्ट्रीय परिसर जागृति आन्दोलन

2013-14

RRA FOR KARNATAKA:



KARNATAKA RAJYA VIJNANA PARISHAT

“Vijnana Bhavan”, No.24/2, 21<sup>st</sup> Main Road, Banashankari II Stage, Bengaluru 560 070.

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FOCAL THEME / ಕೇಂದ್ರ ವಿಷಯ

“BIODIVERSITY CONSERVATION”  
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MINISTRY OF ENVIRONMENT & FORESTS

GOVERNMENT OF INDIA

PARYAVARAN BHAVAN, CGO COMPLEX, LODHI ROAD, NEW DELHI - 110 003

ಪರಿಸರ ಮತ್ತು ಅರಣ್ಯ ಸಚಿವಾಲಯ

ಭಾರತ ಸರ್ಕಾರ

ಪರ್ಯವರಣ್ ಭವನ್, ಸಿ.ಜಿ.ಓ. ಕಾಂಪ್ಲೆಕ್ಸ್, ಲೋಧಿ ರಸ್ತೆ, ನವದೆಹಲಿ - 110 003.

**NATIONAL ENVIRONMENT AWARENESS CAMPAIGN (NEAC)  
APPLICATION PROFORMA: 2013-14**

**Ministry of Environment and Forests, Govt. of India**

**National Theme: Biodiversity Conservation  
(Please read instructions carefully before writing proposal)**

**1. Details of Implementing Agency ಯೋಜನೆಯನ್ನು ಅನುಷ್ಠಾನಗೊಳಿಸುವ ಸಂಸ್ಥೆಯ ವಿವರ:**

Name and Postal Address of the NGO/Government Institution.	Telephone/Mobile/ E-mail address (Mandatory requirements)	Name & Mobile/ Landline Phone No and E mail address of contact person (Mandatory requirements)

**2. Nature of Agency ಸಂಸ್ಥೆಯ ವರ್ಗ**

**a. Government (ಸರ್ಕಾರಿ ಸಂಸ್ಥೆ ಹೌದೋ/ಅಲ್ಲವೋ ಎಂದು ನಮೂದಿಸಿ)**

( Please tick)

Yes ಹೌದು	No ಇಲ್ಲ
-------------	------------

**b. NGO/Society / Trust / Mahila Mandal / Private Schools / Private Colleges / Others :**

**(If others, please specify) (Please tick)**

ಸಂಸ್ಥೆಯ ವರ್ಗ: ನೋಂದಾಯಿತ ಸ್ವಯಂ ಸೇವಾ ಸಂಸ್ಥೆ / ಟ್ರಸ್ಟ್ / ಮಹಿಳಾ ಮಂಡಳಿ / ಖಾಸಗಿ ಶಾಲೆ / ಖಾಸಗಿ ಕಾಲೇಜು / ಇತರೆ

(ದಯಮಾಡಿ ನಿರ್ದಿಷ್ಟವಾಗಿ ನಮೂದಿಸಿ).

**c. Registration number and date of registration / renewal(In case of NGO/Society / Trust / Mahila Mandal) : -**

ನೋಂದಾಯಿತ ಸಂಖ್ಯೆ ಮತ್ತು ನೋಂದಣಿ ದಿನಾಂಕ / ಮರು ನೋಂದಣಿ (ಸ್ವಯಂ ಸೇವಾ ಸಂಸ್ಥೆ / ಟ್ರಸ್ಟ್ / ಮಹಿಳಾ ಮಂಡಳಿ / ಖಾಸಗಿ ಶಾಲೆ (ಇದ್ದಲ್ಲಿ):-

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

ಅಂಗಸಂಸ್ಥೆಯ ವಿವರಗಳು : (ಖಾಸಗಿ ಶಾಲೆ / ಸರ್ಕಾರಿ ಅನುದಾನಿತ ಸಂಸ್ಥೆಗಳು)

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

ವಿಶಿಷ್ಟ ನೋಂದಣಿ ಸಂಖ್ಯೆ (ಸ್ವಯಂ ಸೇವಾ ಸಂಸ್ಥೆ / ಟ್ರಸ್ಟ್ / ಸೊಸೈಟಿಗಳು ಯೋಜನಾ ಆಯೋಗದಿಂದ ಪಡೆದಿರುವ ವಿಶಿಷ್ಟ ನೋಂದಣಿ ಸಂಖ್ಯೆ):-



**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.**

ಪರಿಸರ ಅಧ್ಯಯನ ಹಾಗೂ ಪರಿಸರಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಅರಿವು ಮೂಡಿಸುವ ಕಾರ್ಯಕ್ರಮ (ಕನಿಷ್ಠ 3 ವರ್ಷಗಳ ಮಾಹಿತಿ) ಈ ಕೆಳಗೆ ನೀಡಿರುವ ಕೋಷ್ಟಕದಲ್ಲಿ ರಾಷ್ಟ್ರೀಯ ಪರಿಸರ ಜಾಗೃತಿ ಆಂದೋಲನಕ್ಕೆ ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ ಮಾತ್ರ ಪರಿಗಣಿಸಲಾಗುವುದು.

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

**4. Project Details :**  
ಯೋಜನೆಯ ವಿವರ :

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

ಶೀರ್ಷಿಕೆ ಹಾಗೂ ಉಪ ಶೀರ್ಷಿಕೆ (ಸ್ಥಳೀಯ ಪರಿಸರ ಸಮಸ್ಯೆಗಳನ್ನು ಬಿಂಬಿಸುವಂತಹ ಉಪಶೀರ್ಷಿಕೆಗಳು :

I Theme ಶೀರ್ಷಿಕೆ

**II Sub theme (Sub themes should focus on the main theme)**

ಉಪ ಶೀರ್ಷಿಕೆ (ಉಪಶೀರ್ಷಿಕೆಯ ವಿಷಯಗಳು ಕಡ್ಡಾಯವಾಗಿ ಪ್ರಧಾನ ಶೀರ್ಷಿಕೆಯನ್ನು ಬಿಂಬಿಸುವಂತಿರಬೇಕು).

**b. Objectives of the project :**  
ಯೋಜನೆಯ ಉದ್ದೇಶ :

**c. Target Group :**  
ಉದ್ದೇಶಿತ ಗುಂಪು :

**d. Activities with financial details :**  
ಆರ್ಥಿಕ ವಿವರಗಳನ್ನೊಳಗೊಂಡ ಚಟುವಟಿಕೆಗಳು :

### 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)				
	<b>Total :</b>				

### II Awareness activities proposed (Please attach detail budget)

Sl. No.	Action Activity	Place & Date	Unit / Nos.	Number of participants	Amount (Rs.)
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 agro bio-diverse food.				
6.	In situ conservation of critical habitats / biodiversity areas.				
7.	Others				

5. Details of resources provided by the implementing agency for undertaking activities. (Material, Machinery, Finances, Resource persons, Resource material, man power etc.)  
ಅನುಷ್ಠಾನಗೂಲಿಸುವ ಸಂಸ್ಥೆಯಿಂದ ಒದಗಿಸಲಾಗುವ ಸಂಪನ್ಮೂಲಗಳು (ಸಾಮಗ್ರಿಗಳು, ಹಣಕಾಸು, ಸಂಪನ್ಮೂಲ ಸಾಮಗ್ರಿಗಳು ಇನ್ನುಲಿದವು).

6. Bank account details :  
ಬ್ಯಾಂಕ್ ಖಾತೆಯ ವಿವರಗಳು :

- 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 organization will not be considered.

