

National Environment Awareness Campaign (NEAC) 2009-2010



National Environment Awareness Campaign (NEAC) is a flagship campaign of the Ministry of Environment and Forests (MoEF), Government of India. This campaign was first organised in 1986, with the objective of creating environment awareness at the national level, and since then, it has become a regular feature. It is one of the major programmes of the Ministry that involves public participation in conservation and management of the environment. The main motive of the programme is to create awareness among the public and make environmental protection a people's movement, where all unite as one and are involved in environmental protection measures. Every year, the Ministry selects the theme of campaign.

The NEAC is a widespread outreach programme, reaching out to several sections of the society and down to the grassroots level. The campaign follows a decentralised approach that has resulted in its wide outreach and public participation at all levels. The Regional Resource Agencies (RRAs) at the state level are being appointed by the Ministry that works with many of the non-governmental organisations (NGOs) on environmental protection. The flexibility of the interaction between the RRAs and the participating organisations makes the programme creative and workable, in spite of the vast numbers involved.

The NEAC has managed some very creative programmes and useful resource materials, with the help of both RRAs and NGOs. The NEAC has been able to reach out to people through effective means, such as performing arts, etc. It has been realised that practical means of educating the mass are more effective than lectures and seminars.

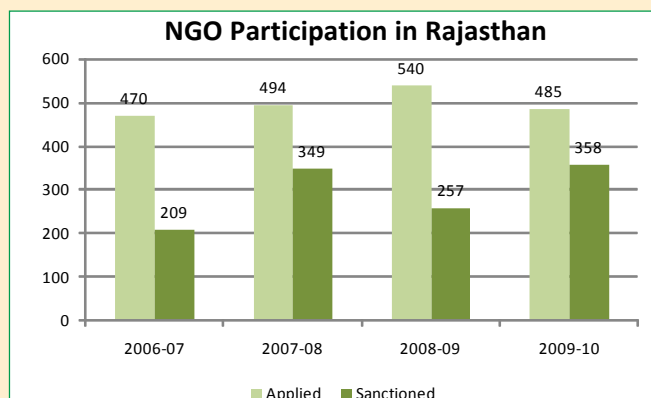


CUTS Intervention

Consumer Unity & Trust Society (CUTS), Jaipur, is implementing the NEAC in Rajasthan, since the year 2006, as the RRA, appointed by the Ministry. 'Solid Waste Management' was the theme, for the campaign for the year 2006-07, Biodiversity Conservation for 2007-08 and 'Climate Change' for 2008-09 and 2009-10 respectively. The Ministry has further identified sub-themes for conducting the campaign. These include management of household and municipal waste, biomedical waste, plastic waste, electronic waste, energy conservation, use of wind and solar energy, cleaning of water bodies and industrial waste, including fly ash, vermin composting and waste management at higher altitude.

Track Record

Growth in Disbursement Grant			
Sr. No.	Year	Participating NGOs	Total Sanctioned Amount by Ministry (Rs)
1.	2006-07	209	11,52,000.00
2.	2007-08	349	19,56,000.00
3.	2008-09	257	17,42,000.00
4.	2009-10	358	22,01,000.00



Campaign (2009-10): Climate Change

'Climate Change' theme is continuing for the year 2009-10 campaign. Global warming is a big threat to the planet and man himself is responsible for this. Man-made problems probably are more damaging, such as pollution, which is one of the biggest man-made problems. Burning fossil fuels is another thing that causes pollution. Fossil fuels are fuels made of organic matter such as coal or oil. When fossil fuels are burned, they give off a greenhouse gas (GHG) called carbon dioxide (CO₂). Also, mining coal and oil allows methane emission. Therefore, it is our collective responsibility to make efforts towards reduction in the level of GHG emissions.

Case Study - 1

Jagmalpura village, Jaipur, is facing many problems in day-to-day operations regarding water, power and other basic needs due to the climate change. People use to dump waste into water bodies and land. Awareness Training and Motivation for Action (ATMA), Jaipur, organised various activities in the village to make people aware about the impact of climate change.

Open discussions and group meetings for villagers were organised on the issue of climate change, in which Mahadev Kumawat, *Sarpanch* and teachers from government schools participated. The organisation used pamphlets for awareness purpose containing the information on how to conserve trees, water and how to keep the water bodies clean for the villagers. It emphasised making proper use of garbage cans, instead of dumping waste into water bodies or on land. A rally was also organised to create awareness about the environment in which women participated. Rally visited various villages and created good awareness among the villagers. Quiz and essay competitions were organised for school children on climate change.

The women of the entire village also joined the plantation programme, where religious plants like *Neem*, *Tulsi*, *Peepal*, *Barkat*, etc., were planted. Model of vermin compost and rainwater harvesting created for demonstration to the villagers.

The villagers gave a positive response and took an oath to save the earth by planting trees, protecting wildlife, saving water and energy. The villagers were motivated and understood that conservation is a state of harmony between man and land. All the denizens of the village, especially the women, asked the organisers about the further events.

Pre-proposal Workshops



CUTS organised six pre-proposal open workshops covering all districts of Rajasthan State. Realising the importance of effective and quality proposals made by local NGOs, CUTS at each workshop invited officials from the Rajasthan Renewable Energy Corporation Ltd. (RREC) and the Department of Forests, Government of Rajasthan, who shared their experiences and suggested effective ways to combat climate change using solar energy and plantation at large scale. Resource material was distributed during the workshops to develop a better understanding on the theme 'Climate Change'. A total of 300 organisations attended and benefited from the workshops and submitted proposals based on their learnings. All partnering organisations were informed about awareness activities in such a manner, that can motivate each section of society to adopt them with enthusiasm.

Climate Change Mela (State-level Post-proposal Workshop)

CUTS organised a *Climate Change Mela* (State-level Workshop) on **February 02, 2010, at the Rotary Club Hall, Jaipur, under the NEAC**, coinciding with the 'World Wetlands Day'. Representatives of about 200 organisations, who were part of the campaign, from entire Rajasthan participated. An exhibition was also held as part of the programme, where several organisations showed their interventions. The team member of Rajasthan Renewable Energy Corporation (RREC) displayed solar equipments in the exhibition.

The programme started with the screening of the documentary film 'Inconvenient Truth' based on climate change. Abhijeet Ghose, Principal Chief Conservator of Forest, Government of Rajasthan, was the Chief Guest of the programme. In his keynote address, he stated that consumers have to play a key role in climate change through sustainable consumption practices. He also told about the impacts and causes of the climate change. A play was performed by the theatre group called *Goonj* in the programme, which was based on the theme of climate change.

M.S. Rathore, Environmentalist, addressed participants on 'Climate Change' and called upon the participating organisations to set examples for others by adopting environment-friendly measures. Welcoming the participants, Director, CUTS International, George Cheriyan, spoke about the background and objectives of the campaign and asked partner organisations to contribute in addressing the global challenge of climate change, through concrete action at the grassroots. At the end of the programme, partner organisations were also oriented about various kinds of activities to be conducted under the campaign. Several organisations displayed their interventions in the exhibition.



Case Study- 2

Climatic change has led to increasing famine and drought in Rajasthan. Declining water level, erratic rainfall or no rainfall, increasing temperature along with the widespread poverty and unemployment are directly affecting the quality life of general people.

A Jaipur based organisation named 'WORLD' working on environmental issues, designed the 'Harit Rajasthan' project under the NEAC to sensitise the target groups on the need for climate change mitigation, through plantation, emphasising the need for mass plantation. It was the second phase of awareness component, comprised of poster-making competition, where young participants expressed their views in the poster-making competition on the subject 'Harit Rajasthan'. WORLD Organisation has designed the implementation plan with the objective of educating the participants on the need for combating climatic change and how each one can play a pivotal role in preservation of the environment. Students in large number were involved in various activities under the campaign. The activities were designed in such a manner, where the students can feel a friendly atmosphere and impact of natural surroundings.

A visit was arranged for a group of students to a Hi-Tech nursery for demonstration of plantation to further enhance the knowledge of the participants about hi-tech methods of plantation as effective solution for developing sapling in stipulated time span. These saplings are used for mass plantation and effective measures for mitigating climatic change. The visit provided extensive information about various phases of developing saplings in the hi-tech nursery, followed by practical demonstration. The visit was followed by an educational lecture on the topic 'Climatic Change Mitigation through Plantation'. These activities encouraged students to protect nature and greenery. Students took oath to conserve the plants. Participating schools need such programmes to be a part of monthly activities in educational institutions and also urged the government to conduct more of such programmes.



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