

National Environment Awareness Campaign (NEAC) 2010-2011

'Biodiversity Conservation'



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 objective 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 NEAC activities with a fresh agenda and a new theme.

The NEAC is a widespread outreach programme reaching out to several sections of the society, cascading down to the grass-roots 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) work with many of the non-government 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, what is common among the preferred processes are the low cost, entertainment value and easy accessibility and comprehensibility.

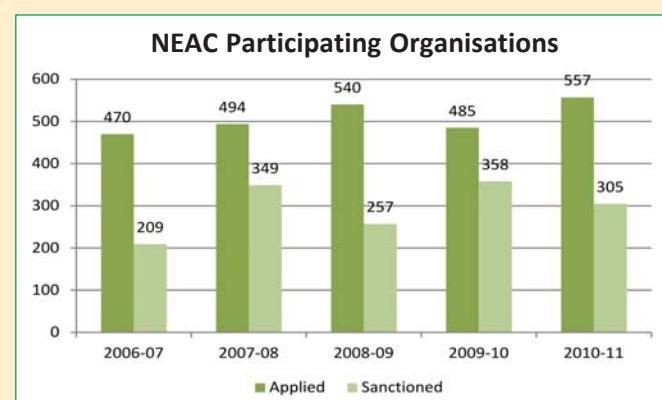


CUTS Intervention

Consumer Unity and Trust Society (CUTS), Jaipur, is implementing the NEAC in Rajasthan state since year 2006 as the Regional Resource Agency (RRA), appointed by the Ministry. CUTS is assisting the Ministry in planning, implementing, monitoring and evaluating the Campaign in Rajasthan, based on the theme of campaign. Solid Waste Management was the theme for the campaign for the year 2006-07, Biodiversity Conservation for 2007-08 and Climate Change for 2008-10. For the year 2010-11, the Ministry has again declared 'Biodiversity Conservation' as the theme of the campaign.

Track Record

Growth in Disbursement Grant			
Sr. No.	Year	Participating NGOs	Total Sanctioned Amount by Ministry (₹)
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
5.	2010-11	305	30,44,000.00



Biodiversity Conservation

Bio-diversity includes all the different plants, animals and micro-organisms, the genes they contain and the ecosystems of which they form a part. Biodiversity and ecological integrity are essential for all forms of life on earth and should not be disturbed by human activities. To conserve the natural world, ecosystems, as a whole, have to be saved. Unless the entire ecosystem is preserved, the survival of the individual species will be imperilled. The survival of the human race is dependent on conservation of biodiversity. Only man, as a thinking being, can evolve and sustain a strategy for conservation.

Case Study - 1

Nahargarh Biodiversity Park is an important natural asset and an oxygen-generating zone for the Jaipur city. *Nature Club of Rajasthan*, an NGO working in the field of environment protection, conducted an awareness campaign on protection of Biodiversity in the Nahargarh Biodiversity Park. The campaign covered the neighbouring villages also. During the campaign, a Seed Bank was established in the Nahargarh Biodiversity Park, in which the local community, eco-development members and others took part. Local people were given extensive training in the field of Seed Bank formation. The experts trained local community how to easily form a Seed Bank. In the awareness campaign, a 'Clean the Park' drive was organised, in which the youth of the area took part and collected plastic bottles, polythene bags and tobacco pouches and cleaned the Park. The youth were very excited and pledged to save the Biodiversity of the Nahargarh Biodiversity Park area.



Pre-proposal Workshops



Under the theme Biodiversity conservation, six pre-proposal open workshops were organised, covering all 33 districts in the state. Total 314 representatives of CSOs, NGOs, educational institutes, professional associations, scientific bodies and other agencies participated in the workshops. Participants were given information about the theme of the campaign, 'Biodiversity Conservation'. Participants were explained the fundamental characteristics of the ecological system that it is like a mixture of living things in which all plants and animals are interconnected and depend upon each other. Humans exploit the 'natural-capital' like forests, soil, forage, etc. Participants were also explained about the formalities of the NEAC and their queries were answered.

State-level Post-proposal Workshop and Exhibition on Bio-diversity

State level workshop and exhibition on the theme of 'Biodiversity Conservation' was organised by CUTS on 14th March 2011 at the Rotary Club Hall, Jaipur, under the National Environment Awareness Campaign (NEAC). About 200 representatives of organisations, who were part of the campaign, from entire Rajasthan participated. An exhibition was also in place as part of the programme, where several organisations exhibited their interventions. Many organisations displayed environment-related resource material in the exhibition.

The programme was started with screening of an informative documentary film based on 'Biodiversity Conservation'. Welcoming the participants, Director, CUTS International, George Cherian, outlined the role of RRA to the participants and explained some fundamental characteristics of ecological systems and diversity of living things. He said that it is impossible to find deer or ducks in the wild in the absence of the interconnected web of other plants and animals on which their lives depend. He said

that success in ecological balance could be achieved only through 'community-based conservation', which means natural resources or biodiversity protection could be achieved by, for and with the help of local community, as sometimes community can do what government and market fail to do.

Amar Deep Singh, Project Officer, presented the overall scenario of biodiversity in Rajasthan and listed the category of endangered species, level of human intervention and measures to tackle the emerging situation. Dharmendra Chaturvedi, Campaign Coordinator, explained the details of NEAC activities and also the role of CUTS as RRA for Rajasthan in assisting the Ministry in planning, implementing, monitoring and evaluating the Campaign. At the end of the programme, partner organisations were also oriented about the activities to be conducted with the theme and issues. The participants visited the exhibition where several organisations had displayed their interventions.



Case Study- 2

Galod is a village in Tonk district. *New Sarswati Welfare Society* organised an awareness campaign in the village under the NEAC to give key information to the villagers about the protection of Biodiversity. The organisation used various creative methods to make the villagers aware of cultural programmes, street plays, folk music and dance. The



organisation is working in this village for the last three years and regularly providing information on protection of Biodiversity. The

organisation, with the help of the Village Panchayat, organised the rally and various other competitions for the youth to teach them the importance of Biodiversity. A slogan writing competition was organised for the school students. The use of selected slogans in creating awareness among the masses was an effective measure taken by the organisation. The organisation also issued pamphlets and distributed them to the villagers. The volunteers of the organisation provided information to the villagers about the constitutional acts introduced by the Government of India for the protection of the environment in the country.

Case Study- 3

Mundara village is located in Pali district, where environment experts taught farmers how to use the American technology of farming during a workshop on Biodiversity conservation. Also, farmers were taught how to examine the sand and seed samples. A workshop was organised by



Navjyoti Vikas Sansthan, which is working on environmental issues in Pali District under the NEAC. The Organisation is making people aware about biodiversity conservation through different methods. Rallies and poster competitions were organised which covered the whole village. Students in big numbers took part in the activities. Workshops and seminars were organised for the villagers where they were given information about protection of Biodiversity. Villagers enthusiastically took part in these activities.

NGO workshop on biodiversity

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KOTA: In a workshop held on Thursday, 36 NGOs came together to generate awareness about the conservation of biodiversity and to generate awareness about bio-diversity.

जैव विविधता को संरक्षण की दरकार

कार्यालय संवाददाता @ राज्य

राष्ट्रीय पर्यावरण जागरूकता अभियान के तहत कार्यशाला

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छाया: नवज्योति-आर

पर्यावरण जागरूकता अभियान

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सावन की डोकरी विलुप्ति के कागार पर

जागरूकता कार्यशाला

(कासं)

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सोसायटी इनके संरक्षण की अति आवश्यकता

है। जलवाया

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