

National Environment Awareness Campaign (NEAC) 2011-2012 'Forests for Sustainable Livelihood'



National Environment Awareness Campaign (NEAC) is an important campaign of the Ministry of Environment and Forests (MoEF), Government of India. This campaign was initially organised in 1986, with the objective of creating environmental awareness at the national level and, since then, it has become an annual activity.

This is one of the major programmes of the MoEF that involves public participation in conservation and management of the environment. The main objective of the programme is to create awareness amongst the public and make environmental protection a peoples' movement, where all unite and are involved in environmental protection measures. Every year, the MoEF 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 masses are more effective than lectures and seminars. What is common among the preferred processes are the low cost, entertainment value, easy accessibility and comprehensibility.



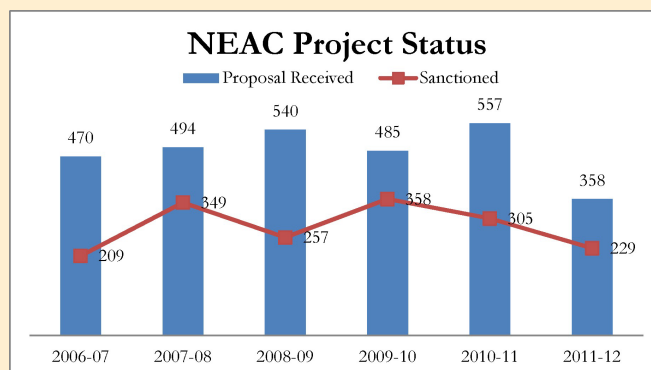
CUTS Intervention

Consumer Unity and Trust Society (CUTS), Jaipur, is implementing the NEAC in Rajasthan state since the year 2006 as the Regional Resource Agency (RRA), appointed by the MoEF. CUTS is assisting the MoEF in planning, implementing, monitoring and evaluating the campaign in Rajasthan, based on the theme of the concerned 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 MoEF has again declared 'Biodiversity Conservation' as the theme. For the year 2011-12 the theme declared was 'Forests for Sustainable Livelihood'.

Forests for Sustainable Livelihood

As the theme implies it includes all the different plants, animals and micro-organisms, their genes and the ecosystems of which they are a part. Forests include ecological integrity and essential forms of life on earth and should not be disturbed by human activities. Under the theme it is imperative that we conserve the natural world and its various ecosystems. Unless forests are preserved, the survival of the individual species will be imperilled. The survival of the human race is dependent on conservation of biodiversity. Only humans it is said are thinking beings and can evolve and sustain a strategy for forest for a sustainable livelihood.

The graphical representation of how each year the progress has been made is depicted in the graph.



Case Study - 1

Kalptaru Power Transmission Company Limited (KPTL) in Uniyara block of Tonk district is producing electricity by setting up a biomass plant. It is using agricultural waste as raw material. There organic ash is expelled by the plant in very large quantities. This organic ash could be used as fertiliser in farming, which is environment friendly.



Nature Club of Rajasthan is running awareness programmes for promoting organic farming in the area. With the help of local civil society organisation, a two-day orientation programme was organised for farmers on June 29-30, 2012 under NEAC. A field visit was organised for selected farmers to the village *Bijolia* and shown the method of organic farming by using agricultural and bio waste. PC Mathur, Professor, Rajasthan University; Shambhudayal, Agriculture Technical Assistant; Rajesh Choudhary, Agriculture Research Officer; Suraj Ziddi, Environmentalist; Ravinder Sharma, Manager KPTL addressed the participants as resource persons on the subject. According to the participating farmers it was new experience for them and helpful to understand the organic farming.

Case Study - 2

Motivated by the Jaipur meeting the Wing of Research In Local Development (WORLD) an organisation in Jaipur district designed their project for the year in manner that they would sensitise students through a forest walk and on the need for forests with poster competitions. WORLD has in its activities demonstrated how medicinal plants while not just becoming sources of livelihood need to be sustained for continued livelihood. School students were involved who actively participated in 'Jungle Walks' and as a part of the second mode of action each student was expected to plant and ensure the growth of a plant and this activity has been given the name 'Each One Plant'. The programme ensured that school students and future citizens of the country realise and act to preserve the forests for a better tomorrow.



Pre-Proposal Open Workshops

Five Workshops under the National Environment Awareness Campaign (NEAC) of the MoEF, Government of India were conducted in different venues. The objective of these workshops was to ensure that the prospective project partners share and accordingly plan the implementation of the proposed project.

For this purpose and to kick start the campaign, the first workshop was held on September 06, 2011 at the Udaipur Division at the CUTS Centre for Human Development (CUTS CHD), Rawla, Sainti, Chittorgarh which covered the districts of Udaipur, Rajasmand, Dungarpur, Banswara, Chittorgarh, Pratapgarh and Bhilwara. 37 persons participated. Simultaneously on the same date a similar workshop was held at Kota which apart from the district of Kota



covered the districts of Karouli, Jhalawar, Baran, Bundi and Sawai Madhopur in which 30 persons participated. The next workshop was held on September 09, 2011 at Jodhpur which was attended by 33 participants from the districts of Jodhpur, Jaisalmer, Jalore Barmer, Pali and Sirohi.

The fourth workshop was held on September 13, 2011 in Bikaner, Churu in which there were 40 participants from the districts of Bikaner, Sriganganagar, Hanumangarh, Churu, Sikar and Jhunjhunu. The last pre-proposal workshop was held on September 14, 2011 at Jaipur and there was 107 participants from the districts of Jaipur, Dausa, Alwar, Bharatpur, Dholpur, Ajmer, Tonk, and Nagaur.

Post Proposal State Level Workshop, June, 20th 2012

According to the theme for NEAC 2011-12 the campaign is for 'Forests for Sustainable Livelihood'. A documentary series '*Bhoomi*' on environment issues was screened for the participants. About 200 participants including government officials from the Department of Forest and State Biodiversity Board, representatives from civil society organisations, and



development institutes, media persons participated in the meeting and shared their valuable grassroot experiences. Dharmendra Chaturvedi of CUTS briefly introduced all the participants about the objective of workshop and the presented an overview of the campaign.

Amar Deep Singh of CUTS described the utility of project to be implemented in the campaign and the benefit in bringing all the organisations together on a common platform to provide their contribution in raising the awareness of communities in conserving the environment. The issue of how we can be instrumental in avoiding havoc of climate change and the imperative need to preserve our forests for sustainability of life itself was established. The issues of many species of flora and fauna that are of medicinal use which have become endangered and there is need to preserve them as a collective community consciousness was also emphasised. It was the opinion of the house that there is an urgent need to spread this message to the wider mass including schools and youth. The campaign was discussed and in order to assess the level of eagerness of participants for further implementation a feedback form was taken on the

basis of which involvement of future project partner was also to be considered.

As chief guest of the programme, U M Sahai, Principal Chief Conservator of Forests, Department of Forests, Government of Rajasthan delivered the keynote address and emphasised on the importance of forests and need for conservation, prevention of encroachment and over grazing. He further informed that there is need to take steps for more plantations which is important for maintaining ecological balance.

K.K. Garg, Member Secretary, State Biodiversity Board, Government of Rajasthan delivered the special address and informed participants about a new step taken by the state government of Rajasthan by the Biodiversity Board. Further, various activities of the Biodiversity Board and the steps taken by the board to conserve biodiversity in Rajasthan State was discussed. The house was further informed that the State of Rajasthan is planning to form Biodiversity Monitoring Committees at the *Panchayat* level for keeping a track record of specific biodiversity of a particular place, so that necessary steps could be taken for conserving the indigenous species of plants and animals.

The conflict between the growth of infrastructure and forest conversation was addressed and that the cost of losing one for the other should be assessed and agreed upon. The house felt we should save our green capital as it is as important an asset as the air we breathe. This meeting concluded with the realisation of the importance of forests both directly and indirectly for life on earth.



Case Study - 3

Raghuveer Singh Meena, Member of Parliament (MP) visited a painting exhibition, which was organised by *Prasa Anusandhan Sansthan* on July 15, 2011. The exhibition was matchless in itself. Exhibition was organised in Udaipur Central Jail on issues of environment protection. Meena addressed the prisoners after over-viewing the exhibition and applauded the efforts of *Prasa Sansthan* who organised this activity in the Jail. He mentioned that objective of the activity is commendable, which will spread a positive message to the public that even prisoners in the jail are also sensitive about environmental issues and take part in environmental protection interventions.



The activity was also appreciated by the media representatives present during the programme. There was a positive coverage in the media about the activity. Laxmi Lal Pandya, *Up Zila Pramukh* and Kailash Chand Trivedi, Jail Superintendent addressed the participants. After the workshop, all participants planted different varieties of plants in premises of the Jail.

Case Study - 4

Rajasthan Paryavaran Vikas Sansthan is located in Kota district, where the Secretary is an engineer by training took the decision to address the issue with farmers, the youth in particular and the rural communities in the villages of Umemedapura, especially in the Gram Panchyati of Doongarja in the block of Sultanpur, Kota district. Apart from the Secretary who has the expertise of biodiversity conservation, climate change, forests and sustainable livelihood other experts on medicinal plants, biodiversity contributed towards the sustainable use of forest for livelihoods.

As an impact of this project by this organisation the villagers of Umemedapura were informed of the issues and the importance of maintaining forests for their own sustainability. The villagers also learnt the importance of conserving specific endangered species as well as medical plants from the forests which they are planted and have committed themselves to preserve and nurture.

राष्ट्रीय पर्यावरण जागरूकता अभियान के तहत कार्यशाला जनभागीदारी बढ़ाने पर जोर

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कंज्यूमर यूनिटी एंड ट्रस्ट सोसायटी की ओर से बुधवार को चर्च रोड स्थित रोटरी क्लब में पर्यावरण जागरूकता कार्यशाला का आयोजन किया गया। 30 नवंबर तक पूरे राज्य में पर्यावरण जागरूकता फरवरी तक पूरे राज्य में पर्यावरण जागरूकता चलाया जाएगा। लोगों को नुककड़ नाटक, प्रदर्शन से पर्यावरण बचाने के प्रति जागरूक किया जा रहा है।

पूरे राज्य की विभिन्न स्वयं
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विषय पर अलग-अलग

पर्यावरण जागरूकता अभियान पर कार्यशाला

जयपुर, (कासं): कंज्यूमर यूनिटी एंड ट्रस्ट सोसायटी की ओर से बुधवार को रोटरी क्लब में पर्यावरण जागरूकता अभियान के तहत जागरूकता कार्यशाला का आयोजन किया गया। इसमें कट्स निदेशक चेरियन व प्रबंधक माथुर ने ऊर्जा के कुशल उपयोग के साथ पर्यावरण संरक्षण व पौधा रोपण पर जोर दिया। साथ ही गूज धर्मेन्द्र चतुर्वेदी ने बताया कि संस्था द्वारा राष्ट्रीय पर्यावरण जागरूकता अभियान तहत इस साल का विषय सतत् रखा गया है। - कार्यालय संवाददाता

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