

National Environmental Awareness Campaign (NEAC) 2006-2010



NEAC is a flagship campaign organised by 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 NEAC works on 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 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) 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 is more effective than lectures and seminars. What is common among the preferred processes is the low cost, entertainment value and easy accessibility and comprehensibility.

Consumer Unity & Trust Society (CUTS), Jaipur, has been appointed by the Ministry as the RRA for Rajasthan under the NEAC for four consecutive years, i.e. from 2006 to 2010.



Solid Waste Management (2006-07)

The theme for 2006-2007 NEAC, 'Solid Waste Management' was selected by the Ministry to create awareness among the community members about the interrelated problems the country is facing currently, associated with water and solutions to overcome these problems. All the activities (action and awareness oriented) carried out under the campaign were focussed on various environmental issues related to its theme of solid waste management. The maximum grant in aid allowed under this scheme was Rs 20000 only.

The Ministry further identified sub-themes for conducting the campaign. These include management of household waste/municipal waste, bio-medical waste, plastics waste, electronic waste and industrial waste including fly ash, composting/vermi-composting and waste management at higher altitude. This waste can be utilised in making fertilisers from them.

A total of 209 organisations and schools from Rajasthan assisted the Ministry in conducting and coordinating various activities under the campaign.

CUTS Intervention

CUTS organised pre-proposal workshops mainly to assist the participating NGOs in the preparation of the proposals and provide information on conducting awareness generation and physical activities. The theme 'Solid Waste Management' was explained in detail to the participants. During the workshops, information was provided about the methods of solid waste management and how proper waste management can be used to prepare fertilisers.

Various awareness programmes like rallies of school children, poster competition, exhibitions and seminar/workshops on the theme: 'Solid Waste Material Management' were conducted. Vermicompost pits were also prepared. CUTS staff also visited 47 organisations spread across the state and monitored their awareness and action activities. Being the RRA for Rajasthan, CUTS assisted the Ministry in planning, implementing, monitoring and evaluating the campaign in Rajasthan State.

Proposals Received	Proposals Recommended	Proposals Approved
470	406	209



Case Study

'Agar teecharji hame roz paryavaran ke sambandh mei paanch line bataein tau har ek ko ek mahine me paryavaran ke bare me kitna kuch aa jaega na?' These are the encouraging words from Meena Kumari, a bright student of ninth standard from a village in Dausa district. She told that even a day prior to this event on Children's Day organised by her School Committee, she knew almost nothing on this issue.

Meena said, when it was announced during the morning assembly that today some experts will be guiding us all towards some of the essential tips to save our environment and planet, we all were literally laughing in our rows as many times it had happened in the past as well that people come to address us and waste whole of our first period.

Pavan Singh from *Mahaveer Bal Shiksha and Vikas Samiti*, Bandikui when addressed the gathering of students no one was interested in listening to him. But when all of a sudden he stated that "where we live when there will be no land to live?", suddenly this line of his drawn attention of almost all of us, and then we really listened to him and understood the facts which could easily be tackled by everyone of us and thus our earth can be saved.

At the end of his session, all of us pledged to save our environment. Pledges, frequently we take for one reason or the other but more than a year has gone and the effect of this old pledge still exists not only on the lives of students alone but also can be analysed from the acts of teachers, clerks, office people and even Ram Dular bhaiya the most undisciplined peon of our School.

Experience of NGOs

Suleman Sheikh of Rural Human Development Educational Institute, Phulera District, Jaipur applauding NEAC said that this campaign has not only made children aware but has also provided information on better management of solid waste which is beneficial.



Bio-diversity Conservation (2007-08)



The theme for 2007-2008 NEAC was 'Bio-diversity Conservation. In India, vegetation (plants and trees) is on the verge of disappearing. Besides this, wild life is also vanishing slowly due to lack of awareness towards environmental conservation. These wild animals, plants and trees play an important role in maintaining the ecological balance. Therefore, collective efforts should be initiated to conserve them.

A total of 349 organisations and schools from Rajasthan assisted the Ministry in conducting and coordinating various activities under the campaign.

CUTS Intervention

CUTS initiated the campaign activities by conducting six divisional level pre-proposal workshops to facilitate NGOs in developing competent and valuable proposals. During these workshops 266 NGOs participated, out of which 140 were completely new NGOs claiming funds for conducting environment based activities. The workshop was a good platform to convey the message that the 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. CUTS staff also physically monitored activities of 93 NGOs spread across the state, of whom 80 were monitored during the events and 13 were monitored after the event. Being the RRA for Rajasthan, CUTS assisted the Ministry in planning, implementing, monitoring and evaluating the campaign in Rajasthan state.

CUTS Centre for Human Development (CUTS CHD) organised various awareness generation and physical activities under NEAC. A vermicompost pit was built in the CUTS CHD campus under the supervision and guidance of Ratan Lal Khateek, Assistant Professor, *Krishi Vigyan Kendra*, Chittorgarh. About 275 kgs of fertiliser was taken out from the pit during April-September 2007 that was tested through its use in vases and plants at CHD premises.

Proposals Received	Proposals Recommended	Proposals Approved
494	436	349

Case Study

Being the President of *Chetana Vikas Sansthan*, Bandikui, Dausa for the past three years I have never realised that how aware a villager could be towards environment issues as ever since I started looking at the activities of *Chetana Vikas Sansthan* I always use to think and work specifically on the issues related to women empowerment, community development, income generation and early childhood programmes etc. but due to my own inclination towards environment I got associated with CUTS for NEAC activities. I was wondering whether I would be able to raise awareness among the villagers on the issue or not.

CUTS guided me on some of the activities that can be performed with fellow villager to make the villagers sensitise towards environmental issue but in the very first meeting with the rural beneficiaries I was shocked to see the awareness levels of even those who I use to think are good for nothing. Gradually I realised that female members of the village seem to be more interested towards these activities.

Finally, on a pre-determined date, the programme saw a large number of participation by women who marched across narrow lanes of the village, which sensitised almost every villager towards this issue. Later on, they assembled at the premises of village *panchayat* to share their views on making environment better. Without any help from *Chetana Vikas Sansthan* the women managed to chalk out a 20-point agenda towards better environment. Later on, the 20-point agenda was followed by the villagers on the request made by the *Sarpanch*.

I must say thanks to CUTS and NEAC for this change, knowledge of which was there but somewhere hidden till this event.

Experience of Other NGOs

Om Niwas Sharma, Coordinator, Society for Sustainable Development, Karauli while applauding NEAC said that this campaign has not only made local people aware but the understanding of people at grassroots on the conservation of bio-diversity has enhanced. They are conserving the seeds of the plants and trees which are disappearing

Climate Change (2008-09)

The Ministry publicised the theme *Climate Change* for the year 2008-2009. 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 one 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 green house gas called carbon dioxide (CO₂). Also mining coal and oil allows methane emission. Methane is found naturally in the ground and when coal or oil is mined, earth is dug up a little which results in emission of methane also. Therefore, it is our collective responsibility to make efforts towards the reduction in the level of greenhouse gas emissions.

A total of 257 organisations and schools from Rajasthan assisted the Ministry in conducting and coordinating various activities under the campaign.

CUTS Intervention

CUTS organised six pre-proposal open workshops covering all other districts in the State. Total 188 representatives of several CSOs, NGOs, educational institutes, professional association, scientific bodies and also whole range of other agencies participated in the workshops. CUTS organised various awareness programmes like rallies of school children, poster competition, exhibitions and seminars/workshops on the theme: 'Climate Change'. It was elucidated to the participants during the workshop that in order to reduce the ill effects of climate change 'green technology' should be created; subsidy on ethanol should be removed; reduce the rising level of CO₂ in the atmosphere; development of renewable energy resources and promote the sources of energy conservation.

In order to overcome this problem, we have to conserve natural resources and plant more and more trees. Conservation of seeds was done as a part of the physical activity under the programme. In addition to this, local water resources were properly cleaned with assistance from the community. Information on various sources of renewable energy was provided and an exhibition was organised focusing on equipments of solar energy.

A total 66 NGOs were physically monitored and 57 NGOs were monitored during the events. Evaluation of total 257 was done and their evaluation reports were prepared and submitted to ministry.

Proposals Received	Proposals Recommended	Proposals Approved
540	445	257

Case study

Kallu, Ramu, Bhagirath, Natwar, Alka, Meena, Shanti, late Dhanno (died two years back while giving birth to her fourth child) and me are all of almost of the same age and left studies some 15 years back. But we still remember those days when once in a full academic session we use to see the puppet shows organised by our School Committee.

Even the filthiest of us all Bhagirath used to dress up properly on that day as he not at all wanted to be a part of his regular feature, i.e. kicked off from the School for a day or two. Our Prakash bhaiya who is the head of *Pehal Sansthan*, Chittorgarh has added wonders to our lives when he announced that on some *Paryavaran* day his organisation is organising the same puppet show disseminating information.

We all were excited and assembled an hour earlier before the commencement of the programme as we wanted to live again our 15 years old days. The show was almost of two hours and literally we all were having numb eyes towards its end not because we all lived our old golden days but the show make us realise that how much we all are responsible towards making our environment worse. Kallu was the one who stood up soon after the show ended with wet eyes and requested *Pradhanji* to speak in favour of the message communicated through the show. That was the day, which brought change in the lives of almost 70 percent of us, now we all will take special care to save our planet. Thanks to Prakash Bhaiya.

Experience of Other NGOs

Bharat Kumar, Secretary, Rajasthan Institute of Tourism and Development while commending NEAC said that this campaign has not only made local people aware of climate change but has also enhanced their understanding on the factors affecting climate change.



Continued Campaign on Climate Change (2009-10)

The theme for NEAC for the year 2009-10 is: 'Climate Change'. The global climate has always fluctuated. Millions of years ago, some parts of the world that are now quite warm were covered with ice, and over recent centuries, average temperatures have risen and fallen in cycles. What is new, however, is that current and future climate change will not be caused just by natural events but also by human activities. Our accelerated economic development is having a serious impact on the world's climate.

CUTS Intervention

Continuing with the theme **climate change**, CUTS has organised six pre-proposal open workshops covering all other districts in the state. Realising the importance of effective and quality proposals made by local NGOs, CUTS invited officials at each workshop from the Rajasthan Renewable Energy Corporation Ltd. and Department of Forests who shared their experiences and suggested effective ways to combat climate change using solar energy and implying afforestation activities respectively. As a routine practice, CUTS distributed resource material to develop a better understanding on the theme. A total of 297 NGOs have attended and benefited from the pre-proposal workshops and have resultantly submitted proposals based on the learning secured. CUTS is planning to conduct a **Climate Change Mela** coinciding with the post proposal workshop, which is tentatively scheduled to be organised during the second half of November 2009.



जलवायु परिवर्तन चिंता का विषय

चुरू, 13 अगस्त (प.सं.)। स्वयं सेवी संस्था कट्स की ओर से विश्वकर्मा धर्मशाला में बुधवार को बोका नेर संभाग की स्वयं सेवी संस्थाओं की जागरूकता कार्यशाला आयोजित किया गया।

वर्ष का विषय जलवायु परिवर्तन रखा है। अभियान के तहत इस वर्ष नवम्बर से पर्यावरण जागरूकता के लिए विभिन्न गतिविधियां शुरू हो जाएंगी जो फरवरी 2009 तक जारी रहेंगी। कार्यशाला में प्रदीप पूनियां बताया कि जलवायु परिवर्तन से निवारण के लिए कट्स के तहत नयापरा स्थित कलादीर्घा परिसर में कट्स जयपुर द्वारा आयोजित किया गया।

पर्यावरण जागरूकता कार्यशाला संपन्न

कोटा, 7 अगस्त (निसं)। राष्ट्रीय पर्यावरण जागरूकता अभियान के तहत नयापरा स्थित कलादीर्घा परिसर में कट्स जयपुर द्वारा आयोजित किया गया।

निशुल्क ऊर्जा प्राप्त की जा सकती है। कार्यशाला को वन विभाग के अहमद खान ने बताया।

वनों की कटाई से पृथ्वी का अस्तित्व खतरे में

मार्गदर्शी कार्यशाला में वनों व वन्य जीवों के संरक्षण पर विशेषज्ञों ने डाला प्रकाश

में मुख्य वक्ता के रूप में बोल रहे थे। चौपड़ा ने कहा कि वनों की कटाई के कारण वन्य जीवों की अस्तित्व खतरे में है।

जलवायु परिवर्तन पर कार्यशाला संपन्न

राष्ट्रीय पर्यावरण जागरूकता अभियान के तहत कोटा के तहत कट्स की ओर से आयोजित किया गया। कार्यशाला में प्रदीप पूनियां ने बताया कि जलवायु परिवर्तन रखा गया है। पर्यावरण के क्षेत्र में कार्यरत संस्थाओं को इस कार्यक्रम से जोड़ा जाएगा। इसके तहत पूरे राज्य में 24 नवम्बर से 27 नवम्बर तक विभिन्न गतिविधियां आयोजित की जाएंगी।

के परियोजना अधिकारी धर्मेन्द्र चतुर्वेदी ने बताया कि वन एवं पर्यावरण मंत्रालय ने इस बाद भी राष्ट्रीय पर्यावरण जागरूकता अभियान की थीम जलवायु परिवर्तन रखा है तथा राज्य, भ्र की सरकारी संस्थाओं को वन विभाग के अहमद खान ने बताया।

पर्यावरण जागरूकता पर कार्यशाला संपन्न

जयपुर। कन्ज्यूमर यूनिटी एंड ट्रस्ट सोसायटी (कट्स) द्वारा पर्यावरण जागरूकता पर आयोजित किया गया। कार्यशाला में प्रदीप पूनियां ने बताया कि जलवायु परिवर्तन रखा गया है। पर्यावरण के क्षेत्र में कार्यरत संस्थाओं को इस कार्यक्रम से जोड़ा जाएगा। इसके तहत पूरे राज्य में 24 नवम्बर से 27 नवम्बर तक विभिन्न गतिविधियां आयोजित की जाएंगी।

राष्ट्रीय पर्यावरण जागरूकता अभियान के तहत कोटा के तहत कट्स की ओर से आयोजित किया गया। कार्यशाला में प्रदीप पूनियां ने बताया कि जलवायु परिवर्तन रखा गया है। पर्यावरण के क्षेत्र में कार्यरत संस्थाओं को इस कार्यक्रम से जोड़ा जाएगा। इसके तहत पूरे राज्य में 24 नवम्बर से 27 नवम्बर तक विभिन्न गतिविधियां आयोजित की जाएंगी।

राष्ट्रीय पर्यावरण जागरूकता कार्यशाला संपन्न

जयपुर, कासं। कन्ज्यूमर यूनिटी एंड ट्रस्ट सोसायटी (कट्स) द्वारा पर्यावरण जागरूकता पर आयोजित किया गया। कार्यशाला में प्रदीप पूनियां ने बताया कि जलवायु परिवर्तन रखा गया है। पर्यावरण के क्षेत्र में कार्यरत संस्थाओं को इस कार्यक्रम से जोड़ा जाएगा। इसके तहत पूरे राज्य में 24 नवम्बर से 27 नवम्बर तक विभिन्न गतिविधियां आयोजित की जाएंगी।

बचाया जाएगा पर्यावरण

सिटी रिपोर्टर: जयपुर
कन्ज्यूमर यूनिटी एंड ट्रस्ट सोसायटी (कट्स) द्वारा पर्यावरण जागरूकता पर आयोजित किया गया। कार्यशाला में प्रदीप पूनियां ने बताया कि जलवायु परिवर्तन रखा गया है। पर्यावरण के क्षेत्र में कार्यरत संस्थाओं को इस कार्यक्रम से जोड़ा जाएगा। इसके तहत पूरे राज्य में 24 नवम्बर से 27 नवम्बर तक विभिन्न गतिविधियां आयोजित की जाएंगी।

सेफ एनवायरमेंट के लिए अवेयर हो

कूलएज रिपोर्टर

कन्ज्यूमर यूनिटी एंड ट्रस्ट सोसायटी (कट्स) जयपुर की ओर से और फॉरेस्ट मिनिस्ट्री, भारत सरकार के सहयोग से 'राष्ट्रीय पर्यावरण जागरूकता अभियान 2009-10' चलाया जा रहा है। इसके तहत मंगलवार को जनपथ स्थित यूथ हॉस्टल में वर्कशॉप का आयोजन किया गया। यह कार्यक्रम पर्यावरण जागरूकता के लिए है।

कैम्पेन 2009-10 की जानकारी देकर की। वर्कशॉप के कैम्पेन हेड 'कट्स' के धर्मेन्द्र चतुर्वेदी ने कहा, एनवायरमेंट के फील्ड में काम करने वाली संस्थाओं को इस कैम्पेन से जोड़ा जाएगा। एनजीओज को इस बात के लिए तैयार किया जाएगा कि वे सेफ एनवायरमेंट और सेव ग्रीनरी के लिए लोगों को अवेयर करें। वर्कशॉप के सहायक वन संरक्षक झालानी ने कहा वन पर्यावरण संरक्षक के

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