

National Environment Awareness Campaign (NEAC) 2013-2014 'Biodiversity Conservation'



National Environment Awareness Campaign (NEAC) is a flagship campaign of the Ministry of Environment & 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. 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 MoEF, Government of India has appointed Consumer Unity & Trust Society (CUTS), Jaipur as the RRA for Rajasthan since 2006-07. CUTS Centre for Consumer Action, Research & Training (CUTS CART) is entrusted with the responsibility to performing as the RRA. CUTS is implementing the NEAC in Rajasthan by assisting the Ministry in planning, implementing, monitoring and evaluating the Campaign.

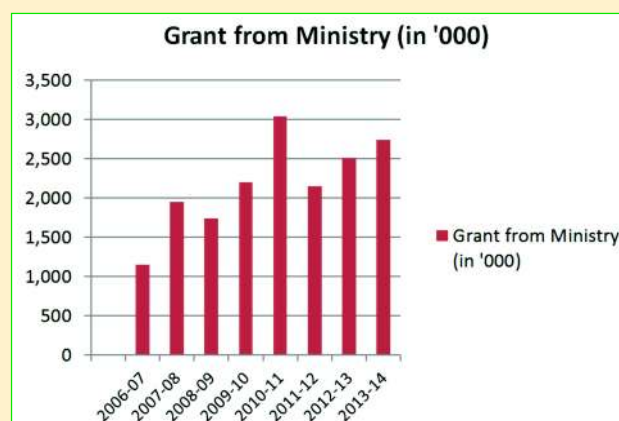
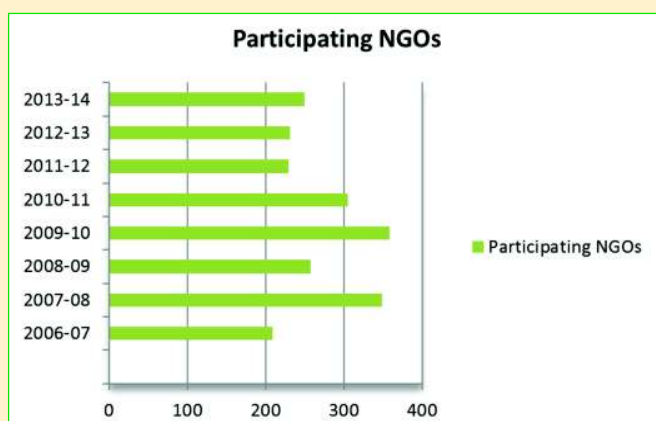
Several NGOs, educational and training institutions, professional associations, scientific bodies, community organisations and a whole range of other agencies participate in the campaign. These bodies singularly or in partnership with other organisations, organise programmes for creating environmental awareness followed by field action.



CUTS Intervention

Consumer Unity and Trust Society (CUTS), 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'. 'Biodiversity Conservation' was the theme for the year 2012-13 and 2013-14 respectively.

Track Record of NEAC (Disbursement Grant and Participating NGOs)			
S. No.	Year	No. of Participating NGOs	Total Amount Sanctioned by Ministry (in 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
5	2010-11	305	30,44,000.00
6	2011-12	229	21,48,000.00
7	2012-13	231	25,12,100.00
8	2013-14	250	27,39,000.00



Pre Proposal Workshops

Under the theme "Bio-diversity Conservation" for the 2013-14, CUTS organised five pre-proposal open workshops covering all 33 districts in the state. Total 144 representatives from a variety of organisations, including civil society organisations (CSOs), NGOs, educational institutions, professional associations, scientific bodies participated in workshops.

Participants were provided information on the theme of the campaign 'Biodiversity Conservation'. They 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 processes and guidelines of NEAC and their queries were resolved.



Post Proposal State Level Workshop

CUTS organised 'State Level Post Proposal Workshop' at Rotary Club, Jaipur on December 27, 2013 on the theme of the campaign "Bio-diversity Conservation". The objective was to increase awareness on climate change issues, create cadre of community leaders and demonstrate on holding mass campaigns. It was also intended to make aware participating NGOs about the nature and scope of activities, time line, reporting formats etc. More than 200 participants including government officials from the State Biodiversity Board, representatives from CSOs, and development institutes, media persons participated.

A documentary series 'Bhoomi' was screened for the participants in which issues, such as environmental changes; its impact and adaptation strategies to conserve the degrading natural resources were covered.

Surendra Singh Choudhary, IFS, Chairman, State Biodiversity Board addressing the participants expressed his views about the importance of forest and need of conserving it from encroachment and over grazing. He opined that we should try hard to minimise our dependence on forest. We should take steps to plant more and more trees to manage the loss and maintain the balance in nature.

Further Choudhary informed about various activities of the Biodiversity Board and the steps taken by it for conserving the biodiversity of Rajasthan State. He added

that State is planning to make Biodiversity Monitoring Committee 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.

George Cheriyan, Director, CUTS International said that we should save our green capital so that it can be exploited when utmost need is there. Further, he added that species

play an important role in maintaining the ecosystem, there are many species that have become endangered and there is a need to preserve them. He mentioned main threats to biodiversity including: habitat fragmentation, degradation and loss; over-exploitation of resources; shrinking genetic diversity; invasive alien species; declining forest resource base; climate change and desertification; impact of development projects;

impact of pollution. In the backdrop of the varying socio-cultural milieu and often conflicting demands of various stakeholders, there is an urgent need for augmenting and accelerating the efforts for conservation and sustainable use of biodiversity, and for the fair and equitable sharing of benefits arising from the utilisation of genetic resources.

Dharmendra Chaturvedi, Project Officer, CUTS, briefed about the campaign activities and the points needed to be taken into consideration while filling up forms and carrying out activities.



Case Study

Biodiversity & Species Conservation

Awareness programmes were organised by *Santosh Sewa Sanstha* in Dhar and Nayaguda villages in Udaipur district on February 02 & 09, 2014. During the programme, a Rally for environment awareness was organised which proceeded through the villages within 2 km radius spreading the message and culminated in the form of a public meeting in the Campus of Government Senior Secondary School, Dhar. In the meeting, Magician M. Lal Lakshkar made the common people aware about the environment through his magical activities. Detailed information on different aspects of Bio-Diversity was provided by Rais Khan from Kabeer Society and Nilima from *Swantrata Senani Sanstha*.

Secretary, *Santosh Sewa Sanstha* prepared the bio-diversity register and collected information on the seasons, production, botany and the insects and animals. Forest Conservator Firoz Khan provided information on medicinal plants available in the forest area of the region. A plantation drive was also undertaken.

During the second session of the programme, an environment awareness camp was organised in Nayaguda village wherein more than 300 people participated. A session was also conducted wherein brainstorming was done on the reasons behind ecological imbalance cropping up within the last few years. It was also emphasised to conserve the bio-diversity through protection of animals and spread awareness.



Case Study

Plant More Trees to Save the Environment

Ras Rang Manch Sanstha organised an awareness programme at Saraswati Balika Senior Secondary School located in Sector-2, Jawahar Nagar, Jaipur on February 20, 2014. A lecture was delivered by Environment Specialist Namrita Saxena. Addressing the audience, she urged that more trees should be planted to save the nature. She shared that over 80 percent of world population is dependent on plants and herbs for medicines.



Other activities, such as projector slide show, banner display and street play with the title 'Gabbar Singh Ye Kah kar Gaya' were organised and facilitated by Himanshu Jhankal and Rati Maharshi. A quiz was also held on the theme of the campaign and prizes were distributed to winners. Along with this, plantation of medicinal plants, such as Margosa (Neem), Aonla, Pomegranate, Drumstick, Tamarind and Myrtle (Mehndi) was done in the school campus. The programme was appreciated by all and more than 400 students, teachers and others participated.

Case Study

Plantation Drive Kicks Off

Government Jain Gurukul higher Secondary School, Beawar, Ajmer organised the campaign during February 11-15, 2014. The campaign included various activities including workshops and training of scout students on bio-diversity. A Rally and environment walk for Public Awareness was also organised and Film show, street play by scout students, pasting



posters and pamphlets, poster competition and an exhibition of posters and medicinal plants was done.

A plantation drive was also conducted wherein various medicinal plants were planted. The programme was attended by scouts, other students, citizens and officials and public representatives including the Member of Legislative Assembly (MLA) from the area. Students were taught by 'Learning through doing' method.

जैव विविधता को बचाना पहली प्राथमिकता हो

भास्कर न्यूज़ | चित्तौड़गढ़

पर्यावरण जागरूकता कार्यशाला

बोकाचर (कांस)। पर्यावरण एवं वन मंत्रालय भारत सरकार के तत्वावधान में मरू विकास एवं शोध संस्थान नोखा व कन्ज स्वयंसेवी संगठन जैव विविधता संरक्षण विषय दिवसीय क्षमतावर्धन कार्यशाला आयोजित हुआ। रामेश्वरलाल शर्मा व धर्मेन्द्र चतुर्वेदी पर्यावरण संरक्षण विषय पर प्रतिभागियों को जानकारी विविधता विश्व व्यापी विषय है। इसे बचाने चाहिए। कार्यशाला का संचालन संस्थान व कार्यशाला में बसन्ती कुमारी, मोहनी देवी, सहयोग रहा।

जैव विविधता बचाने में राजस्थान पीछे



जैव विविधता संरक्षण पर कार्यशाला 31 को

चित्तौड़गढ़. कंज्यूमर यूनिटी एंड ट्रस्ट सोसायटी (कट्स) संस्था के तत्वावधान, पर्यावरण व वन मंत्रालय भारत सरकार के

राष्ट्रीय पर्यावरण जागरूकता अभियान के तहत वन एवं पर्यावरण मंत्रालय के सहयोग से कट्स संस्था की ओर से यह कार्यशाला हुई। अभियान प्रभारी धर्मेन्द्र चतुर्वेदी ने बताया कि देशभर में चल रहे राष्ट्रीय पर्यावरण जागरूकता अभियान में 200 स्वयंसेवी संस्थाएं जुड़ी हैं। वे अपने-अपने क्षेत्र में जागरूकता गतिविधियां संचालित कर लोगों

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