



File No.9-1/2016-EE
GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FORESTS AND CLIMATE CHANGE

NATIONAL ENVIRONMENT AWARENESS CAMPAIGN 2016-17

1. The Ministry of Environment, Forest and Climate Change invites proposals for financial assistance under its programme "National Environment Awareness Campaign (NEAC)" for the year 2016-17. The theme is "**Swachh Bharat Mission, Ganga Rejuvenation and River Cleaning**". The sub-themes under the theme **Swachh Bharat Mission, Ganga Rejuvenation and River Cleaning** have been identified for conducting the campaign. Sub-themes details are available on Ministry's website <http://envfor.nic.in/> having the link as <http://envfor.nic.in/division/environmental-education-awareness-and-training-eeat> or <http://www.moef.nic.in/division/national-environmental-awareness-campaign-neac>.
2. Proposals are invited from the registered NGO's voluntary organisations **having valid registration with Niti Ayog**, educational institutions, State Government Departments, registered professional bodies etc., working in the field of environment and sustainable development for conducting various activities such as Workshops, Camps/Padyatras/Rallies, Competitions, Festivals/Street Theatre/Science Fairs and for preparation of educational resource material for creating mass awareness on the identified theme/ sub-themes. The proposal must also include an action oriented component, which would contribute to conservation, sustainable use and equitable sharing of benefits.
3. The guidelines and proforma for submission of proposals can be obtained free of cost from the designated Regional Resource Agency (RRAs) for your State/UT, either in person or by post, or it can be downloaded from Ministry's website. The requisite details of the Regional Resource Agencies alongwith their jurisdiction are available through same link.
4. The last date for submitting the complete proposals to the concerned Regional Resource Agency is **29th August, 2016**. Proposals received after the last date will not be entertained under any circumstance. Organisations who have not submitted UCs and Expenditure Statement along with their Action report for the previous grants or any other document in support of their claim shall not be considered for this year. It may be noted that the decision regarding approval/ rejection of proposals including the quantum of financial assistance to be provided will be taken by the Ministry and not by the RRAs.

Under Secretary (EE)