



GOVERNMENT OF KERALA

DEPARTMENT OF ENVIRONMENT & CLIMATE CHANGE

PALLIMUKKU, PETTAH. P.O, THIRUVANANTHAPURAM – 695 024

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PAARISTHITHIKAM

STATE ENVIRONMENT AWARENESS CAMPAIGN 2015-2016

THEME

**Clean Air, Clean Water, Clean Food;
for Sustainable Future**

**“ശുദ്ധ വായു, ശുദ്ധ ജലം, ശുദ്ധ ഭക്ഷണം;
സുസ്ഥിര ഭാവിയ്ക്ക്”**

Guidelines for Participation

(Please read before filling up the form)

Completed proforma with supporting documents to be sent to this office on or before, 15th September 2015 at the following address:

**Director
Department of Environment & Climate Change
Pallimukku, Pettah P.O
Thiruvananthapuram 695 024**

PAARISTHITHIKAM

THEME

**“Clean Air, Clean Water, Clean Food;
for Sustainable Future”**

**“ശുദ്ധ വായു, ശുദ്ധ ജലം, ശുദ്ധ ഭക്ഷണം.
സുസ്ഥിര ഭാവിയ്ക്ക്”**

Paaristhithikam is a programme of State Environment Awareness Campaign launched as a part of Environmental awareness & Educational scheme of Government in the year 2012-13. Non-governmental organizations, educational and training institutions, professional associations, scientific bodies, community organizations, and also a whole range of other agencies can participate in the campaign. These bodies singularly or in partnership with other organizations may, organize programmes for creating environmental awareness followed by field action at the local, regional and state level. The focal theme for paaristhithikam 2015-2016 is **“Clean Air, Clean Water, Clean Food; for Sustainable Future (ശുദ്ധ വായു, ശുദ്ധ ജലം, ശുദ്ധ ഭക്ഷണം; സുസ്ഥിര ഭാവിയ്ക്ക്)**. All the participating organisations may also choose local/regional themes under the umbrella of “the theme” if necessary.

What are these Programmes?

Annexure-I gives an indicative list of the kind of awareness activities that may be organized for different target groups during the Campaign. In view of the wide range of inter-related environmental problems facing the state, the activities of the Campaign shall focus on scientific environmental issues and problems relating to main/regional/local theme. Emphasis should be given for devising concrete, action-oriented activities on the issue/problem identified.

Support Structure for the Campaign

The Campaign is being planned and overseen by the Department of Environment and Climate change (DoECC), Government of Kerala.

Department of Environment and Climate Change (DoECC)

DoECC shall be responsible for planning, implementing, monitoring and evaluating the Campaign throughout the state. DoECC will inter alia:-

- i. Publish proforma in its website for submission of applications as per the model attached.
- ii. Scrutinize all the proposals received from various organizations, evaluate them and accord sanction including disbursement of financial assistance.
- iii. Physical monitoring of the Paaristhithikam activities conducted by various organizations in the state.
- iv. Procure Utilization Certificate, Report of Activities and Statement of Accounts from each participating organizations.
- v. Prepare an Evaluation Report of the Paaristhithikam activities conducted by the organization and submit to Government.

The invitation

This write up and the attached copies of the proforma is the invitation to organizations and groups active in the field of environmental education and awareness and interested in participating in the Campaign. Individuals and unregistered Societies/ Trusts are not eligible for receiving financial assistance for this campaign.

The decision to approve/ reject any proposal including the quantum of assistance to be provided shall vest with the DoECC. The decision of the DoECC will be communicated to the Campaign participants **only through e-mails**. The approved amount would be released to the participating agencies in two instalments as follows:

- (a) First instalment comprising 80% of the sanctioned amount would be released along with the sanction letter.
- (b) The second instalment of the balance amount shall be released on receipt of report, utilization certificate and audited statement of account **within the prescribed time limit.**

Time schedule to be followed by the participating organizations

Paaristhithikam 2015-2016 would essentially be composed of a spectrum of short duration programmes for creating environmental awareness among the public.

1. The Campaign activities would be spread between 01.10.2015 to 15.12.2015.
2. All programmes should definitely be concluded by 15.12.2015.
3. Projects that would most effectively reflect the theme of this year and woven around local environmental issues and problems and which succeed in emphasizing the importance of local citizen action in combating the same may receive priority while consideration for approval.
4. The use of non-conventional media and methods of creating environmental awareness would be welcomed.
5. The programme MUST have an action component that will ensure result in concrete action. The implementing agency shall ensure that 75 % of the sanctioned amount is utilised for action component. However, projects aimed only at physical work to rejuvenate the environment will not be considered under this Campaign. Such programmes could well be a part of follow up efforts to be separately taken up. *Successfully continuing top 5 projects may be prioritized for financial support in the coming years also, irrespective of the theme of the consecutive years of 'Paaristhithikam'.*
6. Purchase of equipment or other fixed assets would not be granted under this campaign.
7. Projects that involve collaborative effort between more than one organization and which secure co-operation from local authorities, agencies etc. in advance would be viewed favorably.
8. DoECC must be informed about the details of the programme including dates, venue etc. sufficiently in advance. Failure to inform will result in non-payment of second instalment.
9. A full report on each programme with photographs and news clipping (if any), together with Utilization Certificate (in KFC Form 44) and audited statement of accounts would have to be submitted by each participating agency receiving financial support latest by 05.01.2016. **Defaulters will not be eligible for further assistance.**
10. Financial assistance is provided under Paaristhithikam to various organizations to supplement their efforts and hence the quantum of financial assistance usually

ranges between Rs.20,000/- and Rs.50,000/-. A marginally higher financial assistance may, however, be considered but only in exceptional cases. The proposals shall, therefore, be submitted keeping this in view.

11. The last date for submission of complete Application form to the DoECC is 15.09.2015.

ANNEXURE- I

TARGET GROUPS

Students/ Youth/ Teachers/ Women

NGOs/ Voluntary Workers

Farmers/ Rural Population

General Public/ Social Workers

Armed Force Personal

Industrial Workers

ACTIVITIES

(These are only illustrative in nature)

AWARENESS ACTIVITIES

Workshops/Training Courses/Camps/Padyatras/ Rallies

Public Meetings/ Exhibitions/ Competitions

Demonstration Projects

Preparation of Audio Visual Materials

Folk Media/ Street Theaters/ Festivals/ Science Fairs

Preparation / Use of CD- ROM & Other multimedia tools

***AWARENESS COMPONENTS**

1. Campaign for awareness among the public on the focal theme.
2. Campaign in schools and educational institutions.
3. Developing database on the baseline quality of water resources.
4. Publication and imparting awareness material / eco-literature on natural resource conservation
5. Production of safe to eat vegetables

*ACTION COMPONENTS:

Theme specific Action programmes with emphasis on clean air, clean water & self sufficiency and sustainability through organic farming.

**if any organization comes forward with any project outside the focal theme, ie noteworthy, such project would also be considered*

While the above activities could be used for creation of awareness, the proposals must include an action-oriented component related to the issue identified, which would result in concrete action preferably involving local people, and in benefiting the community. Proposals without action component would not be considered for assistance.

**STATE ENVIRONMENT AWARENESS CAMPAIGN
(Proforma)**

**PAARISTHITHIKAM
(2015-16)**



**GOVERNMENT OF KERALA
DEPARTMENT OF ENVIRONMENT & CLIMATE CHANGE**

NOTES ON FILLING UP OF ITEMS 1 TO 4

1. **PROJECT TITLE:** Please make it short and precise, indicating clearly the nature of the project.

2. **IMPLEMENTING AGENCY:**
 - a. **Name and Address:** Give full name, office address, telephone no, fax no and e-mail ID (if available).

 - b. **Nature of Agency:** indicate status of organization/ whether a government institution registered / unregistered society/ Trust, University departments/ School/ College, non-formal group, or any other category (please specify).

 - c. **Please furnish registration details** (along with an attested copy of Registration Certificate), Memorandum of Association/Trust Deed, etc. and audited statement of accounts for last three financial years. The project proposal will be considered only after the receipt of these documents. These documents need not be submitted in respect of academic and research institutions.

3. **CONTACT PERSONS:** Give name (s) and office and home addresses of person(s) with mobile no and e-mail address who can be contacted in connection with this project. Give Land phone and fax no. also if available.

4. **COLLABORATING/SUPPORTING AGENCIES:** Give names of local authorities, organizations, government departments, etc. that will support the project or collaborate. Prior approval of such collaborating agencies should be obtained before listing them here. Proof of the consent of such agencies shall be attached.

1. PROJECT TITLE

2. IMPLEMENTING AGENCY

a. Name and Address

b. Nature of Agency

c. Registration details

3. CONTACT PERSON: -

4. COLLABORATING/SUPPORTING AGENCIES:

NOTES ON FILLING UP ITEM 5

5. PROJECT DETAILS:

a. Type of project: indicate clearly and separately the awareness activities and the action component that the project would involve. The awareness activities could be:

- Workshop/training course/camp
- Public meeting/ rally/jatha/padayatra
- Lecture/film show/AV show.
- Drama/street theatre/other folk media (specify)
- Competition/exhibition/ demonstration
- Advertisement/poster/banner campaign
- Preparation and use/distribution of resource material (publication, educational kits, posters, audio-visuals etc.).
- Others (specify)

The action component should be theme specific with emphasis on clean air, clean water & self sufficiency and sustainability through organic farming and should preferably involve the local community.

The selected activity shall be related to the theme of the proposal.

b. Theme (s): Describe the specific subjects of environmental concern that the project would address.

c. Target groups: Please indicate the section of society the project is aimed at, and the approximate numbers of people expected to be covered by the activities. Please use ANNEXURE- I for help.

d. Location: Indicate the proposed venues of each of the project activities.

e. Dates and duration: Indicate tentative schedules of each activity proposed, at each location.

5. PROJECT DETAILS:

a. Type of project –

i. Awareness activities.

ii. Action Component

b. Theme (S)

c. Target Groups

d. Locations

e. Dates and durations

NOTES ON FILING-UP ITEM 6 TO 10

- 6. JUSTIFICATION:** Describe the objectives of the project. Indicate what environmental awareness / improvement benefits it aims to bring about

- 7. SUCCESS INDICATORS:** Specify clearly how the achievements /success of the project can be determined after its completion.
 - Success Indicators could be like the number of participants who have taken measures for consuming natural resources sustainably/natural resource conservation/introduced energy conservation measures/ Non-conventional energy practices/measures taken to reduce natural resource depletion etc. subsequent to the Awareness Campaign.

- 8. PLAN OF IMPLEMENTATION:** Provide a breakup of the stages in the implementation of the project, indicating clearly the time frame for each phase.

- 9. FOLLOW UP:** Please describe what activities are planned as a follow up, to keep up the impact created by this project. Will your organization be able to support such follow up activity on its own?

- 10. PAST EXPERIENCE:** Please indicate whether participated in Paristhithikam in the past (Not to mention anything other than Paristhithikam). If yes, mention the years in which participated along with the grant sanctioned in each year. Also mention whether necessary documents like Utilization Certificate, Report of Activities and Statement of Accounts submitted or not within the prescribed time limit and the details of Ist and IInd instalments received with copy of orders sanctioning it.

6. JUSTIFICATION:

7. SUCCESS INDICATORS

8. PLAN OF IMPLEMENTATION:

9. FOLLOW UP:

**10. PAST EXPERIENCE OF PARTICIPATING
IN PARISTHITHIKAM:**

NOTES ON FILLING UP ITEM 11 TO 14

11. RESOURCES PROVIDED BY THE PARTICIPATING ORGANISATION:

Indicate what kind of facilities will be available with your organization for this project:

a. Material and equipment

b. Financial : whether other sources of funding are available for the project :

Indicate quantum of funds available.

c. Resource persons and manpower

12. Budget: Please provide detailed break-up of estimated expenditure for each item of activities in respect of the awareness creation and action component separately and furnish explanatory notes wherever necessary. The break-up should include details of expenditure to be spent on preparation and distribution of Resource Materials. Conveyance and travel, food/refreshments, honorarium, action programmes etc.

13. Please provide the quantum of financial assistance expected under the programme.

11. RESOURCES PROVIDED BY THE PARTICIPATING ORGANISATION

12. BUDGET.

Awareness component

Action component

13. FINANCIAL ASSISTANCE REQUESTED

Total Funds Requested. **Rs.**_____

(in words) Rupees_____

Date:

Signature, Name and Full address

Seal of the organisation

14. Recommendations :

Norms for Accepting Applications for Participation In Paaristhithikam

- (i) Applications shall be accompanied by a copy of the registration certificate duly attested by a Gazetted officer/ equivalent authority.
- (ii) The applicant organization shall have completed three years after registration to be eligible for consideration.
- (iii) Applicant organization shall furnish an attested copy of the Memorandum of Association/ by-laws and audited statement of account for the preceding three years.
- (iv) The Memorandum of Association of applicant organizations shall contain the component of environment.

Range of Financial Assistance:

The range of financial assistance for approved participating organizations under Paaristhithikam is Rs.20,000/- to Rs.50,000/- for taking up environmental awareness campaign.

Criteria to be Followed for Approving/Rejecting Proposals for Financial Assistance Under Paaristhithikam:

- i. The proposals having awareness creation component followed by action oriented component to be considered on priority.
- ii Priority will be given to the project based on focal theme
- ii. The proposals having only awareness creation component are not likely to be considered.

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Submission of Activity Report, Utilization Certificates and Audited Statements of Expenditure by The Field Level Organisations:

The approved participating organizations shall submit activity reports, utilization certificates in KFC Form 44 and audited statements of expenditure to the DoECC before the stipulated date. The organizations that fail to do so are treated as defaulter organizations.

Accountability of participating organization:

In order to ensure timely submission of activity reports, utilization certificates and audited statements of expenditure by the participating organizations, the following measures are to be taken:

- i. While disbursing the amount an affidavit will be taken in stamp paper from the participating organizations excluding government/aided organisations for submission of Utilization Certificates, audited statements of expenditure and activity reports by the stipulated time failing which the participating organizations would not be eligible for grants from Government in future.
- ii. Such defaulter organizations shall be debarred from further participation in Government Programme.
- iii. DoECC shall maintain database of such defaulter organizations and the same shall be made public by the DoECC and the Government.
