

Impact of national environment awareness campaign during 2006-2014 in Maharashtra, India

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ABSTRACT : The Ministry of Environment, Forests and Climate change, (MoEFC) Govt.of India has launched several programmes which aim at spreading environmental consciousness among the student's, community and professionals. The present study is to assess impact of the National Environment Awareness Programme (NEAC) in Maharashtra for the period 2006-2014. The study includes over 6500 organizations from 35 districts of Maharashtra. The scale and scope of the programme can be seen from the response received from local level organizations such as NGOs, schools, colleges, Govt. institutions and women groups aspiring to work on four important thematic areas and environmental issues in their surroundings. It is not only the spread but also the number and type of participating organizations over period. Impact of the study is assessed based on the indicators *i.e.* outreach of the programme, contribution of local organizations in environment awareness, capacity building and growth of local organizations through diversification of activities. For the period of over past ten years over 13000 organizations applied and were connected with MoEFC of which 50 per cent were approved and conducted programme to reach to community in general, students, teachers, women, famers and field functionaries. These organizations worked on four important thematic areas *i.e.*, waste management, biodiversity conservation, climate change adaptation and forest and sustainable livelihood. In the process, these organizations have built their skills and capacities and diversified into other important sectors such as health, education and women's issues.

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The growing population and demand for food, energy and housing have considerably altered land - use practices and severely degraded forest area. These include pressure on land and forests, loss of biodiversity, rising demand for energy, global warming, climate change, water scarcity and pollution. The Ministry of Environment and Forests since 1986 promoted National Environment Awareness Campaign (NEAC) to stimulate environment awareness at all the levels of society. Objective of the initiative is to create

awareness among rural and urban communities on various environmental issues and to motivate them for environment conservation in their surroundings. The importance of public awareness and NGOs involvement in environment protections acknowledged worldwide. (1) Advocacy and awareness is especially crucial in promoting concepts such as sustainable development, natural resources conservation and the restoration of ecosystem. (2) National Environment Awareness Campaign (NEAC) reached out to the remotest corners of the

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country through a network of over 5000 NGOs and institutions (3). Management of the programme is done in collaboration with NGOs located in different parts of the country are designated as Regional Resource Agencies (RRAs) (4). BAIF Development Research Foundation an Indian non-profit organization is the nodal agency for NEAC since 1986. This study is based on the BAIFs work as nodal agency of NEAC and its impact.

Objective of study :

Objective of the study is to assess impact of NEAC programme in Maharashtra. This paper critically analyses impact of the programme during the period 2006 to 2014 in Maharashtra analyzing the data generated during this period.

EXPERIMENTAL METHODOLOGY

The method used for the study is analysis of the data generated through records and various reports on progress, physical visits to sites and statement of expenditure submitted by the participating organizations. Efforts have been made to compile, tabulate and analyze this data to assess impact of the programme in creating environmental awareness and improving programme outreach among wider sections of the organizations working in remote villages.

Impact of this programme is measured in terms of following indicators in up scaling and reaching to organizations working at the grass root level.

- Membership with the Ministry – Outreach of the programme

- Capacity building of local organizations in environment related aspects
- Diversification of activities
- Growth of participating organizations

EXPERIMENTAL FINDINGS AND DISCUSSION

Indicators-wise results obtained are presented below in Fig. 1 to 8 and Table 1 to 8.

Programme outreach :

During the period total over 13251 proposals from 35 districts of Maharashtra were received to BAIF/MoEFC. Out of these 7016 were found suitable and approved by the Ministry and of these 6567 participated in the programme. The range of organizations participated is from 656 to 959 maximum. Since the new organizations kept on adding in the programme overall reach is up to 6567 (Table 1).

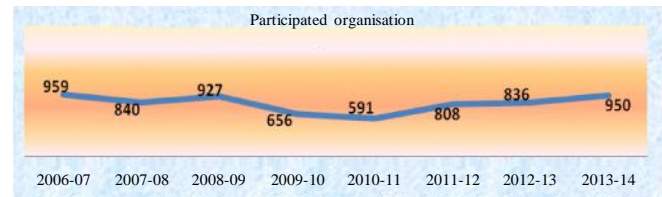


Fig. 1: Year wise participation of organizations

These proposals were received from four regions of Maharashtra. Out of these participation of organizations from Marathwada and Western Maharashtra region was more compared to Vidarbha and Konkan.

Table 1 : Region- wise participation

| Sr. No. | Region | Old organizations | New organizations | Total organizations |
|---------|---------------------|-------------------|-------------------|---------------------|
| 1. | Konkan | 310 | 29 | 339 |
| 2. | Marathwada | 1027 | 1167 | 2194 |
| 3. | Vidarbha | 408 | 91 | 499 |
| 4. | Western Maharashtra | 2302 | 1233 | 3535 |
| | Total | 4047 | 2520 | 6567 |

Table 2 : Type of organizations participated

| Sr. No. | Region | NGOs | Educational institutions | Government institutions | Total |
|---------|---------------------|------|--------------------------|-------------------------|-------|
| 1. | Konkan | 95 | 215 | 29 | 339 |
| 2. | Marathwada | 1310 | 306 | 578 | 2194 |
| 3. | Vidarbha | 463 | 15 | 21 | 499 |
| 4. | Western Maharashtra | 750 | 2472 | 313 | 3535 |
| | Total | 2618 | 3008 | 941 | 6567 |

From the four regions participation of NGOs and educational institutions contribute to over 85 per cent of the total organizations and remaining by Govt. institutions.

Contribution to environmental awareness :

Every year NGOs, educational institutes and Govt. institutions organized demonstrations and conducted awareness on the thematic areas. Out of the total participation 3217 organizations worked on biodiversity conservation, 1583 worked on climate change and rest 3342 organizations selected to work on organic recycling and forest and sustainable livelihood themes.

Capacity building of local organizations :

Workshops on solid waste management, biodiversity conservation, climate change and sustainable livelihood were organized by BAIF for a cluster of 4-5 districts. Total 52 workshops organized during the period from 2006 to 2014 provided technical inputs and knowledge support to 6100 representatives of various organizations attending the workshops.

The rising trend is noticed in the figure regarding the participation of organizations in the pre-proposal development workshops.



Fig. 2 : Participation of organizations in the workshops by BAIF

Growth of local organizations :

Fig. 3 shows the trend of MoEFC grant utilized by the project implementing agency.

Table 3 : Theme-wise participation of organizations

| Year | Theme of campaign | NGOs | Educational institution | Government institutions | Total |
|---------|----------------------------------|------|-------------------------|-------------------------|-------|
| 2006-07 | Solid waste management | 158 | 562 | 239 | 959 |
| 2007-08 | Biodiversity conservation | 232 | 302 | 306 | 840 |
| 2008-09 | Climate change | 223 | 572 | 132 | 927 |
| 2009-10 | Climate change | 220 | 425 | 11 | 656 |
| 2010-11 | Biodiversity conservation | 124 | 312 | 155 | 591 |
| 2011-12 | Forest and sustainable live hood | 417 | 366 | 25 | 808 |
| 2012-13 | Biodiversity conservation | 554 | 230 | 52 | 836 |
| 2013-14 | Biodiversity conservation | 690 | 239 | 21 | 950 |
| | | 2618 | 3008 | 941 | 6567 |

Table 4 : Target groups covered by participating organizations

| Years | Theme | NGO | Target groups | Educational institution | Target groups | Government institution | Target groups | Total organizations | Total |
|---------|----------------------------------|-----|---------------|-------------------------|---------------|------------------------|---------------|---------------------|-------|
| 2006-07 | Solid waste management | 158 | 9796 | 562 | 40320 | 239 | 14340 | 959 | 64456 |
| 2007-08 | Biodiversity conservation | 232 | 13920 | 302 | 21975 | 306 | 16830 | 840 | 52725 |
| 2008-09 | Climate change | 223 | 13380 | 572 | 39456 | 132 | 7920 | 927 | 60756 |
| 2009-10 | Climate change | 220 | 14300 | 425 | 34804 | 11 | 693 | 656 | 49797 |
| 2010-11 | Biodiversity conservation | 124 | 7440 | 312 | 22630 | 155 | 10850 | 591 | 40920 |
| 2011-12 | Forest and sustainable live hood | 417 | 25437 | 366 | 27825 | 25 | 1675 | 808 | 54937 |
| 2012-13 | Biodiversity conservation | 554 | 33240 | 230 | 16425 | 52 | 3640 | 836 | 53305 |
| 2013-14 | Biodiversity conservation | 690 | 48300 | 239 | 17447 | 21 | 1260 | 950 | 67007 |

Total grant support received till 2013-14 is Rs.4.40 Cror of which 99 per cent of the grant has been utilized by the organizations. Just an amount of Rs. 1.07 lakh was required to be sent back to MoEFC. Since 2006-07 the grant support provided has been on the increase. Grant amount returned back to the Ministry is on account some organizations failing to comply with reports, mandatory documents and statement of expenditure in time.

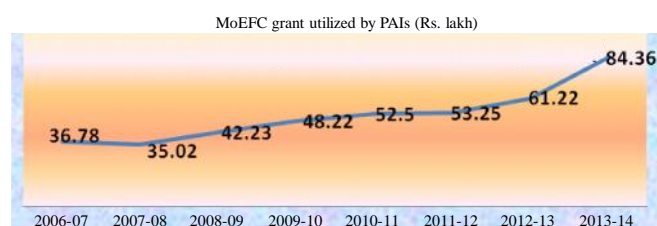


Fig. 3: MoEFC grant utilization by organizations

Programme monitoring and facilitation by BAIF :

Monitoring visits of BAIF were for providing knowledge support to the organizations not performing well. During these visits such challenging organizations were given facilitation to improve awareness efforts and organize demonstrations effectively.

During the period 2006-2014 total over 1700 organizations from 35 districts of Maharashtra were visited for monitoring and providing facilitation to challenging organizations. Periodic facilitation helped improving the performance and capacity building of the organizations.

Highest target groups were covered under NGO category while working on biodiversity theme during 2013-14. Similarly amongst educational and Govt. Institutions target groups response was good during the period 2006-07 and 2007-08. Overall coverage of target groups was seen during 2006-07 and 2013-14 with over 950 organizations covered during the period. It is seen that NGOs, Govt. institutions and Educational institutions have contributed effectively in environment awareness. However, participation of NGOs and educational institutions is high and so also their contribution in environment awareness.

Working on various themes and organizing demonstrations total 2618 NGOs reached to 1, 65,813 community members involving various target groups. Demonstrations on Biodiversity conservation theme received good response attracting 1, 02,900 participants followed by activities on climate change and forest and

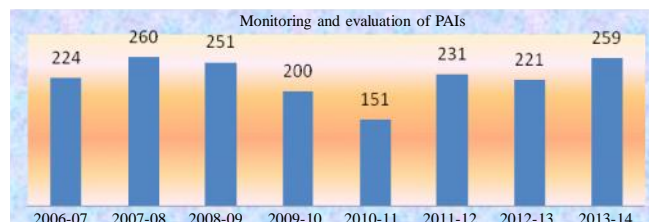


Fig. 4: Monitoring and facilitation visits by BAIF Team

sustainable development reaching to 27,680 and 25,437 participants respectively.

Programme outreach :

Total 3008 Govt. and private schools and colleges participating in the programme reached to over 2, 20,000 students, teachers and villagers. Total 562 schools and colleges demonstrated on solid waste management using vermicompost technique and mobilized over 40,320 students, teachers and villagers to visit vermicompost demonstration sites. Similarly 997 schools working on in climate change demonstrations attracted over 74,260 members followed by schools(1083) working on biodiversity conservation involving 78,477 target group members. Schools also have shown interest in topic forest and sustainable management (366) working with over 27,000 target group members.

Table 5: Target groups reached

| Years | Theme | NGO | Target groups |
|---------|----------------------------------|------|---------------|
| 2006-07 | Solid waste management | 158 | 9796 |
| 2007-08 | Biodiversity conservation | 232 | 13920 |
| 2008-09 | Climate change | 223 | 13380 |
| 2009-10 | Climate change | 220 | 14300 |
| 2010-11 | Biodiversity conservation | 124 | 7440 |
| 2011-12 | Forest and sustainable live hood | 417 | 25437 |
| 2012-13 | Biodiversity conservation | 554 | 33240 |
| 2013-14 | Biodiversity conservation | 690 | 48300 |
| Total | | 2618 | 1,65,813 |

Table 6: Details of action activities and participating organizations

| Action activity | No. of organizations |
|---------------------------|----------------------|
| Plantation programme | 2726 |
| Composting | 1087 |
| Biodiversity conservation | 507 |
| Seed conservation | 159 |
| Solar energy | 298 |
| Water conservation | 91 |
| Rain water harvesting | 96 |
| livestock activity | 196 |

Govt. Institutions and target groups :

Over the period 941 govt. institutions participated in the programme involving 57,208 community members and their field functionaries. Solid waste management and biodiversity conservation demonstrations (773) received good response motivating 32,580 participants in waste recycling and nature conservation aspects.

Action component :

Action component consists of selected thematic areas on which demonstrations are organized in the field. During the period, organizations have worked on tree plantation, vermicomposting, local seed germplasm conservation, solar energy and rainwater harvesting. Details of participation are as under;

Awareness component :

Appropriate location specific awareness tools were used to motivate villagers on environment awareness. During the period 2618 NGOs, 3008 schools and 941 govt. institutes used selected awareness tools to reach to the target groups. Details of the awareness tools used during the period are as under

Growth of PIAs :

Randomly 100 project implementing organizations were selected to assess growth based on the balance

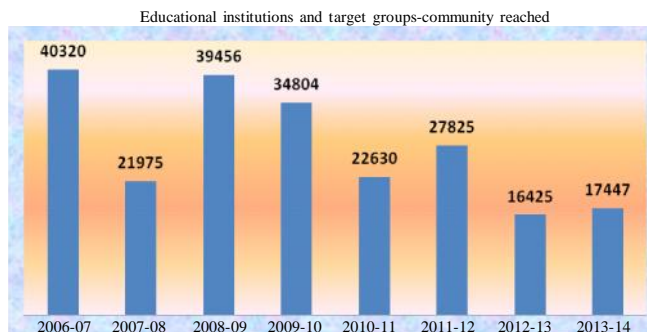


Fig. 5: Educational Institutes and target groups reached



Fig. 6: Government organizations and target groups reached

sheet of the organization during 2006-07 to 2013-14 indicate that during 2006-07 total 38 organizations were with balance sheet more than 10.0 Lakh increased to 47 during 2013-14. Similarly with balance sheet over 50.0 lakh the number increased from 7 to 31 during the period.

Table 7 : Details of awareness activities and target groups

| Sr. No. | Action activity | PAIs |
|---------|-------------------------------------------|------|
| 1. | Padyatra, cycle rally | 2148 |
| 2. | Seminar | 174 |
| 3. | Workshop | 602 |
| 4. | Thematic training | 652 |
| 5. | Banner, poster and exhibition/competition | 1831 |
| 6. | Public meeting/lecture | 969 |
| 7. | Electronic media/film show | 169 |
| 8. | Documentation | 22 |

Table 8 : Organizational growth achieved

| Sr. No. | Amount (Rs.) | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 | 2012-13 | 2013-14 |
|---------|--------------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1. | 10000> | 7 | 4 | 2 | 2 | 2 | 1 | 0 | 0 |
| 2. | 50000> | 43 | 38 | 31 | 26 | 24 | 22 | 18 | 9 |
| 3. | 100000> | 38 | 34 | 37 | 37 | 39 | 37 | 42 | 47 |
| 4. | 500000> | 7 | 14 | 19 | 21 | 23 | 26 | 28 | 31 |
| 5. | 1000000> | 3 | 8 | 9 | 12 | 9 | 10 | 8 | 9 |
| 6. | 5000000> | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| 7. | 10000000> | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |

In the category of balance sheet between 50.0 lakh to 1.0 crore one organization each was added during the period. The overall trend shows participating organizations have financially benefitted and diversified their activities and area of operation. Some of them are recipient of projects sponsored by the State Govt.

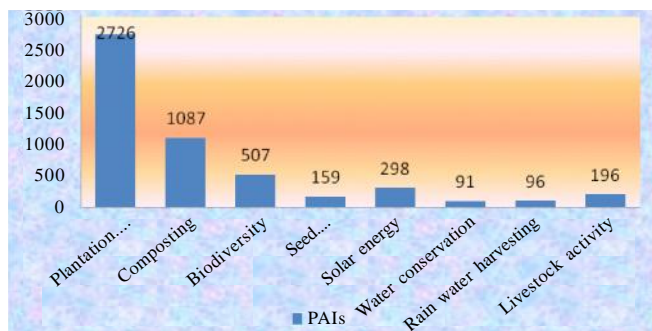


Fig. 7 : Activities conducted under action component

Conclusion :

NGOs involved in environmental and Natural Resources Management have grown in size and number by interrelating global and local concerns. NGOs not only emphasized important environmental issues but also have raised awareness on the local environmental issues. On the background, following parameters indicate the impact NEAC has created show that conclusions can be drawn from the results of the study.

Membership with the Ministry :

The Ministry, through grant support to over 1000 field level organizations every year has offered opportunity to organizations in 35 districts of Maharashtra to participate and improve skills and capacities in handling such programme for welfare of the community.

Outreach :

No. of new organizations being approved and getting grant support every year is indication of the programme being accepted and organizations keen to work on variety of environmental issues representing wide geographical area. Data on participation shows over 6567 cumulative organizations. Of these 2520 organizations were added (new) to the total of 4047 from all the four regions which makes about 38 per cent of the new organizations added in last 10 years. The programme has effectively reached to all segments of the community in 35 districts of Maharashtra involving farmers, women groups, students,

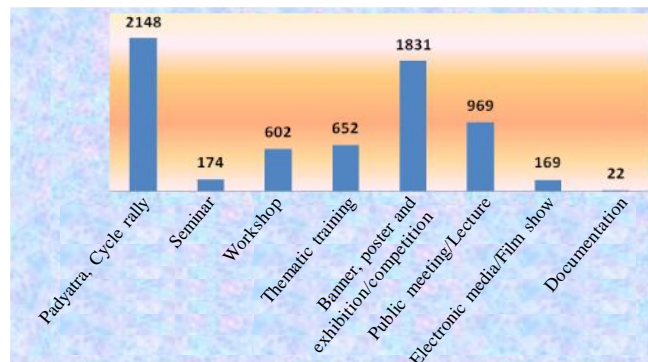


Fig. 8 : Activities conducted under awareness component

social workers and Government officers.

Capacity building :

This programme has been instrumental in capacity building and empowering small local organizations to work on environmental issues. Total 6567 participating organizations working on selected thematic areas and environmental issues, used various modes of awareness, worked on field demonstrations, interacted with various target groups to effectively co-ordinate the programme.

Diversification of activities :

These organizations have been working on single sector and struggling to get an opportunity work and get established. It is seen that many of these organizations have diversified and even upscaled their activities and getting grant support from State and Central Govt. These organizations earlier working in one sector (either training, SHGs, health) have now diversified their activities and are recipient of grant support from State and Central Govt. to work in these areas.

Growth of local organizations :

An analysis was done for 100 organizations to assess income support and growth realized while working with NEAC programme during the period (2006-07-2013-14). The organizations (18) having their annual income of Rs. 10,000/- per year during 2006-07 have experienced growth. Over 60 per cent of the organizations earn annual income in the range of Rs. 1 to 5 lakh and about 10 per cent in the range of Rs. 5 to 10 lakh annually.

The conclusion above very clearly indicates that the National Environment Awareness Campaign (NEAC) has played a very key role in reaching to all corners in the state of Maharashtra.

BAIF as a regional resource agency (RRA) :

BAIF Development Research Foundation (BAIF) as a Regional Resource Agency (RRA) provided support to co-ordinate the campaign for Maharashtra, Goa and Union Territories of Dadra Nagar Haveli. In addition to co-ordination a role to facilitate participating organizations and provide technical support and undertake monitoring and evaluation was important in making the campaign successful.

Acknowledgement :

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