



GOVERNMENT OF KERALA

**DEPARTMENT OF ENVIRONMENT & CLIMATE CHANGE**

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

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## **PAARISTHITHIKAM**

**STATE ENVIRONMENT AWARENESS CAMPAIGN 2016-2017**

THEME

**Sustainable Management of coastal zones and livelihood improvement**

**“തീരദേശത്തിന്റെ സുസ്ഥിര പരിപാലനവും  
ജീവനോപാധി മെച്ചപ്പെടുത്തലും”**

**Guidelines for Participation**

**(Please read before filling up the form)**

Completed proforma with supporting documents to be sent to The Director, Department of Environment & Climate Change on or before, **20 Dec 2016** at the following address:

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

# PAARISTHITHIKAM

## THEME

### **Sustainable Management of coastal zones and livelihood improvement**

### **“തീരദേശത്തിന്റെ സുസ്ഥിര പരിപാലനവും ജീവനോപാധി മെച്ചപ്പെടുത്തലും”**

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 2016-2017 is **“Sustainable Management of coastal zones and livelihood improvement”** (Teeradasathinte susthira paripalanavum jeevanopadi mechapeduthalum)

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.

## **Responsibilities of Department of Environment and Climate Change (DoECC)**

DoECC shall be responsible for planning, implementing, monitoring and evaluating the Campaign throughout the state.

- i) Procurement and initial scrutiny of the proposals received from various organisations and forwarded it to the Head Office with remarks.
- ii) Physical monitoring of the activities carried out by organisations under Parishthikam in their jurisdiction.
- iii) Procurement of UC, ES and Progress Report of the activities and forwarded to directorate with specific remarks.
- iv) Preparation of consolidated report of the activities
- v) Physically monitor the Parishthikam activities conducted by various organizations in the state(Random monitoring)
- vi) Verification of the Utilization Certificate, Report of Activities and Statement of Accounts of each participating organizations under the jurisdiction of DoECC.
- vii) Consolidation of Evaluation Report of the Parishthikam activities conducted by the organization and submit to Government.

## **The process**

1. This write up and the attached copies of the project proposal 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:

- (a) The sanctioned amount would be released along with the sanction letter.
- (b) Detailed activity report with completion Certificate, utilization certificate and audited statement of account **shall be submitted before 20<sup>th</sup> March 2017.**

**Inscriptions to be followed by the participating organizations**

Paaristhithikam 2016-2017 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 20.12.2016 to 15.03.2017
2. All programmes should definitely be concluded by 15.03.2017
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 some action component that will ensure result in concrete action. 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.
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 favourably.
8. 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 before 20<sup>th</sup> March 2017. **Defaulters will not be eligible for further assistance.**
9. 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.

10. The last date for submission of complete Application form to the DoECC is 20.12.2016.
11. Those who are failed to submit the UC, ES and Progress report within the stipulated time should refund the amount with interest to this office before 25st March 2017.

Padma Mahanti  
Director

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## ANNEXURE- I

### TARGET GROUPS

Students/ Youth/ Teachers/ Women  
NGOs/ Voluntary Workers  
Farmers/ Rural Population  
General Public/ Social Workers  
Armed Force Personal  
Industrial Workers

### ACTIVITIES

#### **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 energy conservation
5. Promote alternate energy sources

\*ACTION COMPONENTS:

Establishment of sustainable technologies –

1. Any activities which help to rejuvenate, restore and strengthen the coastal ecosystem (such as mangrove afforestation, strengthening of the coastal bunds, etc)
2. Provide ecosystem services such as RWH units, water purification methods, fresh water recharge facilities, etc)
3. Livelihood improvement activities such as fish, molluscs, shrimp, clams rearing, agricultural activities or any other activities which can improve the socio-economic status of the people especially, women population along the coastal side.

*\*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 also 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  
(2016-17)**



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



**1. PROJECT TITLE**

**2. IMPLEMENTING AGENCY**

**a. Name and Address**

**b. Nature of Agency**

**c. Registration details**

**3. CONTACT PERSON: -**

**4. COLLABORATING/SUPPORTING AGENCIES:**

**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**

**6. JUSTIFICATION:**

**7. SUCCESS INDICATORS**

**8. PLAN OF IMPLEMENTATION:**

**9. FOLLOW UP:**

10. PAST EXPERIENCE OF PARTICIPATING  
IN PARISTHITHIKAM:

11. RESOURCES PROVIDED BY THE PARTICIPATING ORGANISATION

12. BUDGET.

Awareness component

Action component

13. FINANCIAL ASSISTANCE REQUESTED

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Total Funds Requested.

Rs. \_\_\_\_\_

(in words) Rupees \_\_\_\_\_

Date:

Signature, Name and Full address

Seal of the organisation

14. Recommendations :/

## NOTES ON FILLING UP OF ITEMS 1 TO 13

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) who can be contacted in connection with this project. Give telephone and fax no. 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.
  
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 related to the theme of the proposal and should preferably involve the local community. The action component could include: Establishment of sustainable technologies – Non-conventional energy practices (Solar Lamps, solar cooking devices, hot boxes (choodara petty), LED lighting, Mini biogas units, smokeless ovens, etc.)

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.
- 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 introduced the activity oriented programmes, and the number of participants in 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 I<sup>st</sup> and II<sup>nd</sup> instalments received with copy of orders sanctioning it.
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 where 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 etc. since the activities under action component will be based on Shram Dan concept, no funds will be provided for payment of cost of hired labour.
13. Please provide the quantum of financial assistance expected under the programme.

### **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.

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

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

**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/ Regional Offices shall maintain database of such defaulter organizations and the same shall be made public by the DoECC and the Government.

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