

GOVERNMENT OF INDIA  
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

**LOK SABHA**  
**UNSTARRED QUESTION No. 1880**  
TO BE ANSWERED ON 21.12.2018

**National Environment Awareness Campaign**

1880. SHRI A.P. JITHENDER REDDY:

Will the Minister of ENVIRONMENT, FOREST AND CLIMATE CHANGE be pleased to state:

- (a) whether the Government has announced an abrupt end to National Environment Awareness Campaign;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the target of the campaign has been achieved and if so, the details thereof and the reasons therefor;
- (d) the mechanism through which the Government ensures environment awareness among the people; and
- (e) whether the financial assistance required for the campaign has not been budgeted adequately and if so, the details thereof along with the action taken against the concerned officials in this regard?

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE**  
**(DR. MAHESH SHARMA)**

(a) to (b): The National Environment Awareness Campaign (NEAC) programme was launched in 1986 with the objective to create environmental awareness through the involvement of Non-Governmental Organisations / autonomous bodies / colleges. NEAC programme was reviewed on 18.8.2017 by the Standing Finance Committee on Environment Education, Awareness and Training (EEAT) scheme and as per the decisions taken, the budget earmarked for NEAC programme was merged with the ongoing National Green Corps (NGC) "Ecoclub" programme. The NGC programme also aims at creating environmental awareness through school and college children. Accordingly, the funds for each ecoclub under NGC programme has been increased from Rs 2500/- to Rs 5000/- from FY 2017-18. Presently there are about 90,000 ecoclubs under the said programme in the country.

(c) The ecoclubs undertakes the activities as detailed out in the approved action plan prepared by Ministry of Environment, Forest and Climate Change (MoEF&CC) in consultation with State/UTs nodal agencies constituted specifically to implement and monitor the activities. Till date during financial year 2018-19, Rs 36 crore has been released to around 67000 ecoclubs so far across the country. Ecoclubs played active role in several campaigns undertaken by MoEF&CC and also by the respective State/UT Governments that includes "Harit Diwali - Swasth Diwali" campaign, Swachh Bharat Abhiyan, World Environment Day celebrations from 1-5<sup>th</sup> June 2018, wherein India was the host country. Further the programme "Green Good Deeds" initiated by the Ministry is also implemented through ecoclub schools and colleges.

(d) The National Green Corps “Ecoclub” programme is monitored by the respective Nodal agencies which submit the progress reports alongwith audited Utilisation certificate, Expenditure Statement and accordingly, the funds are released for the financial year.

(e) Annual budget for NGC programme is based on estimation of likely proposals to be received from the State/UT Governments. All proposals received from UTs and State Governments up to 3rd quarter of the financial year 2018-19 have been processed and the funds disbursed.

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