

**GOVERNMENT OF INDIA  
ENVIRONMENT, FORESTS AND CLIMATE CHANGE  
LOK SABHA**

UNSTARRED QUESTION NO:896  
ANSWERED ON:16.07.2014  
ENVIRONMENTAL CONSCIOUSNESS  
Pradhan Shri Nagendra Kumar

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

- (a) whether the Government proposes mass mobilisation for promotion of environmental consciousness in the country;
- (b) if so, the details thereof; and
- (c) the action plan drawn/proposed to be drawn by the Government for such mobilization?

**Answer**

MINISTER OF STATE (INDEPENDENT CHARGE) FOR ENVIRONMENT, FORESTS AND CLIMATE CHANGE (SHRI PRAKASH JAVADEKAR)

(a) Yes Sir, 'Environmental Education, Awareness and Training (EEAT)' is a flagship scheme of the Ministry with the objective of mobilizing people's participation for preservation and conservation of environment and to spread environment education, especially in the non-formal system among different sections of the society. Under this scheme one of the major flagship programme is National Environment Awareness Campaign (NEAC) initiated in year 1986 with the objective to create environmental awareness among the wide group of stakeholders at the national level.

(b) & (c) This programme is implemented through thematic approach which is identified every year. Activities conducted revolve round the theme. The theme for the year 2014-15 is "Combating Desertification, Land Degradation and Drought". The programme is being implemented through 33 regional resource agencies across the country. This programme covers the diverse target group with two phase components i.e. awareness and action. This is a ongoing programme for which yearly action plan along with timeline is drawn.