

*Government of Maharashtra*  
*Environment Department*  
*15th floor, New Administration Building*  
*Mantralaya, Mumbai – 400 032*

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On **World Environment day 5<sup>th</sup> June, 2010**, with aim to create **environmental awareness & conserve natural resources.**, **Environment Department** invites Proposals on themes given below.

**Theme Category A:- Awareness programme**

Sensitization programs for awareness regarding environmental issues specific to urban, tribal, coastal, rural areas including Western Ghats. Proposals such as eco-friendly festivals, water pollution, saving water, waste management, biodiversity, energy conservation, coastal conservation etc. with community participation can be taken up.

**Theme Category B:- Projects (Implementation)**

Projects on Conservation, Protection and Management of natural resources, marine and aquatic biodiversity, Western Ghat Environment conservation, groundwater recharge, waste management, improvement of local environment with community participation, Eco-village, Sustainable livelihood for natural resource-dependent communities, energy conservation etc.

**Awareness programme / Projects given above are suggestive.**

The proposals will be assessed on Innovation, Expected results, Sustainability, Replicability, Equitable benefits and targeted area. (i.e. tribal, rural or urban)

Department will identify and support creative small-scale projects / programs that are useful to spread environmental awareness, conserve, protect and manage natural resources efficiently.

Environment Department may partially or fully provide grant to selected proposals depending upon the nature of the scheme, area of implementation (tribal, rural or urban) and availability of funds.

Proposals should follow the format given on website <http://envd.maharashtra.gov.in> Complete proposals with soft copy may be sent on the above address or email it at [env.mantra@gmail.com](mailto:env.mantra@gmail.com)

**Secretary**  
(Environment)  
Government of Maharashtra

**Environment Department**  
**Government of Maharashtra**  
**Mantralaya, Mumbai**

***CALL FOR GREEN IDEAS***

**Environment Department, Government of Maharashtra invites project proposals on theme given below :**

Environment Department, Government of Maharashtra will identify and support creative small-scale development projects that are useful to spread environmental awareness and conserve natural resources efficiently.

State Government may partially or fully provide grant depending upon the nature of the scheme, targeted area. (tribal, rural, and urban areas including western ghat) and financial status of implementing agency.

**THEMES**

The proposals should fall within one of the following themes covering only one area from tribal, rural, and urban areas including western ghat.

**Theme Category A :- Awareness programme**

Sensitization programs for awareness regarding environmental issues specific to urban, tribal coastal and rural areas. Proposals such as eco-friendly festivals, water pollution, saving water, waste management, biodiversity, energy conservation, coastal conservation etc. with community participation can be taken up.

**Theme Category B :- Projects (Implementation)**

Projects on Conservation, Protection and Management of natural resources, marine and aquatic biodiversity, groundwater recharge, waste management, improvement of local environment with community participation, Eco-village, Sustainable livelihood for natural resource-dependent communities, energy conservation etc.

Awareness programme/Projects given above are suggestive. Proposal other than above of same nature will be considered.

## ASSESSMENT CRITERIA

The proposals will be assessed on:

- **Innovation** : The proposal must demonstrate an idea which is a new approach either rural or urban or tribal under the theme and should involve the community or self help groups. Street plays, Short films, Awareness camps, Tree plantation, etc proposals will not be considered.
- **Results** – It should have clear and measurable results that have a direct impact on management and protection of environmental resources and benefit the community;
- **Sustainability** – The social innovators should have the capacity to implement the idea and the idea has the potential to continue beyond Government funding.
- **Replicability** – It must demonstrate that it can be successfully implemented, replicated elsewhere and scaled-up.

Proposals that reflect the following will receive additional weightage:

- **Equitable benefits:** The benefits flowing from the innovation should be spread widely among the community and not be limited to a chosen few, an elite or a cartel that makes the innovation its “business” for personal profit
- **Gender and youth:** An element of gender parity, women’s empowerment and creating new opportunities for improving the quality of life of women and youth through participation should be built into the scheme in its formulation, execution and outcomes.
- Proposals targeting environmental improvement, conservation and education in tribal and rural areas.

## HOW TO APPLY

- **By Post:** You can print the form, fill it up, and post or courier it to us at the

Address:

**Environment Department,  
Government of Maharashtra,  
Madam Cama Road  
Mantralaya,  
Mumbai- 400 032**

- **By E-mail:** You can fill up the form and e mail it to us at [env.mantra@gmail.com](mailto:env.mantra@gmail.com)
- **For additional information** email us at [env.mantra@gmail.com](mailto:env.mantra@gmail.com) contact us on: 022-22855082