

WWF EIACP Inspires Over 2,00,000+ Citizens Across Delhi Through 25 High-Impact Awareness Programmes

WWF-India EIACP Programme Centre – Resource Partner (PC-RP), supported by the Ministry of Environment, Forest and Climate Change (MoEF&CC) and in collaboration with the Commission for Air Quality Management (CAQM), has made remarkable strides in uniting Delhi's citizens for cleaner air. Between June and August 2025, the team organised over 25 vibrant workshops and awareness programmes under the flagship campaign 'Breath of Change – Clean Air, Blue Skies.' These activities brought together students, RWAs, commuters, and local communities, with a resounding outreach of over 2,00,000 across Delhi's most critical air pollution hotspots.

From school classrooms to bustling metro stations, industrial areas to green parks, the campaign sparked collective energy for sustainable living. Children, teachers, parents, commuters, RWA leaders, and citizens from all walks of life came forward to take the Vayu Mitra Pledge and act as champions of clean air.

The sessions included informative discussions on air pollution—its causes, sources, and far-reaching impacts on human health and the environment. The Mission LiFE documentary was screened, further reinforcing the message of sustainable living, and participants took the Vayu Mitra Pledge for Clean Air, committing to make conscious efforts to reduce pollution in their daily lives. A tree plantation drive was conducted, during which nearly 1750+ plants were distributed and planted under Ek Ped Maa Ke Naam 2.0, involving students. An interactive quiz was also conducted. Not only schools and metro stations, audience was also reached through social media platforms like Instagram, Twitter, Facebook, LinkedIn, etc.

Key Highlights of the event (June- 8th September 2025):

The campaign focused on community and school engagement across multiple air pollution hotspots, including **Narela, Bawana, Mundka, Jahangir Puri, Vivek Vihar, Rohini, RK Puram, Okhla, Anand Vihar, and Wazirpur.**

Early Engagements (June - August 7th):

- **Rohini RWAs (June - July):** Initial engagement and workshops with **Resident Welfare Associations (RWAs)** and community members (**100+ participants**). 25 Saplings distributed.
- **Timarpur-Okhla & Okhla (Aug 2 & 3):** Community engagements focused on waste management and AQI monitoring. A 'Yoga for One Earth, One Health' event was held at **Vasant Vihar (370+ participants)**.
- **Asola Bhatti Wildlife Sanctuary (Aug 7):** **300 native saplings** were collected and planted at various hotspot sites.

School and Community Outreach (August 12th - 22nd):

August 12 – Narela (5,000+ participants, 4 schools):

- Govt. Co-ed Sr. Sec. School, Holambi Kalan
- Govt. Girls Sr. Sec. School, Holambi Kalan

- Govt. Sarvodaya Kanya Vidyalaya, Holambi Kalan
- Primary School, Holambi Kalan

August 13 – Bawana (6,297 participants, 3 schools):

- Govt. Girls Sr. Sec. School, Bawana
- RSSKV, Bawana
- Sarvodaya Kanya Vidyalaya, Bawana

August 14 – Mundka (9,000 participants, 3 schools):

- Nagar Nigam Prathamik Baal/Balika Vidyalaya, Mundka
- Govt. Girls Sr. Sec. School, Mundka
- G.S.K.V. Mundka

August 15 – RK Puram (105 participants):

- Tree plantation & awareness with RWAs and local children
- 100+ saplings planted/distributed

August 16 – Mayapuri & Punjabi Bagh (6,000+ citizens):

- Community outreach at Mayapuri Metro and Punjabi Bagh Parks

August 17 – Kashmiri Gate & Lodhi Road (6,000 commuters):

- Sensitisation at ISBT Kashmiri Gate
- 50 trees planted at Lodhi Road

August 18 – Jahangir Puri (13,589 participants, 5 schools):

- Govt. Co-ed Sr. Sec. School, Jahangir Puri
- Govt. Sarvodaya Kanya Vidyalaya, Jahangir Puri
- Govt. Boys Sr. Sec. School, Jahangir puri
- Govt. Primary School, Jahangir puri
- Collaboration with TERI
- RWA outreach- 150 participants.

August 19 – Mundka & Vivek Vihar (3,500+ participants):

- School and RWA outreach
- 350 saplings distributed

August 20 – Anand Vihar, Vivek Vihar & Surajmal Vihar (19,500 participants, 9 schools):

- Govt. Co-ed Sr. Sec. School, Anand Vihar
- Govt. Sarvodaya Kanya Vidyalaya, Anand Vihar
- Govt. Primary School, Vivek Vihar
- PM Shri Kendriya Vidyalaya, Vivek Vihar

- Govt. Boys Sr. Sec. School, Vivek Vihar
- Govt. Girls Sr. Sec. School, Surajmal Vihar
- Govt. Primary School, Surajmal Vihar
- Sarvodaya Bal Vidyalaya, Anand Vihar
- Raj Kiya Sarvodaya Bal Vidyalaya, Anand Vihar
- Others across the zone
- 500 saplings distributed and some planted.

August 21 – Rohini & Vivek Vihar (9,682 participants, 6 schools):

- Sarvodaya Kanya Sr. Sec. Vidyalaya, Vivek Vihar
- PM Shri KV NFC (2nd Shift), Vivek Vihar
- Govt. Co-ed Sr. Sec. School, Rohini Sec-16
- GSKV, Rohini Sec-16
- PM KV, Rohini Sec-28
- Govt. co-ed Sarvodaya Vidyalaya, D- D-block, Sector 4, Rohini
- GPSSS (Boys Shift), Rohini

August 22 – Wazirpur (5,438 participants, multiple schools):

- Awareness programmes across Government schools
- Visit to DDA office

Final Community Engagements (August 23rd–24th):

August 23 – RK Puram (3500 participants):

- **Schools:**
 - Sarvodaya Vidyalaya No.1, Sector 2, RK Puram
 - Govt. Sarvodaya Co-ed Sr. Sec. School, RK Puram
- **Community Workshop:** At MLA office, RK Puram, with RWAs, Councillor Shri Dharamvir Singh, JNU, TERI, and residents (300 participants).

August 24 – Vivek Vihar (365 participants):

- Collaborative awareness workshop with CAQM, RWAs, and JNU at Mahavir Vatika, Vivek Vihar
- Pledge-taking, rally, plantation, and distribution of saplings

25th August 2025 – Karampura, Punjabi Bagh (360+ participants)

- Awareness workshop with RWA members, residents, and students.
- TERI experts spoke on electric crematoriums, pollution sources & solutions.
- *Nukkad Natak* on waste management by JNU Drama Club.
- Vayu Mitra Pledge for Clean Air.
- Plantation drive, sapling distribution & community rally.

29th August 2025 – Punjabi Bagh (6,695+ participants)

- Awareness sessions under “*Breath of Change – Clean Air, Blue Skies*”.
- 3 schools participated (Sarvodaya Co-ed, Sarvodaya Kanya Vidyalaya No. 2, Sarvodaya Vidyalaya, SV Jaidev Park, Punjabi Bagh).
- Mission Life documentary, pledge, quiz, and plantation of **350+ saplings**.
- Coincided with National Sports Day – sports activities linked with sustainability.

30th August 2025 – Mayapuri (8,817 participants)

- Sessions in 5 hotspot schools (Ashok Nagar, Subash Nagar, Naraina Nagar).
- Activities: Mission Life film, Sameer App demo, carbon footprint calculator.
- Principals gave video messages.
- Pledge, quiz, plantation/distribution of **25 saplings**.

01st September 2025 – Dwarka

- Sessions in 3 schools (KV Sec-21, SKV Nasirpur, KV Sec-5).
- Film screening, pledge, quiz, Sameer App & carbon footprint calculator demo.
- Plantation/distribution of **25 saplings**.
- Outreach at **Dwarka Metro Station** – 3,000+ citizens sensitised, 25 saplings distributed.
- **8,000 participants** in schools + **3,000+ public** reached.

02nd September 2025- RK Puram

- 3 schools participated [Kendriya Vidyalaya, Sector 2, Kendriya Vidyalaya, Sector 4, Kendriya Vidyalaya, Sector 8].
- **3,500+** participants, including students, principals, teachers, and the EIACP team.
- Awareness sessions on causes, sources, and impacts of air pollution on health and the environment.
- Screening of the Mission Life documentary.
- Vayu Mitra Pledge for Clean Air.
- Tree plantation drive conducted under Ek Ped Maa Ke Naam 2.0 with active student involvement, in which nearly 25 saplings were distributed and planted

06th September 2025- Lal Qila

- **1500** Participants
- First-of-its-kind interaction on air pollution at Lal Qila, making the initiative especially significant.
- Participants were also introduced to the Sameer App.
- Filled the Carbon Footprint Survey Form to ensure a cleaner future.
- The local police extended their cooperation, facilitating smooth interaction with the public.

07th September 2025- Swarna Jayanti Park, Rohini

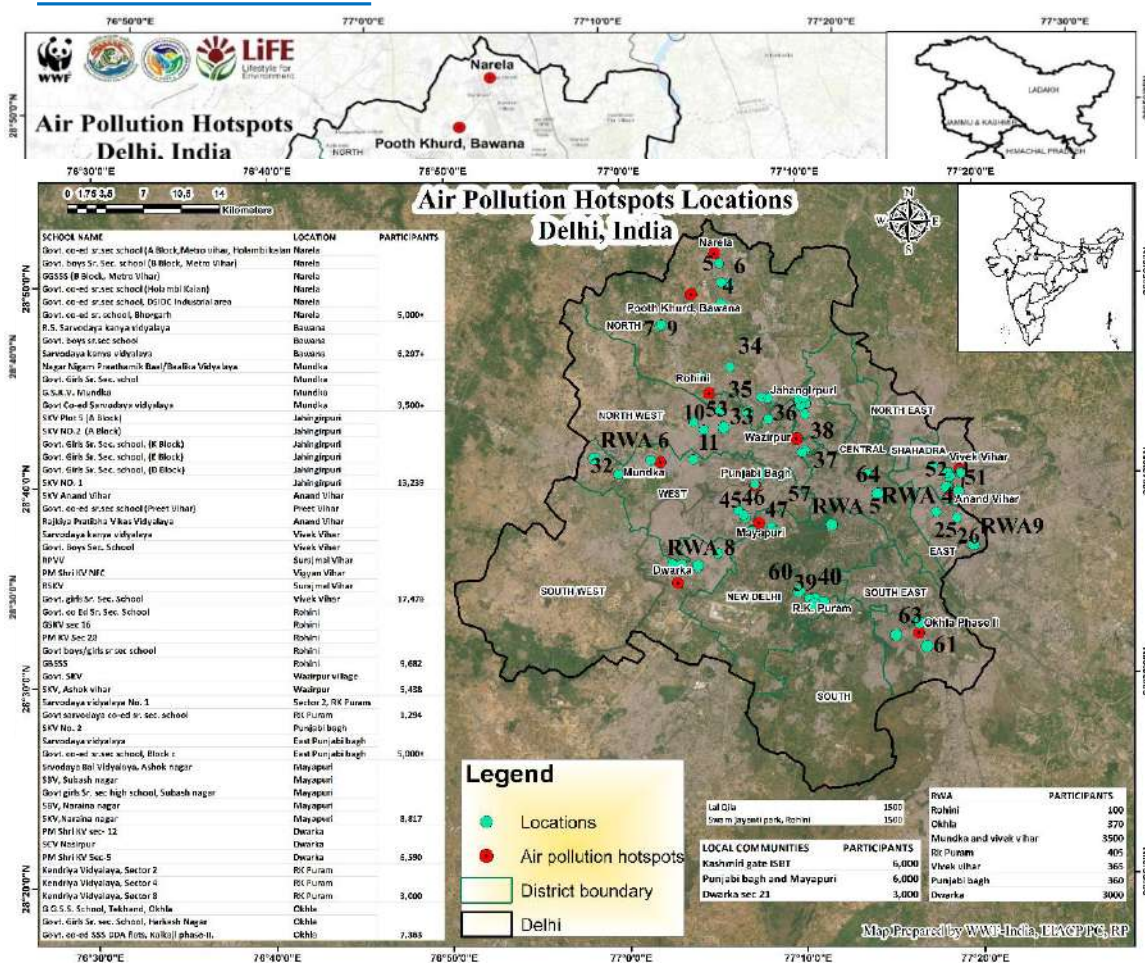
On 7th September, the International Day of Clean Air for Blue Skies was observed —a day designated by the United Nations General Assembly through Resolution 74/212 in 2019, reminding us that clean air is not a luxury but a fundamental right.

- Around **1500+** participants.
- Discussions focused on the alarming impacts of air pollution on health and the environment.
- Participants were introduced to the Sameer App.
- Many pledged to take small but meaningful steps—walking more, choosing public transport, planting trees, and spreading awareness within their communities.

08th September 2025- Okhla

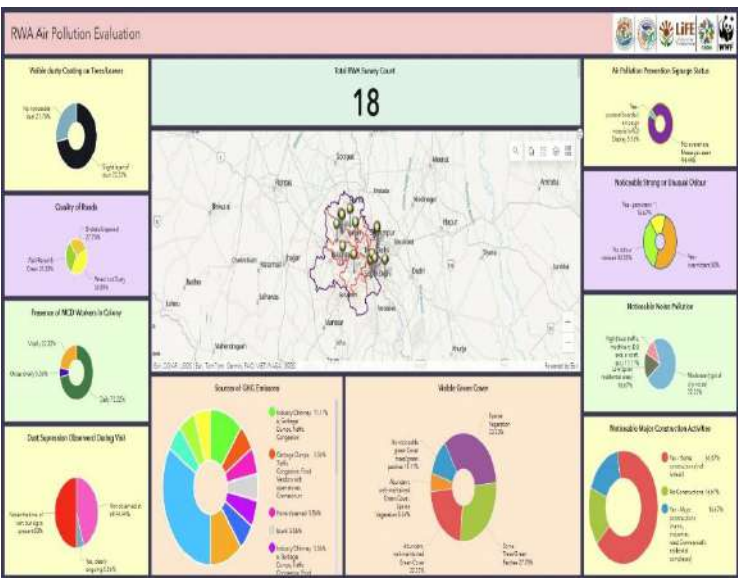
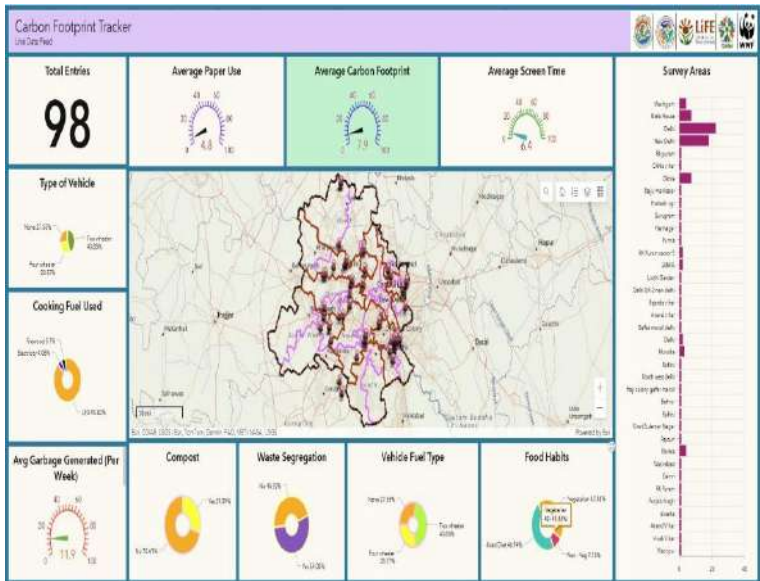
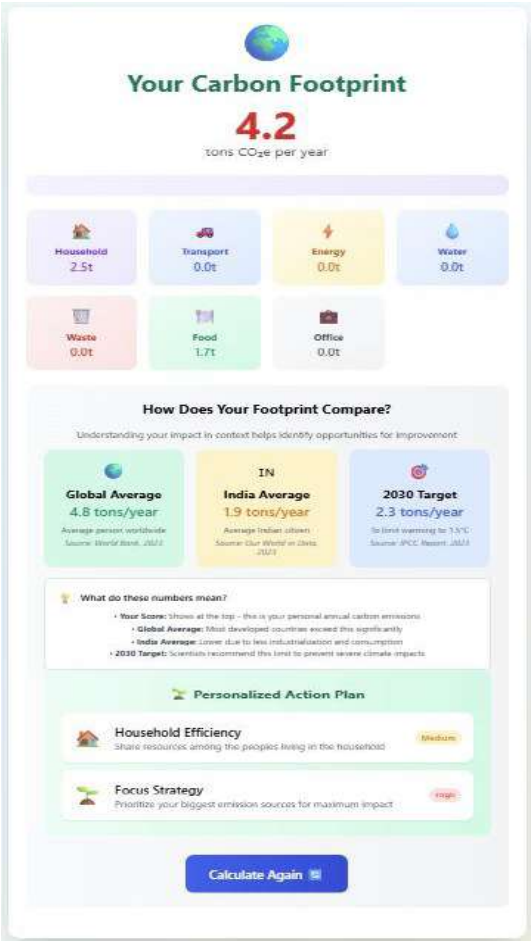
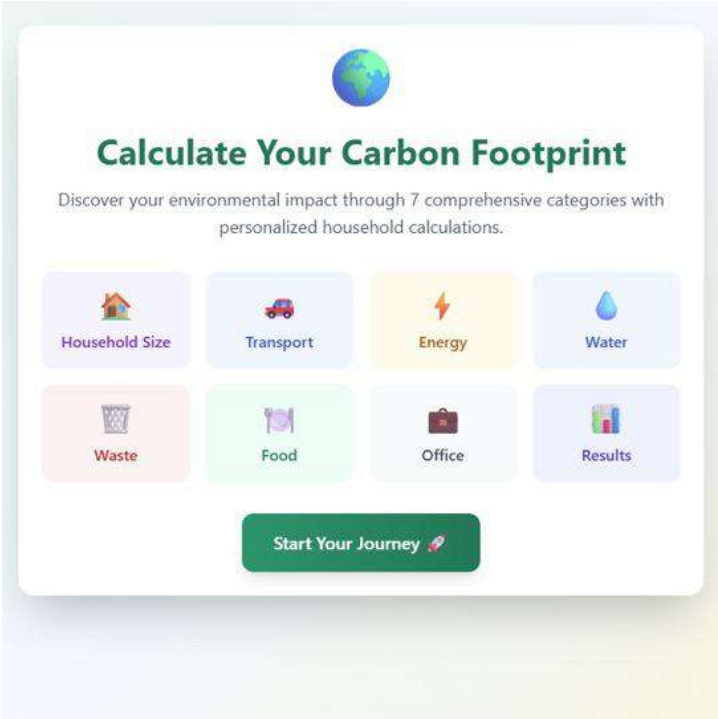
- 3 schools participated [G.G.S.S. School, Tekhand, Okhla, Govt. Girls Sr. sec. School, Harkesh Nagar, Govt. co-ed SSS DDA flats, Kalkaji phase-II.
- **7,363** participants, including students, principals, teachers, and the EIACP team. Awareness sessions on causes, sources, and impacts of air pollution on health and the environment.
- Screening of the Mission Life documentary to promote sustainable lifestyle choices.
- All participants took the Vayu Mitra Pledge for Clean Air.
- 25 saplings were distributed and planted.
- Sameer app demonstration launched by the Central Pollution Control Board [CPCB].
- Circulation and filling up of the survey related to the carbon footprint calculator.

HOTSPOT AREA MAP



Map showing air pollution hotspots and locations covered in Delhi, respectively

PHOTOS OF THE DASHBOARDS CREATED



Screenshots of the dashboards created for the carbon footprint calculator, tracker, and RWA
air pollution evaluator

ACTIVITIES GEOTAGGED PHOTOS



Students taking the Vayu Mitra pledge at school in Bawana



Students taking Vayu Mitra pledge in one of the schools at Jahangir Puri.



Students watching mission life documentary at Sarvodaya Bal Vidyalaya in Anand Vihar



Students taking pledge position for Vayu Mitra pledge at one of the schools in Jahangir puri



Group photo clicked after completion of all the activities at school in Anand Vihar



Different school students taking the Vayu Mitra pledge for adopting sustainable life style options at Narela

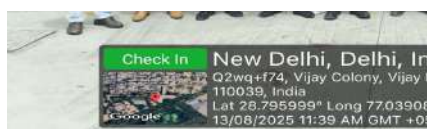


Students watching a mission life documentary at Sarvodaya Bal Vidyalaya, Anand Vihar

Saplings procured for distribution at schools. Distribution of saplings at school in Narela.



Community engagements focused on waste management and AQI monitoring at Okhla



Plantation drive at schools in Narela, Rohini



RWA Engagement at Rohini



Presentation on air pollution at RWA, Okhla



Interaction with school students in Bawana regarding mission life themes at Bawana



Distribution of saplings at G.S.K.V. School in Mundka



School Students taking Vayu Mitra pledge at Vivek Vihar



Distribution of saplings at RK puram RWA



Saplings plantation at RWA, RK Puram



Plantation drives at RK Puram, Bawana, and Jahangir puri



Local communities' engagement at Mayapuri, Punjabi Bagh and Kashmiri Gate ISBT



Plantation drive at schools and with local communities at Vivek Vihar, Anand Vihar, and Jahangir Puri



Interaction with students the presentation on air pollution, including its effects, causes, and solutions to reduce it



Awareness activities conducted at RWA, Punjabi Bagh



Plantation drive and Vayu Mitra pledge activity in schools at Punjabi Bagh



Distribution of saplings at different schools in Subash Nagar



Students taking Vayu Mitra pledge promising for adopting sustainable lifestyles for clean air in Punjabi bagh

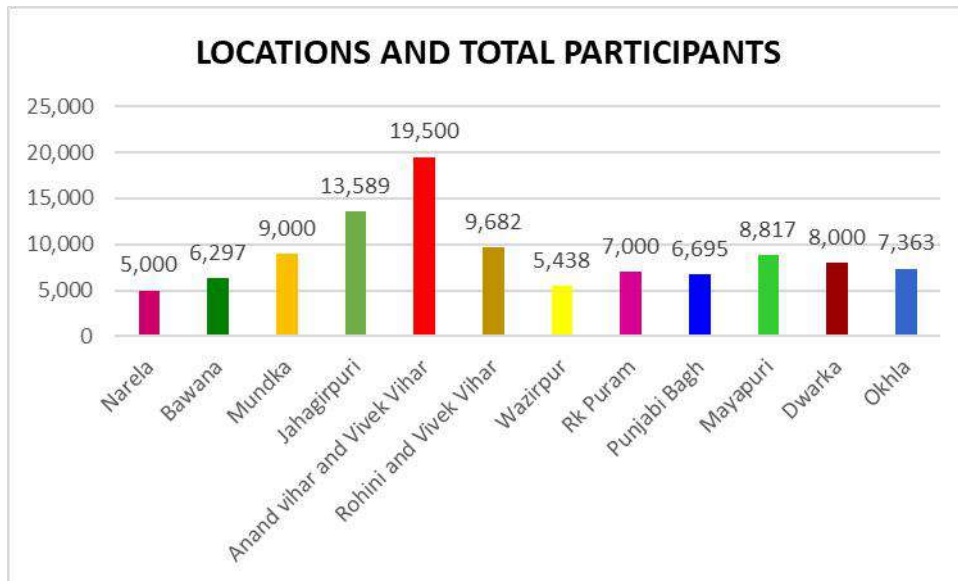


Pledge and plantation drive at Dwarka

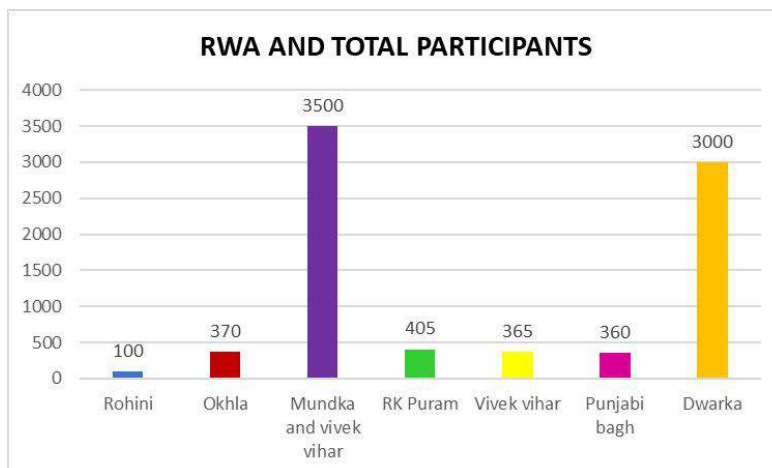


Plantation drive at school in Wazirpur

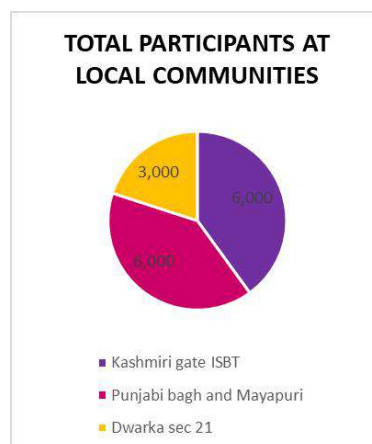
GRAPHS-



Graph showing total participants of all locations



Graph showing total participants at RWAs



Graph showing participants at local communities