

Green Diwali Campaign 2026

Prelims: *Current events of national and international importance | Government Policies & Interventions*

Why in News?

WWF-India's EIACP Programme Centre-Resource Partner launched a nationwide Green Diwali Campaign on 20 October 2026.

EIACP - Environmental Information, Awareness, Capacity Building and Livelihood Programme.



The infographic features a central globe with the text "Celebrate Responsibly for a Cleaner Tomorrow" surrounded by lit diya lamps. To the left, icons represent "Say NO to firecrackers", "Choose eco-friendly celebrations", and "Involve schools, colleges and communities". To the right, icons represent "Reduce pollution", "Protect nature", and "Support a greener and healthier future". At the top, it says "Clean Air", "Safe Celebrations", and "Greener Tomorrow". The Shankar IAS Parliament logo is in the top right corner.

Particular	Details
Launch date	20 October 2026
Campaign period	20 October – 8 November 2026
Implementing organisation	WWF-India's EIACP Programme Centre – Resource Partner
Supporting ministry	MoEFCC
Key initiative	Green Diwali Pledge
Associated mission	Mission LiFE
Special focus	130 NCAP cities
Target groups	Schools, colleges, educational institutions, RWAs and local communities

Green Diwali Campaign 2026

- **Scheduled to** - Continue until 8 November 2026.
- **Objective** - To encourage citizens to refrain from using firecrackers and to adopt environmentally responsible practices during Diwali celebrations.
- **Supported by** - Ministry of Environment, Forest and Climate Change (MoEFCC).
- **Aligned with** - Mission LiFE (Lifestyle for Environment).

- Its emphasis is placed on the 130 cities included in the National Clean Air Programme (NCAP).
- **Key Objectives and Activities**
- **Green Diwali Pledge** - Participants are requested to take the following actions:
 - Refrain from using firecrackers and encourage family members and neighbors to do the same.
 - Opt for traditional diyas and energy-efficient lighting.
 - Avoid single-use plastics.
 - Segregate waste at the source.
 - Choose locally made products whenever possible.
 - Promote environmentally responsible celebration practices.
- **Awareness and Public Participation**
 - Organize pledge drives in schools and colleges.
 - Conduct awareness rallies and classroom activities.
 - Hold community meetings and resident welfare association initiatives.
 - Encourage participation from EIACP centres, educational institutions, and individuals.
 - Submit campaign activities using the online reporting form.
- **Carbon Footprint Survey** - WWF-India invites citizens to participate in its online Carbon Footprint Survey to:
 - Understand the environmental impact of daily activities and consumption.
 - Identify sources of individual carbon emissions.
 - Develop more sustainable lifestyle habits.

Mission LiFE: Lifestyle for Environment

- It is an India-led global mass movement introduced by Prime Minister Narendra Modi.
- **P3 Model** - It aims to establish a global community of Pro-Planet People who adopt a lifestyle characterized as "of the planet, for the planet, and by the planet."
- **Three-Phase Approach**
 - Change in Demand - Nudging daily individual actions.
 - Change in Supply - Having industries adapt to eco-friendly market demands.
 - Change in Policy - Influencing long-term government and corporate regulations.

National Clean Air Programme (NCAP)

- **Launched by** - Ministry of Environment, Forest and Climate Change (MoEFCC) in 2019.
- **Aim** - To improve air quality through coordinated interventions and the implementation of city-level clean air strategies.
 - Focuses on reducing particulate matter pollution in designated cities.

Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP)

- **Implemented under** - Ministry of Environment, Forest and Climate Change (MoEFCC).
- **Objectives** - To promote the dissemination of environmental information, awareness, capacity building, and activities related to sustainable livelihoods.
- It supports environmental education initiatives and encourages public participation.

Reference

[PIB | Green Diwali Campaign 2026](#)



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