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

Posted On: 13 SEP 2025 11:48AM by PIB Delhi

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 1,32,481 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.

Between June and 08th September 2025, the initiative made a significant impact by directly engaging over 2,00,000 participants through awareness and outreach activities, including various social media platforms. A total of over 65 schools were sensitised across major pollution hotspots, while more than 1750 native saplings were planted and distributed to promote green cover. The campaign successfully reached nine key hotspots—including Narela, Bawana, Mundka, Jahangir Puri, Vivek Vihar, Rohini, and RK Puram, Okhla, and Anand Vihar—along with several high-footfall public hubs, ensuring wide public participation. In addition to these on-ground efforts, several new initiatives were introduced, such as a Carbon Footprint Survey in which WWF- EIACP Centre created dashboards that evaluate the RWA Surveyed and carbon footprint tracker, SAMEER app demonstrations, student exhibitions showcasing solar power and "waste to wealth" innovations, AQI monitoring, and interactive quizzes, making the engagement more dynamic and impactful. The major target audience was also reached through social media.

Through these sessions and activities, the campaign not only spread awareness but also encouraged students to become responsible citizens, and all students promised to spread more awareness and not burn crackers, and stop others from doing the same. This campaign has shown that collective awareness leads to collective action. Students pledged to become eco-leaders, RWAs committed to reducing local pollution, and citizens.

Across Delhi, people embraced greener, healthier choices. Together, they are becoming true Vayu Mitras — friends of clean air.

Click here to see pdf

***

GS/SK

(Release ID: 2166202)