



# WWF-India EIACP launches nationwide Green Diwali Campaign from 20th October to 8th November 2026; Urges Citizens to celebrate a Cracker-free Diwali

Posted On: 20 OCT 2026 10:48AM by PIB Delhi

WWF-India's Programme Centre – Resource Partner (PC-RP), supported by Union Ministry of Environment, Forest and Climate Change, has launched a nationwide Green Diwali Campaign from 20.10.2026 to 08.11.2026, urging citizens to avoid firecrackers and celebrate a clean and green Diwali in line with Mission LiFE (Lifestyle for Environment). The campaign will reach schools, colleges, educational institutions, resident welfare associations and local communities, with a special focus on the 130 cities covered under the National Clean Air Programme (NCAP).

As part of the campaign, citizens are encouraged to take the Green Diwali Pledge to avoid firecrackers, encourage family and neighbours to do the same, use diyas and energy-efficient lights, avoid single-use plastic, segregate waste and choose local products. Educational institutions and community groups are encouraged to organise pledge drives during assemblies, classes, rallies and community meetings.

Citizens are also encouraged to take WWF-India's Carbon Footprint Survey to understand how their daily activities and consumption contribute to their environmental footprint and identify more sustainable habits. The survey is available at: [https://wwfindiawebgis.in/Carbon\\_Footprint/Carbon\\_Footprint.html](https://wwfindiawebgis.in/Carbon_Footprint/Carbon_Footprint.html). Schools, colleges, EIACP centres, community groups and individuals participating in the campaign are requested to share details of their activities through the online form: [https://docs.google.com/forms/d/15hDbjbqZzeo68kNjAxeHQA\\_SMIQ7IUIPdvCIi-gvwdY/viewform](https://docs.google.com/forms/d/15hDbjbqZzeo68kNjAxeHQA_SMIQ7IUIPdvCIi-gvwdY/viewform).

Submissions should include the institution or organisation's name and location, activity details and date, the number of participants who took the pledge, geo-tagged photographs and a brief report. Selected entries may be featured on EIACP websites and social media platforms.



## WWF EIAACP Programme Centre – Resource Partner

Environmental Information, Awareness, Capacity Building and Livelihood Programme, with the support of the Ministry of Environment, Forest and Climate Change (MoEF&CC), Government of India, is organising a nationwide

GREEN DIWALI CAMPAIGN 2026

# Say No to Crackers, Yes to Clean Air

Celebrate a Swachh, Shubh & Green Diwali

20 OCTOBER – 8 NOVEMBER 2026

### Simple steps towards a Green Diwali

**Light earthen diyas**  
Choose diyas and eco-friendly candles; save energy.

**Say no to firecrackers**  
Cut air and noise pollution; protect people and animals.

**Decorate naturally**  
Rangoli with petals, rice flour and turmeric.

**Gift green, buy local**  
Locally made gifts with minimal packaging.

**Minimise waste**  
Skip single-use plastic; reuse and segregate waste.

**Travel greener**  
Walk, cycle or take public transport; check AQI on SAMEER.

### Take the Green Diwali Pledge

*"I pledge to celebrate a cracker-free Green Diwali, and to encourage my family, friends and neighbours to do the same."*

Schools, colleges, RWAs and communities: hold pledge drives, awareness rallies, competitions and cracker-free neighbourhood initiatives.

**SHARE YOUR ACTIVITY**  
**Submit details & geo-tagged photos**  
Selected entries may be featured on EIAACP platforms.

**SCAN & CHECK**  
**Measure your Carbon Footprint**  
A quick WWF-India survey: answer simple questions about your travel, electricity, cooking fuel, water use, waste and diet, and see how your household's daily choices affect the climate.

#GreenDiwali2026 #CrackerFreeDiwali #MissionLIFE #CleanAir

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VM/GS

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