



तन्मय कुमार
TANMAY KUMAR



सचिव
भारत सरकार
पर्यावरण, वन और जलवायु परिवर्तन मंत्रालय
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST
AND CLIMATE CHANGE

D.O. No. 08/01/2025-LifeCell
May 14, 2025

Respected Sir/Madam,

This is in the context of World Environment Day (WED) celebrated every year on 5th June. The theme of this year's WED is '**Ending Plastic Pollution Globally**'. In the context of WED 2025, this Ministry is planning to run a pre-campaign from 22nd May to 5th June, WED 2025, to highlight the importance of ending plastic pollution, with the launch of the key event on WED, 5th June 2025.

2. In order to take forward the theme of the WED 2025 and discuss the activities to be performed, a meeting was held with the line Ministries on 30.01.2025 wherein representatives from various Ministry/Department participated. Your support is requested in mobilising various organisations under your Ministry for outreach through dissemination of creatives on WED 2025 theme, and organising cleanup drives, workshops/webinars events during the pre-campaign period culminating on 5th June 2025 by launch of WED 2025. It is requested to nominate a nodal officer for the WED 2025 Program. A concept note is also enclosed for your kind perusal.

3. Further, activities carried out by the different organisations under your Ministry may be uploaded on Meri LiFE Portal (<https://merilife.nic.in/>). Guidance material for login and reporting of the events are available on the portal itself under the Support Tab.

4. I request your kind involvement in facilitating the smooth conduct of the campaign and its reporting and monitoring. In case of any further clarification, the nodal officers may be advised to contact Dr. HVC Chary Guntupalli, Scientist 'E' (Ph: 9990517580, email: life-moefcc@gov.in).

Warm regards,

Yours sincerely,

Tanmay Kumar
14/5/25
(Tanmay Kumar)

To

The Secretaries, Government of India (As per list enclosed)

List of Secretaries, Government of India

1. Ministry of Housing and Urban Affairs
2. Department of Drinking Water, Ministry of Jal Shakti
3. Department of Water Resources, Ministry of Jal Shakti
4. Ministry of Tourism
5. Department of Higher Education, Ministry of Education
6. Department of School Education And Literacy, Ministry of Education
7. Department of Youth Affairs, Ministry of Youth Affairs and Sports
8. Ministry of AYUSH
9. Ministry of Women And Child Development
10. Ministry of Panchayati Raj
11. Department of Consumer Affairs, (M/of Consumer Affairs, Food & Public Distribution)
12. Department of Food and Public Distribution, (M/o of Consumer Affairs, Food & Public Distribution)
13. Ministry of Information and Broadcasting
14. Ministry of Textiles
15. Ministry of Petroleum and Natural Gas
16. Ministry of Railways
17. Department of Defense, (Ministry of Defence)
18. Department of Military Affairs, (Ministry of Defence)
19. Department of Defence Production, (Ministry of Defence)
20. Department of Ex-servicemen Welfare, (Ministry of Defence)
21. Department of Defence Research & Development Organization, (Ministry of Defence)
22. Department of Agriculture and Farmers Welfare, (Ministry of Agriculture & Farmers Welfare)
23. Department of Fisheries, (Ministry of Fisheries, Animal Husbandry & Dairying)
24. Department of Animal Husbandry & Dairying, (Ministry of Fisheries, Animal Husbandry & Dairying)
25. Ministry of Electronics and Information Technology (MeitY)
26. Ministry of Culture
27. Ministry of Civil Aviation

Concept Note

World Environment Day Campaign 2025

Background

The focus of World Environment Day (WED) 2025 celebrations is “**Ending Plastic Pollution**”. The Ministry of Environment, Forest and Climate Change (MoEF&CC) will celebrate the WED 2025 by running a campaign to highlight the importance of ending plastic pollution.

Key Thrust Areas of WED Campaign 2025

- ✓ Awareness and Advocacy regarding Plastic pollution
- ✓ Reduced Use and Generation of Plastic waste including Single Use Plastic
- ✓ Manage Plastic Waste including Single Use Plastic through Segregation, Collection, Disposal and Recycling of Plastic waste.
- ✓ Promoting development of sustainable alternatives to single use plastic.

Objectives

- To **create awareness** about the harmful effects of plastic pollution and promote the adoption of biodegradable alternative materials through community education and engagement, behavioral change, and innovation in sustainable materials.
- To **organise action events** at various stakeholder levels which include educational institutions, government agencies (central-state-district-block level), corporate entities, industrial entities, civil society organizations to organize and enable citizen participation in green volunteering activities to combat plastic pollution

Period:

The campaign will be carried out from 22nd May, 2025 till 5th June, 2025 (2 weeks).

Target Audience

The aim is to reach out to all individuals of different age groups across the nation by leveraging various central ministries, state governments and civil society organisations.

Ministry/State/UT Level Initiatives:

Ministries and State/UT Governments are invited to celebrate World Environment Day-2025 under the theme “Ending Plastic Pollution Globally” by aligning their activities in line with the Actions under the Mission LiFE theme of “Say No to Single Use Plastic” and reporting them on the Meri LiFE Platform.

I. Activities can be based on Mission LiFE actions related to the theme, as illustrated below.

Indicative list of LiFE actions on WED 2025 theme “Ending Plastic Pollution”

- Use cloth bag for shopping instead of plastic bags
- Carry your own water bottle wherever possible
- Reuse glass containers/ packaging plastic items as storage boxes
- Participate in and mobilize participation for clean-up drives of cities and water bodies
- Prefer using non-plastic eco-friendly cutlery during gatherings and events
- Use menstrual cups instead of sanitary napkins
- Use recycled plastic over virgin plastic, wherever possible
- Use steel/ recyclable plastic lunch boxes and water bottles
- Cut the packaging bags used for milk, buttermilk, etc. only partially to avoid plastic bits from mixing into biodegradable waste
- Opt for bamboo toothbrushes and neem combs

Participation in the campaign can also be based on the following:

II. Indicative List of General Activities

a. Social Media Outreach:

- Public outreach through dissemination of creatives/infographics/video on the theme “Ending Plastic Pollution Globally” through social media platforms.
- Promote community success stories, and Do It Yourself (DIY) solutions on social media platforms.
- For amplification, media releases/press notes may also be issued on the activities undertaken by respective State Governments/Ministries/Departments and organizations.

b. Clean-up Drives: Arrange clean-up events including plogging to collect plastic waste and its recycling, thereby promoting environmental responsibility, in :

- Local communities
- Parks
- Beaches
- Campuses
- Sports facilities
- Villages, with Farmers cooperative societies/clubs/NGOs/Krishi Vigyan Kendra, Anganwadi workers
- Railway stations, along railway tracks, and surrounding areas
- Popular tourist destinations
- Manufacturing clusters
- Along rivers and water bodies

c. Workshops / Webinars: Organise seminars, webinars, training workshops with:

- Subject experts and industry stakeholders to discuss the innovations and solutions for plastic pollution.
 - Staff in field offices of organisations regarding proper waste segregation, recycling and management of plastic waste and adopting eco-friendly alternatives.
 - Designers and manufactures to educate them about sustainable practices and alternatives to single use plastic packaging.
 - Farmers on sustainable practices and alternatives to single use plastic in agriculture.
 - Various stakeholders on recycling plastic waste into useful household items or art.
 - Informal waste workers on plastic segregation and safe recycling methods.
- d. **Pledge Events:** Encourage citizens, office staff, industry actors, etc. to take public pledges to reduce the usage of single use plastics and inspire others to do the same.
- e. **Waste Segregation:** Initiatives to encourage waste segregation in offices, RWAs, organisations etc. can include:
- Spreading awareness about plastic collection, segregation, recycling efforts
 - Partnering with local municipal corporations and/or waste recyclers to set up plastic collection and sorting points
 - Supporting waste management logistics for recycling drives and composting setups
 - Setting up city specific Plastic recycler maps in partnership with local Municipal Corporations and waste recyclers to support citizen-led waste recycling efforts.
 - Setting up community composting units

III. Indicative List of Thematic Activities

A. **Education**

- i. Art and Craft Projects from Plastic waste and their exhibition: Students create art pieces or crafts using waste plastic materials to raise awareness about recycling. Hold art exhibitions showcasing creative works made by students from recycled plastic materials.
- ii. Poster and Essay Competitions: Hold competitions where students can create posters or write essays on the theme of WED-2025.
- iii. Interactive Games: Arrange games and quizzes related to plastic pollution and its impact on the environment to engage students.
- iv. Storytelling Sessions: Conduct storytelling sessions for children focusing on the importance of protecting the environment and reducing plastic pollution.
- v. Hackathon: Host a Hackathon for students to develop innovative solutions to reduce plastic waste.

B. **Sports**

- i. Host marathons, walkathons, or cyclothons to raise awareness about plastic pollution and promote a healthy lifestyle.

C. **Tourism**

- i. Eco-Friendly Tourism Packages: Promote eco-friendly tourism packages that emphasize sustainable practices and reduce usage of single use plastic.

- ii. Eco-Friendly Souvenirs: Encourage the sale of eco-friendly souvenirs made from sustainable materials instead of single use plastic.

D. Community Outreach:

- i. Encourage Anganwadi workers to spread awareness in their communities about the harmful effects of plastic pollution and promote eco-friendly alternatives.
- ii. Encourage citizens to refill products (e.g., toiletries, cleaners) instead of buying new plastic containers.
- iii. Field outreach activities like nukkad natak, door to door campaign etc, can also be conducted and promoted through respective social media platforms.

E. Transport:

- i. Creating awareness through announcements at railway stations, in metro, in-flight announcements
- ii. Messaging through reservation tickets, boarding passes

Reporting of activities

These activities conducted during the campaign are to be suitably reported and captured on Meri LiFE portal.

Annex -IV

World Environment Day – Reporting Matrix (For Swachhatam Portal)

- i. **Plastic Out- Fabric In:**
 - Number of the high footfall/ tourist / spiritual locations identified
 - Number of cloth vending machines/ kiosks installed
 - Number of cloth bags sold out/ distributed
 - Number of the women SHG members engaged
- ii. **Plastic Collection Drives @RRR Centers:**
 - Tonnes/ Kgs of Plastic waste collected at RRR Centers
- iii. **Swachh Bharat Harit Bharat – Green Pledge:**
 - Number of people who administered the pledge