

GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE OF EDUCATION: SCIENCE & TV BRANCH
OLD GARGI COLLEGE BUILDING: LAJPAT NAGAR-IV; NEW DELHI-110024
Ph. No.: 26280408-12; Email: sciencebranch@gmail.com

F.No. DE.40(6)/Sc.Br./Env./2025-26/ 1784-91

Date: 4/6/25

C I R C U L A R

Subject: Engaging Youth for Awareness Generation under National Clean Air Programme (NCAP) through MY Bharat Platform- reg.

Please find enclosed herewith the Office Memorandum Q-16017-82-2021-CPA dated 22.05.2025 regarding Engaging Youth for Awareness Generation under National Clean Air Programme (NCAP) through MY Bharat Platform received from Ministry of Environment, Forest & Climate Change (CP Division) Govt. of India.

In this regard, all the DDEs (District) are requested to disseminate the above information to all the HoSs of Govt./Govt. Aided/Pvt. Unaided recognized schools under their jurisdiction in r/o Engaging Youth (Age 15 Years and above) for Awareness Generation under National Clean Air Programme (NCAP) through MY Bharat Platform. The themes and detailed activities are enclosed as Annexure-I, II, and III. For more details and necessary actions, you may visit MY Bharat platform: <https://mybharat.gov.in/>.

This issues with the prior approval of the competent authority.

(Dr. Sudhakar Gaikwad)

Dy. Director of Education (Science Branch)

Enclosed: As above.

F.No. DE.40(6)/Sc.Br./Env./2025-26/ 1784-91

Date: 4/6/25

Copy for information and necessary action to:-

- 1- Secretary to Hon'ble Chief Minister, GNCT of Delhi.
- 2- Secretary to Hon'ble, Minister of Education, GNCT of Delhi.
- 3- PS to Secretary (Education), Govt. of NCT of Delhi
- 4- PS to Director, Directorate of Education, GNCT of Delhi.
- 5- PS to Addl. Director, MoEF&CC, Govt. of India.
- 6- All DDEs (District/Zone)- to ensure the compliance please.
- 7- HoSs of all Govt./Govt. Aided/Private Unaided recognized Schools of DoE, GNCTD.
- 8- OS (IT) with the request to upload the circular on the official website of Department of Education and in Public Circulars section.

(Dr. Sudhakar Gaikwad)

Dy. Director of Education (Science Branch)

23 MAY 2025

Shri Dharmendra

DY. No. CS/2025/10732

OM -Engaging of Youth Awareness under NCAP through MY Bharat Platform

Thu, May 22, 2025 11:27 PM

From : NCAP MoEFCC <ncap.moefcc@gov.in>
Subject : OM -Engaging of Youth Awareness under NCAP through MY Bharat Platform

1 attachment

To : Rajesh Verma <cpcqm-moefcc@gov.in>, MS, CPCB <mscb.cpcb@gov.in>, K. Vijayanand, IAS <cs@ap.gov.in>, Dr. Ravi Kota <cs-assam@nic.in>, Chief Secretary, Bihar <cs-bihar@nic.in>, Mandip Singh Brar <hs-chd@nic.in>, Chief Secretary Office Chhattisgarh <csoffice.cg@gov.in>, Shri Dharmendra <csdelhi@nic.in>, chiefsecretary@gujarat.gov.in, Sh. Anurag Rastogi, IAS <cs@hry.nic.in>, Prabodh Saxena <cs-hp@nic.in>, cs-jandk <cs-jandk@nic.in>, Alka Tiwari <cs-jharkhand@nic.in>, cs@karnataka.gov.in, Anurag jain <cs@mp.nic.in>, cs@maharashtra.gov.in, cso-meg <cso-meg@nic.in>, dwahlang@yahoo.com, Jan e Alam, Chief Secretary Nagaland <csngl@nic.in>, Shri Manoj Ahuja <csori@nic.in>, Chief Secretary Punjab <cs@punjab.gov.in>, csraj@rajasthan.gov.in, cs@tn.gov.in, CS Telangana <cs@telangana.gov.in>, CHIEF SECRETARY OFFICE GOVT OF UP <csup@nic.in>, chief secretary <cs-uttarakhand@nic.in>, Dr. Manoj Pant <cs-westbengal@nic.in>, Spl CS EFST <splcs_efst@ap.gov.in>, acs envforest <acs.envforest@gmail.com>, Environment Forest and Climate Change <efd-bih@nic.in>, mdkawre01@gmail.com, Anil Kumar Singh <singh.anilkr@nic.in>, secfed@gujarat.gov.in, psenv2016@gmail.com, csforestjk@gmail.com, forest-jk@nic.in, acsforestjhar@gmail.com, secyenv-fee@karnataka.gov.in, PrincipalSecretary <psenvironment@mp.gov.in>, psec env <psec.env@maharashtra.gov.in>, pravinbakshi@hotmail.com, Csecyforest-ngl@gov.in, Secretary-Env & Forest Odisha <psec.or@nic.in>, Admin Secretary TE <secy.te@punjab.gov.in>, env raj <env_raj@yahoo.co.in>, eccfd@tn.gov.in, forsec@tn.gov.in, Principal Secretary EFST <prlsecy_efst@telangana.gov.in>, psforest2015@gmail.com, secy-env-ua@nic.in, acsenwb@gmail.com, MAUD SECRETARY PSHI <prlsecy_maud@ap.gov.in>, peshi apmaud <peshi.apmaud@gmail.com>, Kavitha Padmanabhan <kavitha.padman@nic.in>, commsec assamdohua <commsec.assamdohua@gmail.com>, UDHD <urbansec-bih@nic.in>, Diprava Lakra <Fs-chd@nic.in>, Secy UAD <uad.cg@gov.in>, Shri Navin K. Choudhary <psud@nic.in>, securban@gujarat.gov.in, fc ulb <fc_ulb@yahoo.com>, Mr Devesh Kumar <udsecy-hp@nic.in>, Commissioner Secretary JKHUDD <hudd-jk@nic.in>, housingudd9@gmail.com, ud secy <ud.sec@gmail.com>, acs-ud@karnataka.gov.in, Sanjay Shukla <psuaddmp@mpurban.gov.in>, sec ud2 <sec.ud2@maharashtra.gov.in>, D Vijay Kumar <dvijaykumar@ias.nic.in>, himatoz@yahoo.com, Secretary Housing and Urban Development Orissa <hudsec.or@nic.in>, Rahul Tewari, IAS <acshud@punjab.gov.in>, secy lsg gor <secy.lsg.gor@gmail.com>, mawssec@tn.gov.in, MAUD Office <prlsecy_maud@telangana.gov.in>, acsud goup <acsud.goup@gmail.com>, Principal Secretary <psecup.urbandev@nic.in>, chief secretary <cs-uttaranchal@nic.in>, MD. GHULAM ALI ANSARI <secy.ma-wb@gov.in>, Chairman APPCB <chairman@appcb.gov.in>.

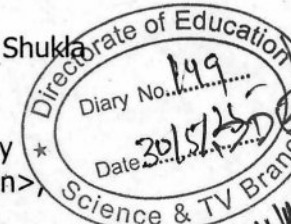
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Addl. Secy (Science)

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258/Adm. Secy
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Cc : Secretary Youth Affairs <secy-ya@nic.in>, Naresh Pal Gangwar <asnpg.mefcc@gov.in>, Neelesh Kumar Sah <sahnk@cag.gov.in>, V Pazhaniyandi <v.pazhaniyandi@gov.in>, N Subrahmanyam <n.subrahmanyam@nic.in>, mc@kmcgov.in, Y. S. Rao <Ys.rao@nic.in>, V.L. Roui Kullai <igf.naeb@gov.in>, BINAY KUMAR JHA <binay.jha@nic.in>, M K SHARVAR US <m.sharvar38@nic.in>, Gurjeet Singh Dhillon <gsdhillon.ofb@ofb.gov.in>, Manish Joon <dshfa4-mohua@gov.in>, Sunil Yadav <sunil.yadav2010@gov.in>, BHANU BHADORIA <bhanu.bhadoria@gov.in>, Sumit Kumar <sumit.kr88@gov.in>, Shri Jaideep <osdut-moud@gov.in>, Director GP <dir.gp-png@gov.in>, Laxminarayan Mishra <ds.transport@gov.in>

Respected Sir/Madam,

Please find enclosed OM No. Q-16017-82-2021-CPA dated 22.05.2025 for engaging youth for awareness generation under 'National clean Air Program (NCAP)' through MY Bharat Platform.

With regards,

NCAP Secretariat

MoEF&CC

 **OM -Engaging of Youth Awareness under NCAP through MY Bharat Platform.pdf**
3 MB



Q-16017-82-2021-CPA
GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT FOREST & CLIMATE CHANGE
(CP DIVISION)

2nd Floor, Jal Wing,
Indira Paryavaran Bhawan,
Jor Bagh Road, New Delhi - 110 003
Dated: 22nd May, 2025

OFFICE MEMORANDUM

Subject: Engaging Youth for Awareness Generation under National Clean Air Programme (NCAP) through MY Bharat Platform – reg.

This has reference to engagement of youth for awareness and outreach programme organized by cities under NCAP through **MY Bharat** platform of Ministry of Youth Affairs & Sports. Hon'ble Prime Minister launched '**Mera Yuva Bharat (MY Bharat)**' platform to empower the youth (Age group of 15-29 years) in realizing their aspirations and contributing to the creation of a "Viksit Bharat".

2. MoEF&CC vide OM dated 14.05.2025, has specified the activity of involvement of schools and colleges for mass awareness and public outreach through '**MY Bharat**' under the key activities in respect of 82 cities funded Control of Pollution Scheme.

3. In this regard, all 130 cities are required to carry out regular mass awareness programmes by involving youth, schools, colleges and Eco-clubs. Cities are requested to carry out the following activities through **MY Bharat**.

(i) Volunteer for Bharat - Year-long awareness programmes (2 days in a month):
Awareness campaigns on themes listed at **Annexure I** are to be carried out on two days in a month as per the convenience of Municipal Corporations/ULBs by registering the micro events on '**MY Bharat**' portal by involving youth, schools, colleges and Eco-clubs.

(ii) Volunteer for Bharat- Organizing mega events on special events:

Mega events are to be carried out by all 130 cities on the specified dates or duration on specific themes provided at **Annexure-II**.

- a. World Environment Day week (22nd May- 4th June, 2 weeks before 5th June)
- b. World Environment Day (June 5)
- c. Air pollution Awareness Week (1st -6th Sept, week before 7th September)
- d. Swachh Vayu Diwas (7th September)
- e. Zero Emission Day (21st September)
- f. Swachh Vayu Sarvekshan (7th September)

(iii) Experiential Learning Programme (ELP): Organizing experiential learning programmes for the youths (Age group between 15-29) in 130 cities on the themes as mentioned in **Annexure-III**. Experiential learning programme for a minimum of 120



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hours is designed for the activities connected in implementation of National Clean Air Programme (NCAP) for youth to get benefited through this programme.

4. The awareness and ELP activities to be taken up through **MY Bharat** by involving youth, shall be made part of city action plan and funds provided to cities under NCAP (XV FC grants in case of 48 Million plus cities and CP Scheme in case of 82 cities) may be utilized for taking up these activities.

5. Regional Directorates of Central Pollution Control Board, State Pollution Control Boards and ULBs are requested to facilitate the maximum registration of youth on **MY Bharat** portal and participation in the events organized under National Clean Air Programme.

6. A guidelines on '**MY Bharat**' issued by M/o Youth Affairs and Sports are enclosed for kind reference.

7. In this regard, all ULBs/ Municipal Corporations of the 130 targeted cities are requested to register youth on '**MY Bharat**' Portal and organize the above-mentioned awareness generation activities on any convenient date as per the schedule mentioned in this letter.

This issues with the approval of the Competent Authority.

N. Subrahmanyam
22/05/25

(N. Subrahmanyam)
Additional Director/ Scientist 'E'

(एन. सुब्रह्मण्यम)
(N. SUBRAHMANYAM)
वैज्ञानिक 'ई'/Scientist 'E'
पर्यावरण, वन एवं जलवायु परिवर्तन मंत्रालय
Min. of Environment, Forest and Climate Change
भारत सरकार, नई दिल्ली
Govt. of India, New Delhi

To,

- i. Chief Secretary, 24 States/UTs
- ii. Chairman, Central Pollution Control Board
- iii. Chairperson, Commission for Air Quality Management in National Capital Region and Adjoining Areas
- iv. Addl. Chief Secretary/Principal Secretary/Secretary, Env. Dept., 24
- v. Addl. Chief Secretary/Principal Secretary/Secretary, Municipal Administration/Urban Dev. Dept., 24 States/UTs
- vi. Chairman, 24 SPCBs/PCCs
- vii. Municipal Commissioners of 130 cities under NCAP

Copy to:

- i. Secretary, Ministry of Housing and Urban Affairs
 - ii. Secretary, Ministry of Heavy Industries
 - iii. Secretary, Ministry of Petroleum & Natural Gas
 - iv. Secretary, Ministry of Road, Transport & Highways
 - v. Secretary, Ministry of New & Renewable Energy
 - vi. Secretary, Department of Youth Affairs
- 3
- 22/05/25

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Annexure I

Annual Calendar for Awareness Programmes- FY 2025-26

(Two days in a month)

May: Plastic Free Public Places

- -
 - Promote community-driven initiatives to prefer using non-plastic eco-friendly products.
 - Participate in and mobilize participation for clean-up drives of cities and water bodies

June: Plant Trees, Breathe Free

- -
 - Tree plantation drive "Ek Ped Maa Ke Naam 2.0" on roadsides/ parks
 - Student-driven tree-plantation campaign
 - Organising World Environment Day on 5th June 2025

July: Reduce Industrial Emissions for Blue Skies

- -
 - Visit to industries which are proactively working towards cleaner technologies and reducing emissions
 - Special drive to promote switching to cleaner fuels by commercial establishments

August: Clean Air Heroes- Be One

- -
 - Celebrate individuals and groups who actively work to reduce air pollution
 - Street plays on theme air pollution under "Dharti Kahe Pukaar ke"

September: Every Breath Matters

- -



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- Weeklong activities to mark the celebration of Swachh Vayu Diwas (1st-7th September) concluding on National Swachh Vayu Diwas on 7th September
- Celebrating Zero Emission Day on 21st September
- Special drive to create impactful art (painting and writing) with the theme of improving air quality on wall of parks and public places

October: Burn Calories, Not Fuel

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- Promote walking, cycling, and other non-motorized forms of transportation and encourage use of public transportation
- Special drive to switch off ignition of vehicles on red light signals

November: Green Living, Better Tomorrow

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-
- School/college awareness programme on air quality and pollution control through poster presentation/ essay writing competition, short films/reels etc.
- "Power of Change: From Classroom to Clean Air"- involving students in solving local air quality issues

December: Sustainable Cities, Healthier Air

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-
- Advocation for urban planning strategies that prioritize sustainability, efficient land use, and creation of green spaces
- Promote the construction and renovation of buildings using energy-efficient designs and materials
- Promote innovative methods to minimize dust and air pollution caused by construction activities.

January: Say no to Waste Burning

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-
- Campaign to stop waste burning in open areas
- Cleaning/reporting of waste dumping sites in Resident Welfare Associations (RWAs)

February: Reduce, Reuse, Repurpose, Recycle

-
-



- o Hands-on handling of different types of wastes, waste collection, segregation
- o Exposure visit to nearby Material Recovery Facility (MRF)
- o Organise melas/fairs to promote products made out of recycling of waste and construction & demolition waste

March: No More Dust

- o
- o
- o Special drive to collect silt, soil and construction & demolition waste
- o Road cleaning



Annexure-II

Activities under Mega Events

- **Pre-campaign for World Environment Day under the theme 'Ending plastic pollution' (22nd May, 2025- 4th June, 2025)**
 - Organising workshops, cleanliness drives, community clean up drive, and social media campaigns on the theme 'Ending Plastic Pollution'
- **World Environment Day (5th June)**
 - Event on world environment day for creating awareness on environmental protection, conservation and sustainable lifestyles, Mission LiFE.
- **Air Pollution Awareness Week (week before 7th September)**
 - Day-1: Talk by air quality management experts at school/college level
 - Day-2: Air quality improvement hackathon (idea challenge)
 - Day-3: Essay writing, quiz and poster making competitions
 - Day-4: Documentary screening on activities undertaken by the ULBs through out the year
 - Day-5: Nukkad natak/puppet show/ 'Dharti Kahe Pukaar Ke'
 - Day-6: Mass campaigns, rallies and road shows
- **Swachh Vayu Diwas (7th September)**
 - Mega Events at National, State and City level exhibiting the successful interventions
 - Educational workshops and talk at community/city level, social media campaign
 - Recognition/conferring awards to safai mitras and for best performing schools/colleges during weeklong events and sharing best practices
- **Zero Emission Day (21st September)**
 - Cycling/ Marathon events to promote the concept zero emission
- **Swachh Vayu Sarvekshan**

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- o Active participation of youths in ICE activities / Public awareness programmes
- o Participation in by youth in surveys conducted for Swachh Vayu Sarvekshan



Annexure-IIIExperiential learning programmes

Experiential learning programmes for youth shall be organized through Institutes of Repute (IoRs) & Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) Centres in 130 Cities.

Following themes to be covered under experiential learning:

- Volunteering for traffic decongestion at junctions
- Waste segregation, operation of Waste Management Facilities (Material Recovery Facility)
- Operation and maintenance of Mechanical Road Sweepers
- Greening of urban areas, traffic corridors & terrace gardening
- Use of public grievance redressal apps and platforms, reporting pollution hotspots

An activity-based experience certificate to be issued to participants, highlighting their roles in career building and enhancing employment potential. This includes their contributions as organizers and trainers in leading public awareness campaigns.

