

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

LOK SABHA
UNSTARRED QUESTION NO. 1275
TO BE ANSWERED ON 08.12.2025

Community Driven Initiatives for Environmental Protection

1275. SHRI EATALA RAJENDER:

Will the Minister of ENVIRONMENT, FOREST AND CLIMATE CHANGE be pleased to state:

- (a) the details of community-driven initiatives aimed at creating a cleaner and greener cities and towns to encourage citizens to come together to make a difference;
- (b) whether as part of the campaign, BIG FM hosted the BIG ECO Carnivals at Beaches which drew a large and enthusiastic crowd while campaign efforts reached lakhs of people with messages on environmental protection;
- (c) if so, the details thereof along with the details of upcoming efforts including beautifying streets, renovating public toilets, and painting murals across cities / towns; and
- (d) the details of the funds sanctioned and utilised in this regard during the last five years?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST
AND CLIMATE CHANGE
(SHRI KIRTI VARDHAN SINGH)

(a) The Ministry of Environment, Forest and Climate Change has undertaken several community-driven initiatives to promote cleaner and greener cities and towns under various schemes and campaign. The major schemes include the Nagar Van Yojana (NVY) for developing forest/green spaces in urban and peri-urban areas; and the School Nursery Yojana (SNY), which engages students in understanding the importance of plants and is implemented in recognized public and private schools. So far 620 nos. of Nagar Vans are established in 28 States and 3 UTs across the country.

‘Ek Ped Maa Ke Naam’ campaign has been launched on the occasion of World Environment Day 2024 and extensive plantation have been undertaken across the country. This campaign follows the “Whole of Government” and “Whole of Society” approach with participation of all stakeholders for increasing the green cover in the country. The campaign has recorded successful plantation of more than 261 crores saplings on MeriLife portal by the State Forest Departments along with partner Ministries out of which more than 45 crore saplings are planted in urban areas.

The National Museum of Natural History (NMNH), New Delhi, along with its Regional Centres undertake various community-driven initiatives to promote cleanliness, environmental awareness and citizen participation for creating a cleaner and greener surroundings. As part of Swachhata Pakhwada and Swachhata Hi Seva, NMNH conducts cleanliness drives in public areas with participation of students, NGOs and local communities. Awareness activities such as nature

walks, talks, film shows, painting and slogan-writing competitions, Nukkad Natak performances waste segregation are organised to encourage responsible waste management. Further, under Mission LiFE (Lifestyle for Environment) “Green Talk” sessions, workshops and outreach programmes to promote sustainable lifestyles and motivate collective citizen action for cleaner and greener cities and towns. So far 03 campaigns are conducted during this year across the country.

The Ministry of Environment, Forest and Climate Change, celebrated World Environment Day 2025 at Bharat Mandapam, New Delhi, on 5th June 2025, with the slogan ‘One Nation, One Mission: End Plastic Pollution’. As part of one month long pre-campaign activities undertaken before World Environment Day 2025, around 69,000 events were organized in which around 21 lakh people participated across the country. The National Plastic Pollution Reduction Campaign (NPPRC) was also launched for the period 5th June to 31st October 2025. The Campaign included activities to reduce plastic pollution in urban and rural areas under Swachhta Hi Sewa programme. The activities also included focus on reducing use of avoidable single use plastics in government offices especially during Special Campaign 5.0.

In partnership with Department of School Education & Literacy and UNICEF YuWaah, the E-Waste Awareness and Reduction Campaign was organized in 13 cities across Tamil Nadu, Rajasthan, and Madhya Pradesh engaged 70,000 students in 632 government schools through 65 virtual workshops and school-based collection drives, resulting in the safe recycling of 4,950 kg of e-waste.

The ministry also facilitated youth engagement in promoting Mission LiFE through a 10-day Experiential Learning Programme (ELP) on MYBharat platform, offering hands-on learning and community engagement. The participants undertook several Do-It-Yourself activities understanding the seven themes of Mission LiFE alongwith a orientation session on Mission LiFE held at the office premises of UNICEF India. Further, so far more than 6 Crore participants participated in 33.17 lakhs LiFE related activities.

Under Swachh Bharat Mission the Swachhta Action Plan (SAP) is an inter-Ministerial initiative of Government of India, which started in the year 2017-18 by Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti (MoJS). The scope of SAP implementation by MoEFCC currently includes building of bio-toilets at National Parks and Sanctuaries to educate visitors regarding Cleanliness. The SAP has been mainstreamed under the Environmental Information, Awareness, Capacity building and livelihood Programme of the Scheme “Environment Education, Awareness, Research and Skill Development”.

(b)&(c) Big FM has not hosted any beach cleaning campaign or BIG ECO Carnivals organised by MoEFCC. However, MoEFCC has organized beach cleaning campaign in collaboration with Coastal State Governments covering more than 80 beaches in past last 3 years to sensitize the coastal communities and beach users. These campaigns has seen active participation from the students of nearby schools and colleges, NCC and NSC cadets, Coast Guard personnel, NGOs/CSOs (Civil Society Organisations) and Public representatives and general public. A total of 13 nos. of blue flag beaches are marked across the country.

The Ministry implements Environment Education Programme (EEP) with an objective to sensitize children/ youth, on issues related to environment and to motivate them to adopt sustainable lifestyle, through a range of pedagogical initiatives such as workshops, projects, exhibitions, campaign, competitions, nature camps, summer vacation programmes, etc. The programme is implemented in schools and colleges through eco-clubs with an aim to supplement the knowledge that the students gain from classrooms with experience from nature and hands-on activities. The detail activities undertaken include beach clean-up drives, waste-segregation

demonstrations, awareness sessions on circular economy practices, cultural programmes promoting environmental stewardship, beautification of streets and public spaces through community art projects, renovation and upgradation of public toilets to improve hygiene and accessibility, Painting of murals, installation of street art, and creation of green corridors.

(d) An amount of Rs. 50784.64 crores has been released under Nagar van Yojana since 2020-21 & Rs.7.38 crores for School Nursery Yojana.
