

**COMMISSION FOR AIR QUALITY MANAGEMENT
IN NATIONAL CAPITAL REGION AND ADJOINING AREAS**

17th Floor, Jawahar Vyapar Bhawan (STC Building)
Tolstoy Marg, New Delhi-110001

F. No. 21011/01/2022-IEC

Dated: 03.03.2026

To

1. The Chief Secretary, Government of Haryana
2. The Chief Secretary, Government of Rajasthan
3. The Chief Secretary, Government of Uttar Pradesh
4. The Chief Secretary, GNCTD

Subject: Framework for targeted Information, Education and Communication (IEC) activities by NCR States and GNCTD for abatement of air pollution – reg.

Sir/Madam

Air pollution in the National Capital Region (NCR) is a multi-sectoral phenomenon, with varying contributing sources such as municipal solid waste and biomass burning, agricultural residue burning, vehicular pollution, pollution from industries and thermal power plants, dust arising from construction & demolition activities and road dust and other dispersed emission sources remaining significant contributors throughout the year. Addressing such diverse sources requires not only regulatory and enforcement measures, but also sustained public awareness, Information, Education and Communication (IEC) and behavioural change along with active citizen participation.

The Commission, since its inception, has been issuing various Advisories, Directions, Orders and guidelines from time to time to mitigate air pollution in the region. However, it is observed that IEC activities across NCR States/ GNCTD require further strengthening and better synchronization with sector-specific strategies to enhance their effectiveness.

JRP.

The core element of IEC campaign is to engage with the concerned stakeholders pertaining to each sector throughout the year with enhanced focus on stakeholders of a specific sector during such periods when air pollution aggravates due to that particular sector.

In this context, the Commission advises all NCR States and GNCTD to direct the concerned agencies in the region to plan, implement and intensify **targeted IEC campaign**, aligned with the dominant sources of air pollution, as per the Framework broadly outlined below:

Broad Framework for undertaking IEC Campaign

Sector / Source of Air Pollution	Target Groups (Stakeholders)	Focus areas of IEC Activities	Indicative IEC / Capacity-Building Activities
Vehicular Emissions	<ul style="list-style-type: none"> • Vehicle owners • Commercial operators • Transport Unions • Students • Citizens 	<ul style="list-style-type: none"> • PUC compliance • Reduced idling • Cleaner fuels & EVs • Harmful effects of plying EoL vehicles • Roles and Responsibilities 	<ul style="list-style-type: none"> • Fuel-station drives • Unions and Associations meetings • School/college programmes • Digital campaigns • AV Outreach • Brochures/ Pamphlets
Road Dust	<ul style="list-style-type: none"> • Road Owning and Maintenance Agencies • RWAs • Cleaning Staff 	<ul style="list-style-type: none"> • Dust mitigation measures • Mechanical road cleaning • Water Sprinkling • Anti-Smog measures 	<ul style="list-style-type: none"> • Capacity Building Workshops • On-site staff training • Brochures/ Pamphlets
Construction & Demolition (C&D) Dust	<ul style="list-style-type: none"> • Project proponents • Contractors & Engineers • Construction workers • Citizens 	<ul style="list-style-type: none"> • Dust mitigation norms • Material handling • Compliance with guidelines 	<ul style="list-style-type: none"> • Training workshops • On-site demonstrations • Display boards at sites • Brochures/ Pamphlets

Handwritten signature

Municipal Solid Waste (MSW)/ Biomass Burning	<ul style="list-style-type: none"> • Municipal Authorities • Sanitation staff • Waste collectors • RWAs & Market Associations • General public 	<ul style="list-style-type: none"> • Elimination of open burning • Waste segregation • Public health impacts 	<ul style="list-style-type: none"> • Sensitisation workshops • On-site staff training • Nukkad Natak • Society-level campaigns • Influencer engagement • Brochures/ Pamphlets
Agricultural Residue/ Stubble Burning	<ul style="list-style-type: none"> • Farmers • Farmer Unions & Groups • Gram Panchayats 	<ul style="list-style-type: none"> • Prevention of stubble burning • CRM practices • Supply Chain Management • Schemes & Incentives 	<ul style="list-style-type: none"> • Village-level camps • Meetings with Farmer Unions and Groups • Radio jingles • AV outreach • Brochures/ Pamphlets
Industrial Emissions	<ul style="list-style-type: none"> • CPCB, SPCBs • Industry owners/ promoters • Plant Managers & Environmental Officers • Workers • Nearby residents • Municipal Authorities, ULBs, etc. 	<ul style="list-style-type: none"> • Industrial pollution – Effects and Solutions • Compliance with emission norms • Cleaner fuels & technologies • OCEMS/ APCDs • Health impacts • Roles and Responsibilities 	<ul style="list-style-type: none"> • Training workshops • Capacity-building sessions • Industrial Cluster meetings • Community awareness programmes • Brochures/ Pamphlets
Thermal Power Plants (TPPs)	<ul style="list-style-type: none"> • CPCB, SPCBs • Power Generating Companies (GENCOs) • Plant Managers & Environmental Engineers • Transportation Contractors • Nearby residents 	<ul style="list-style-type: none"> • Roles and responsibilities of plant operators • Compliance with emission norms • Operation of FGD, ESP and APCDs • Control of fugitive dust from coal and ash handling • Continuous emission monitoring and reporting • Health and environmental impacts 	<ul style="list-style-type: none"> • Technical training workshops • Standard operating procedure (SOP) handbooks • Joint sessions with concerned SPCBs & CPCB • Digital awareness modules & compliance manuals • Community awareness programmes • Brochures/ Pamphlets

Diesel Generator (DG) Sets	<ul style="list-style-type: none"> • Commercial Establishments • Industrial units • RWAs • Facility Managers 	<ul style="list-style-type: none"> • Restricted DG usage • Compliance with emission norms • Cleaner alternatives • Roles and Responsibilities 	<ul style="list-style-type: none"> • Targeted workshops with user groups • RWA meetings • Community awareness camps • Brochures/ Pamphlets
----------------------------	--	---	--

The IEC activities may be undertaken through a **multi-channel approach** including print, electronic and digital media; social media platforms; community-level programmes including engagement with RWAs, farmers' groups, transport unions, market associations, etc.; and other innovative outreach approaches.

NCR States and GNCTD are advised to prepare detailed State level IEC Action Plans as per the above Framework and designate a nodal Department/ Agency at the State level for coordination of IEC activities.

All Municipal Corporations/ Development Authorities who have submitted Annual Action Plans for 2026 to CAQM are also advised to prepare IEC Action Plans for undertaking IEC activities in their respective jurisdictions throughout the year.

Yours sincerely,



(Tarun Kumar Pithode)
Member-Secretary

Email: mscaqm-moefcc@gov.in

Copy to (for the issues of Stubble and Thermal Power Plants):

1. Chief Secretary, Government of Punjab

Copy to:

1. Secretary, Department of Environment, Government of Haryana
2. Secretary, Department of Environment, Government of Rajasthan
3. Secretary, Department of Environment, Government of Uttar Pradesh
4. Secretary, Department of Environment, GNCTD

5. Secretary, Department of Science and Technology, Government of Punjab
6. Member Secretary, Haryana State Pollution Control Board (HSPCB)
7. Member Secretary, Rajasthan State Pollution Control Board (RSPCB)
8. Member Secretary, Uttar Pradesh Pollution Control Board (UPPCB)
9. Member Secretary, Delhi Pollution Control Committee (DPCC)
10. Member Secretary, Punjab State Pollution Control Board (PSPCB)

Copy also to:

1. Secretary, Ministry of Environment, Forest and Climate Change (MoEF&CC)
2. Member Secretary, Central Pollution Control Board (CPCB)

Copy for information to:

1. Chairperson, CAQM
2. Full-Time Members, CAQM



(Tarun Kumar Pithode)
Member-Secretary

Email: mscaqm-moefcc@gov.in