

## FOR IMMEDIATE RELEASE

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### "Breath of Change" Campaign Launched to Raise Awareness on Air Pollution in Delhi-NCR

The **Ministry of Environment, Forest and Climate Change (MoEFCC)** and the **Commission for Air Quality Management (CAQM)**, jointly launched, a three-month strategic communication campaign called "*The Breath of Change*" aimed at generating greater public engagement and awareness on the issue of air pollution in the Delhi-NCR region. The campaign is being implemented through Delhi based EIACP Centres viz. **Sulabh IIHH, TERI, SPA, JNU & WWF** and media outreach partner for this campaign is CMS VATAVARAN.

Running from **July to September 2025**, the campaign aims to complement the scientific and regulatory efforts of the government with **media-based outreach, youth-led activities, and creative citizen engagement**. The initiative will culminate in a **national-level Film Festival and Forum on 7<sup>th</sup> September 2025**, in alignment with the **International Day of Clean Air for Blue Skies (7<sup>th</sup> September)**.

#### Key Campaign Components:

- **Plantation Drives:** Community greening activities under #EkPedMaaKeNaam promoting environmental restoration.
- **College Fetes and Screenings:** Outreach events at universities and colleges across Delhi-NCR, encouraging them to become #VayuMitra for clean air in the region.
- **IEC & Outreach Programs:** Social media campaigns, public engagement, and design support for EIACP-led activities.
- **Short Film Competitions & Festival:** A nationwide contest inviting entries across three categories, culminating in a two-day screening and award event in Delhi.
- **Workshops, Panel Discussions & Media Consultations:** Capacity-building sessions for student and professional journalists on storytelling and air quality reporting.
- **Mobile Journalism (MoJo) Trainings:** Hands-on workshops for youth to create participatory videos on pollution and its solutions.
- **VATAVARAN Ki Chaupal Hindi Podcast Series:** Four live episodes spotlighting environmental experts, activists, and change makers.

*"'Breath of Change' is not just a campaign, it's a public call to action. We are bringing people, institutions, and stories together to show that clean air is possible when we act collectively. Our aim is to empower communities, especially the youth, to drive this change on the ground."* **Dr. Vasanti Rao, Director General, CMS VATAVARAN.**

The campaign will also establish a **common style guide for outreach**, a shared drive for content exchange, and a communication model that ensures all stakeholders including the public are aligned in vision and action.

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**About Ministry of Environment, Forest and Climate Change of India, The Ministry of Environment, Forest and Climate Change** (<https://moef.gov.in>): MoEFCC is the nodal agency in the administrative structure of the Central Government for the planning, promotion, co-ordination and overseeing the implementation of India's environmental and forestry policies and programmes.

**About Commission for Air Quality Management (CAQM)** (<https://caqm.nic.in>): The Commission for Air Quality Management (CAQM) is the statutory body responsible for coordinating air quality efforts across Delhi-NCR and adjoining areas.

**About CMS VATAVARAN** (<http://cmsvatavar.org/>) : CMS VATAVARAN is an initiative of the Centre for Media Studies (CMS), a leading think tank focused on equitable development and planetary well-being. It also recognized for its biennial International Film Festival and Forum, Asia's pioneering wildlife and biodiversity film festival.

**About Sulabh-IIHH EIACP Centre** (<https://sulabhenvi.nic.in/>): Sulabh EIACP Centre focuses on hygiene, sanitation, and sewage treatment systems. Based at the International Institute of Health and Hygiene, it compiles and shares data, raises awareness, and promotes sustainable solutions to improve public health and environmental outcomes.

**About TERI EIACP Centre** (<https://terienvi.nic.in/>) : The TERI EIACP Centre focuses on renewable energy and environmental sustainability. It gathers and disseminates information, promotes research, and engages stakeholders through knowledge platforms to support policy and action on clean energy, climate change, and green development.

**About SPA EIACP Centre** (<https://spaenvi.nic.in/>): The SPA EIACP Centre focuses on urban environmental planning and sustainable development. It promotes awareness, research, and data sharing on air quality, green infrastructure, and eco-friendly urban practices.

**About JNU EIACP Centre** (<http://jnuenvi.nic.in/>): The JNU EIACP Centre focuses on biogeochemistry and environmental law and policy. It serves as a hub for research, awareness, and data dissemination on environmental issues, aiming to bridge science, policy, and public understanding.

**About WWF EIACP Centre** (<http://wwfenvi.nic.in/>): The WWF EIACP Centre promotes knowledge sharing, awareness, and research on biodiversity conservation, ecological sustainability, and human-wildlife coexistence.

For further details, please contact:

**Sabyesachi Bharti (He/His), Deputy Director, CMS VATAVARAN**  
**[sabyesachi@cmsvatavar.org](mailto:sabyesachi@cmsvatavar.org) / 8826689218**

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