Nationwide 'Green Diwali' campaign, 20 Oct – 8 Nov – launched by WWF-India's EIACP centre; appeal to avoid firecrackers

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News

WWF-India's EIACP (Environmental Information, Awareness, Capacity Building and Livelihood Programme) Programme Centre–Resource Partner, supported by the Union Ministry of Environment, Forest and Climate Change (MoEFCC), launched a nationwide 'Green Diwali' campaign from 20 Oct to 8 Nov 2026 (Diwali falls on 8 Nov 2026). It urges people to avoid firecrackers, use diyas and energy-efficient lights, avoid single-use plastic, segregate waste and buy local products. Schools, colleges and resident welfare associations can take a 'Green Diwali Pledge'; the 130 cities under the National Clean Air Programme (NCAP) get special focus. The campaign is aligned with Mission LiFE.

Key facts

Run by	WWF-India EIACP Programme Centre–Resource Partner; supported by MoEFCC
Period	20 Oct – 8 Nov 2026
Activities	Green Diwali Pledge; WWF Carbon Footprint Survey; reports with geo-tagged photos
Focus	130 NCAP cities
Mission LiFE	Lifestyle for Environment – 20 Oct 2022, Ekta Nagar (Kevadia, Gujarat)

EIACP	Formerly ENVIS (1983) – MoEFCC's environmental information network

Background

- Green crackers: developed by CSIR's National Environmental Engineering Research Institute (CSIR-NEERI, Nagpur). About 30% less pollution than conventional crackers; no barium nitrate. Types: SWAS (Safe Water Releaser – releases water vapour to suppress dust), STAR (Safe Thermite Cracker), SAFAL (Safe Minimal Aluminium). Identified by a green logo and QR code; explosives safety is licensed by PESO (HQ Nagpur).
- Supreme Court: in Arjun Gopal v. Union of India (23 Oct 2018) it allowed only green/improved crackers, a 8–10 pm window on Diwali and banned online sales. In 2021 it censured makers who used banned barium salts. Courts treat clean air as part of Article 21 (right to life); Article 48A – protection of environment (DPSP); 51A(g) – fundamental duty.
- Air Quality Index (AQI): launched 2014; 6 categories – Good (0–50), Satisfactory (51–100), Moderately polluted (101–200), Poor (201–300), Very poor (301–400), Severe (401–500). 8 pollutants are counted: PM10, PM2.5, NO2, SO2, CO, O3, NH3 and lead (Pb) – carbon dioxide is not one. Central Pollution Control Board (CPCB) – Air (Prevention and Control of Pollution) Act, 1981.
- National Clean Air Programme (NCAP): launched by MoEFCC in Jan 2019; aims to cut PM10 levels in non-attainment cities by up to 40% (by 2025–26) over the 2017 base. WWF – international conservation body founded in 1961; HQ Gland (Switzerland).

Tamil Nadu link: Sivakasi in Virudhunagar district – the hub producing the bulk of India's firecrackers ('Kutty Japan'); a leading supplier of green crackers. Green rules and time limits affect the livelihood of lakhs of workers here. After the 2018 SC order, the Tamil Nadu Government fixed two one-hour slots on Deepavali – 6–7 am and 7–8 pm.

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