GOVERNMENT OF MEGHALAYA

PRESS RELEASE

Say No to Crackers, Yes to Clean Air: WWF-India EIACP Calls for a Cracker-Free Green Diwali 2026 Across All States and UTs

New Delhi, 5 November 2026: WWF-India's Programme Centre - Resource Partner (PC-RP) under the Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP), supported by the Ministry of Environment, Forest and Climate Change (MoEF&CC), is running a nationwide Green Diwali Campaign 2026 from 20 October to 8 November 2026 across all States and Union Territories. The campaign calls on every citizen to stop bursting firecrackers and celebrate a Swachh, Shubh and Green Diwali, in line with the Government of India's Mission LiFE (Lifestyle for Environment).

The campaign will reach schools, colleges, educational institutions, resident welfare associations and local communities in all States and UTs, with a special focus on the 130 cities covered under the National Clean Air Programme (NCAP). Its central message is simple: a Diwali without crackers is a Diwali with cleaner air, healthier families and a safer environment.



Why Crackers Harm Our Air and Health

Firecrackers release large amounts of fine particulate matter (PM10 and PM2.5), sulphur dioxide, nitrogen oxides and toxic metal compounds, along with intense noise. Diwali falls at the start of winter, when cool temperatures and calm winds trap pollutants close to the ground, so emissions from crackers linger for days. This worsens air quality in cities and towns, and is especially harmful for children, the elderly, pregnant women and people with asthma, heart or lung conditions. Crackers also cause burn injuries, fire accidents and serious distress to animals and birds.

Protecting the Gains in Clean Air

MoEF&CC launched the National Clean Air Programme (NCAP) to improve air quality in 130 non-attainment and million-plus cities across 24 States and UTs, through national, state and city-level clean air action plans. The results show that sustained action works:

- In FY 2025-26, 108 of the 130 cities recorded a reduction in annual PM10 levels compared with 2017-18
- 72 cities achieved reductions of more than 20%, and 26 cities achieved reductions of more than 40%
- 14 cities met the National Ambient Air Quality Standards in FY 2025-26, compared with only six cities in 2017-18

These Improvements are the result of years of effort by government, industries and citizens. Avoiding firecrackers this Diwali is one of the simplest ways every household can protect these gains and help bring cleaner air to more cities.

Take the Green Diwali Pledge

WWF EIACP invites every citizen, student, teacher and family to take the Green Diwali Pledge: " I Pledge to celebrate a cracker-free Green Diwali. I will not burst firecrackers, and I will encourage my family , friends and neighbours to do the same. I will light diyas and energy-efficient light, make rangoli with natural colours, avoid single-use plastic, segregate my waste and choose local products, I will do my part for clean air, good health and a pollution-free environment."

Schools, collages, and community groups are encouraged to administer the pledge during morning assemblies, classes, rallies and community meeting, and to document their participation.

Simple Steps Towards a Green Diwali

- Choose Eco-Friendly Diyas and Candles: Use traditional earthen diyas and eco-friendly candles, and avoid excessive energy consumption.
- Go Sustainable with Gifts: Choose locally made, eco-friendly gifts with minimal packaging.
- Say No to Firecrackers: Avoid firecrackers to help reduce air and noise pollution and protect public health.
- Decorate Naturally: Make rangolis using natural materials such as flower petals, rice flour and turmeric, and try DIY decorations using upcycled materials.
- Minimise Waste: Avoid single-use plastics, reuse decorations, and segregate waste for recycling.
- Organise Community Events: Host plantation drives, neighbourhood clean-up activities and environmental awareness walks to encourage collective action.

- Donate for a Good Cause: Donate old clothes and unused, usable household items to people in need, promoting reuse and reducing waste.
- Adopt Greener Mobility: Walk, cycle or use public or shared transport for festive travel whenever practical.
- Check Your Air: Follow the daily Air Quality Index (AQI) on the Central Pollution Control Board's SAMEER app and limit outdoor exposure on poor air days.

Measure Your Carbon Footprint

As part of the campaign, citizens are encouraged to take WWF-India's Carbon Footprint Survey to understand how everyday activities and consumption contribute to their environmental footprint, and where they can adopt more sustainable habits:

Link: **https://wwfindiawebgis.in/Carbon** Footprint/Carbon Footprint.html
Participating institutions are encouraged to share the survey link with students, staff, families and local residents.

Share Your Green Diwali Activities

Schools, colleges, EIACP centres, community groups and individuals who take part in the campaign are requested to report their participation and share their outputs through the online form below. Please submit:

- Name of the institution or organisation, city, district and State/UT
- Type of activity conducted (pledge drive, rally, competition, cracker-free neighbourhood initiative, etc.) and date
- Number of participants who took the Green Diwali Pledge
- Geo-tagged photographs of the activity (photos showing location coordinates, date and time, taken with GPS/location enabled on the camera or with a GPS map camera app)
- A Short description or report of the activity

Google Form link:
https://docs.google.com/.../15hDbjbqZzeo68kNjAxe.../viewform

Submissions will help WWF EIACP document the campaign's reach across States and UTs. Selected entries may be featured on EIACP websites and Social Media platforms.

A Call to Action for Every State and UT

WWF EIACP calls upon State and UT departments, educational institutions, EIACP centres, community organizations and citizens to join the campaign by organizing pledge drives, awareness, rallies, poster, easy and slogan competitions, and "cracker-free neighbourhood" initiatives.

Participating institutions are requested to share photographs and reports of their activities to help document the campaign's nationwide reach.

The campaign also supports Sustainable Development Goal 3 (Good Health and Well-being), Goal 11 (Sustainable Cities and Communities), Goal 12 (Responsible Consumption and Production) and Goal 13 (Climate Action).

This Diwali, let us celebrate with light, not smoke. Say no to crackers, take the pledge, and help give India cleaner air, healthier lives and a pollution-free environment: a truly Swachh, Shubh and Green Diwali.