

GENERAL STUDIES II

Green Diwali Campaign 2026 UPSC: Complete Notes

Faculty/Author: Faculty Editorial Board**Date:** 22 October 2026**Platform:** Civil Service Gurukul Research Wing**Reading Time:** 5 Mins

India's Green Diwali Campaign 2026, launched by WWF-India's EIACP Programme Centre with support from the Ministry of Environment, Forest and Climate Change, promotes cracker-free celebrations and sustainable lifestyles from 20 October to 8 November. Focusing on 130 NCAP cities, the initiative encourages citizens to reduce pollution, take environmental pledges, avoid single-use plastics, segregate waste and adopt Mission LiFE principles. These Civil Service Gurukul UPSC notes explain the campaign, air-quality concerns, citizen participation, carbon footprints, governance challenges, Prelims questions and a GS Paper III Mains answer.

CIVIL SERVICE GURUKUL | UPSC CURRENT AFFAIRS

Complete UPSC notes covering WWF-India, Mission LiFE, NCAP, air pollution, sustainable consumption, environmental

20 Oct

Campaign begins in 2026

8 Nov

Campaign concludes in 2026

130 Cities

NCAP cities in special focus

Mission LiFE

Lifestyle for Environment

1. Why Is the Green Diwali Campaign 2026 in the News?

Diwali is among India's most widely celebrated festivals, symbolising light, hope and the triumph of good.

Yet the festive season can also increase environmental pressures through firecracker emissions, high levels of noise, plastic waste and resource-intensive consumption.

In response, WWF-India's EIACP Programme Centre – Resource Partner, supported by the Ministry of Environment, Forest and Climate Change, launched the nationwide Green Diwali Campaign 2026.

The campaign runs from 20 October to 8 November 2026. It encourages citizens to celebrate without firecrackers and make environmentally responsible choices.

Schools, colleges, resident welfare associations and community organisations are important participants.

Special attention is directed towards 130 cities covered by the National Clean Air Programme.

UPSC central theme: Environmental protection requires not only laws and technology but also citizen participation, behavioural change and responsible everyday choices.

2. GS Section and UPSC Syllabus Mapping

Paper	Syllabus relevance
Prelims GS I	Environment, pollution, government initiatives and current affairs
GS Paper II	Government initiatives, NGOs, community participation and governance
GS Paper III	Environmental pollution, conservation and sustainable development
GS Paper IV	Environmental ethics, social responsibility and responsible behaviour
Essay	Sustainable lifestyles, public health and environmental citizenship

Complete UPSC Study Guide

1. About the campaign
2. Objectives and key features
3. Mission LIFE explained
4. National Clean Air Programme
5. Air and noise pollution
6. Carbon footprint and sustainable consumption
7. Public participation
8. Links with Sustainable Development Goals
9. Implementation challenges
10. Way forward
11. UPSC Prelims MCQs
12. GS Paper III Mains model answer

13. Frequently asked questions

3. What Is the Green Diwali Campaign 2026?

The Green Diwali Campaign is a nationwide environmental awareness and behavioural change initiative. It seeks to reduce avoidable pollution during festive celebrations while encouraging sustainable lifestyle practices.

Particulars	Details
Campaign	Green Diwali Campaign 2026
Organiser	WWF-India EIACP Programme Centre - Resource Partner
Government support	Ministry of Environment, Forest and Climate Change
Campaign period	20 October to 8 November 2026
Special focus	130 cities under the National Clean Air Programme
Behavioural framework	Mission LIFE
Principal message	Cracker-free celebrations and sustainable consumption

Rather than treating environmental protection as a purely government-led responsibility, the initiative encourages households and communities to take practical action.

4. Major Objectives and Features

- Cracker-Free Celebrations**

Citizens are encouraged to avoid firecrackers and motivate family members and neighbours to make similar choices.
- Green Diwali Pledge**

Participants can pledge to celebrate sustainably through safer, cleaner and less wasteful practices.
- Traditional Diyas and Efficient Lighting**

The campaign encourages traditional festive lighting and energy-efficient lighting solutions.

Reduced Single-Use Plastics

Reusable materials and environmentally responsible decorations can reduce waste.

Waste Segregation

Separating wet, dry and other waste streams helps support appropriate processing and recycling.

Supporting Local Products

Choosing locally available products may support livelihoods and encourage thoughtful consumption.

Important distinction: The campaign encourages voluntary behaviour change. It should not be confused with a nationwide statutory firecracker prohibition. Applicable restrictions depend on relevant legal and regulatory orders.

5. Mission LiFE: Lifestyle for Environment

Mission LiFE stands for Lifestyle for Environment.

It promotes environmentally responsible individual and collective practices as part of a broader transition towards sustainable development.

Why Mission LiFE matters

- Encourages resource-efficient consumption.
- Promotes waste reduction.
- Supports energy and water conservation.
- Encourages sustainable food and lifestyle choices.
- Recognises the importance of citizens in climate action.

Mission LiFE connects local actions with larger environmental goals.

For example, avoiding single-use disposable products may reduce waste, while choosing efficient lighting can reduce electricity consumption.

The key idea is that small actions become meaningful when adopted consistently and widely.

Prelims fact: Mission LiFE means Lifestyle for Environment, not Living for Energy or Lifestyle for Economy.

6. Why Does the Campaign Focus on NCAP Cities?

The National Clean Air Programme, launched in 2019, provides a framework for improving air quality through coordinated action across participating cities.

The Green Diwali Campaign places special emphasis on 130 cities covered by NCAP.

Why urban centres need attention

Urban air pollution may result from multiple sources, including road dust, transport, industries, construction activities, waste burning and regional pollution.

During certain festive periods, firecracker emissions can add a short-term pollution burden.

The extent of their contribution varies by location, weather conditions and other concurrent emission sources.

Role of meteorology

Low wind speeds and unfavourable atmospheric conditions can prevent pollutants from dispersing effectively.

Thus, seasonal air-quality problems cannot be explained by firecrackers alone.

7. Environmental and Health Concerns Associated with Firecrackers

Pollution category	Potential concern
PM2.5	Fine particles can penetrate deep into the respiratory system.
PM10	Inhalable particles contribute to respiratory exposure.
Gaseous pollutants	Combustion may release sulphur and nitrogen compounds.
Metal-containing particles	Some pyrotechnic formulations can release metal residues.
Noise	Sudden high-intensity sound may cause distress or hearing risks.
Solid waste	Packaging and combustion residues require collection and disposal.

Public health implications

Short-term exposure to high pollution levels can be particularly concerning for people with respiratory or cardiovascular vulnerabilities.

Children, older adults and others with greater susceptibility may face additional risks.

Noise pollution can affect sleep, comfort and community wellbeing.

Why comprehensive pollution policy matters

Reducing festival-related pollution can help, but year-round air improvements require stronger action on transport, industrial emissions, dust and waste burning.

8. Carbon Footprint and Sustainable Consumption

WWF-India's campaign also encourages participation in a Carbon Footprint Survey.

A carbon footprint represents greenhouse gas emissions associated with an activity, product, individual or organisation, usually expressed as carbon dioxide equivalent.

What can affect a household footprint?

- Electricity and fuel consumption.
- Transport choices.
- Food production and dietary patterns.
- Purchases and product life cycles.
- Waste generation and disposal.

Surveys can support environmental awareness, although their estimates depend on assumptions and available data.

Exam distinction: Carbon footprint concerns greenhouse gas emissions, whereas the Air Quality Index communicates ambient air pollution conditions. They are not the same measurement.

9. Community Participation and Environmental Governance

The campaign encourages schools, colleges, community groups and resident welfare associations to organise awareness activities.

These may include pledge drives, assemblies, rallies and community meetings.

Participating institutions may document their activities through reports and geo-tagged photographs.

Why community participation matters

- Social encouragement can reinforce positive habits.
- Schools can introduce environmental values early.
- Resident associations can coordinate local waste practices.
- Community engagement makes public programmes more visible.
- Participation may improve accountability and awareness.

However, campaign success should not be measured only by numbers of pledges or photographs submitted.

Long-term behavioural change and actual environmental outcomes are more meaningful indicators.

10. Connections with Sustainable Development Goals

SDG	Connection with Green Diwali

SDG 3: Good Health and Well-being	Reduction of avoidable pollution exposure.
SDG 11: Sustainable Cities and Communities	Cleaner neighbourhoods and urban environmental awareness.
SDG 12: Responsible Consumption and Production	Waste minimisation and thoughtful festive consumption.
SDG 13: Climate Action	Promotion of sustainable lifestyles and resource efficiency.

These links demonstrate the relevance of environmental citizenship to the wider sustainable development agenda.

11. Challenges in Implementing a Green Festival Campaign

Behavioural resistance

Long-established celebration practices may be difficult to change rapidly.

Limited awareness

Some citizens may not understand the environmental effects of different festive activities.

Availability and affordability

Sustainable alternatives need to be accessible across different income groups.

Waste-management constraints

Segregation efforts may have limited impact where collection and processing systems are weak.

Measuring outcomes

Changes in local air quality depend on multiple pollution sources and meteorological factors.

Social and cultural sensitivity

Environmental messaging should encourage constructive participation, respect cultural traditions and avoid unnecessarily stigmatising communities.

12. Way Forward: Making Green Celebrations a Lasting Habit

1. **Local-language awareness:** Communicate clear, practical alternatives through schools and community groups.
2. **Accessible alternatives:** Encourage sustainable, affordable decorations and celebrations.
3. **Better waste systems:** Strengthen segregated collection and responsible processing.
4. **Scientific monitoring:** Use transparent air-quality data to evaluate pollution trends.
5. **Citizen involvement:** Engage resident associations, students and local institutions.
6. **Year-round action:** Connect festival campaigns with consistent urban clean-air measures
7. **Outcome-based evaluation:** Track lasting behaviour change, not just participation totals.

UPSC conclusion: A Green Diwali is most meaningful when environmental awareness becomes everyday civic behaviour.

13. Original UPSC Prelims Practice MCQs

Question 1

The Green Diwali Campaign 2026 was launched by:

- (a) RBI and Ministry of Finance
- (b) WWF-India's EIACP Programme Centre with MoEFCC support
- (c) National Disaster Management Authority alone
- (d) Ministry of New and Renewable Energy alone

Answer: (b).

The campaign was launched by WWF-India's EIACP Programme Centre– Resource Partner, supported by MoEFCC.

Question 2

What does Mission LiFE stand for?

- (a) Lifestyle for Environment
- (b) Living in Forest Ecosystems
- (c) Local Industry for Energy
- (d) Learning for Environmental Economics

Answer: (a).

Mission LiFE promotes environmentally responsible lifestyle practices.

Question 3

The Green Diwali Campaign 2026 places special focus on how many NCAP cities?

- (a) 75
- (b) 100
- (c) 130
- (d) 200

Answer: (c) 130 cities.

Question 4

Consider the statements:

1. PM2.5 particles are smaller than PM10 particles.
2. Weather conditions can influence the concentration of pollutants.
3. A carbon footprint and the Air Quality Index measure exactly the same phenomenon.

Which statements are correct?

- (a) 1 only
- (b) 1 and 2 only
- (c) 2 and 3 only
- (d) 1, 2 and 3

Answer: (b).

Carbon footprints measure associated greenhouse gas emissions, while AQI communicates ambient air pollution.

Question 5

Which of the following are encouraged under the Green Diwali Campaign?

1. Avoiding firecrackers
2. Reducing single-use plastics
3. Segregating waste
4. Supporting local products

- (a) 1 and 2 only
- (b) 2 and 3 only
- (c) 1, 3 and 4 only
- (d) 1, 2, 3 and 4

Answer: (d).

All four practices are encouraged under the campaign.

14. UPSC GS Paper III: Mains Practice Question

15 Marks | 250 Words

"Behavioural change and community participation are essential complements to regulatory measures for controlling urban air pollution." Discuss with reference to the Green Diwali Campaign 2026 and Mission LiFE.

Model Answer

Urban air pollution is a multidimensional problem involving transport, industries, dust, waste burning and seasonal activities. Regulatory action is necessary, but sustainable improvements also depend on public participation.

Campaign context: The Green Diwali Campaign 2026, led by WWF-India's EIACP Programme Centre with MoEFCC support, encourages cracker-free celebrations and environmentally responsible consumption, with special emphasis on 130 NCAP cities.

Role of behaviour: Avoiding firecrackers, reducing single-use plastics, adopting efficient lighting and segregating waste can reduce avoidable environmental pressures.

Community dimension: Schools, colleges and resident associations can spread awareness, reinforce sustainable habits and increase participation. Mission LiFE places individual responsibility within a wider collective environmental transition.

Limitations: Festive campaigns alone cannot solve year-round pollution originating from vehicles, industries and other sources. Moreover, awareness does not automatically translate into permanent behaviour change.

Way forward: India needs strong enforcement, scientific monitoring, affordable alternatives, better waste infrastructure and continued citizen engagement.

Conclusion: Clean-air governance is most effective when capable institutions and environmentally responsible citizens work together.

15. Frequently Asked Questions

What is the Green Diwali Campaign 2026?

A nationwide environmental awareness initiative promoting cracker-free festivals and sustainable lifestyles.

When does the campaign run?

From 20 October to 8 November 2026.

Who launched the campaign?

WWF-India's EIACP Programme Centre– Resource Partner, supported by MoEFCC.

What is the role of Mission LiFE?

Mission LiFE promotes environmentally responsible individual and community behaviour.

Why are 130 NCAP cities important?

The campaign specifically prioritises environmental awareness in these cities under India's clean air framework.

Does the campaign legally ban all firecrackers?

No. It is an awareness and voluntary behavioural-change campaign. Legal restrictions are governed separately.

Which UPSC GS paper covers this topic?

Primarily GS Paper III under environment, with links to GS Paper II governance and GS Paper IV ethics.

16. Conclusion: Celebrate Light, Protect the Environment

The Green Diwali Campaign 2026 highlights an important idea in public policy: environmental protection is a shared responsibility.

Cleaner celebrations can preserve cultural joy while encouraging reduced pollution, responsible consumption and improved community wellbeing.

Its long-term significance will depend on whether temporary awareness leads to lasting changes in behaviour.

For UPSC aspirants, Green Diwali provides a relevant example of how Mission LiFE, environmental governance and citizen participation can work together towards sustainable development.

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Access original current affairs notes, UPSC Prelims MCQs, Mains model answers and concept-based GS study resources.

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Educational disclaimer: This original UPSC article was prepared on 22 October 2026. Campaign dates, organisations and participation details reflect the official October 2026 announcement. Environmental effects depend on local emissions, weather and implementation.

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