



REPORT BREATH OF CHANGE

Awareness-cum Sensitisation Programme

INTERNATIONAL DAY OF CLEAN AIR FOR BLUE SKIES

SEPTEMBER 7, 2025

Target Population: Students, teachers, RWAs, local communities, commuters at metro station and bus stands, vendors, scrap dealers, sanitation workers, housekeeping staff, and the general public through digital outreach

Duration: June to 7 September 2025

Locations (Delhi NCR): Dwarka, Mundka, Okhla, Rohini, Anand Vihar, Jahangirpuri, Mayapuri, RK Puram, Punjabi Bagh, Wairpur, Bawana, Vivek Vihar, Narela



Organised by:
Sulabh-International Institute of Health and Hygiene (IIHH)
Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) Resource Partner
Under the aegis of
Ministry of Environment, Forest and Climate Change, Government of India



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नीले आसमान के लिए स्वच्छ हवा

स्वच्छ नीले आकाश के लिए अंतर्राष्ट्रीय स्वच्छ वायु दिवस
7 सितंबर 2025



सुलभ आईआईएचएच-ईआईएसीपी रिसोर्स पार्टनर, पर्यावरण, वन और जलवायु परिवर्तन मंत्रालय, भारत सरकार के तत्वावधान में।

हमें फॉलो करने के
लिए स्कैन करें



4th July, 2025 DWARKA

A Micro Forest Plantation and Awareness-cum Sensitisation Programme organised at MRV School, Dwarka, New Delhi.

“ **BENEFICIARIES**
600, Students, Teachers
and Community
Members ”



BREATH OF CHANGE

International Day of Clean Air for Blue Skies



11th July, 2025

MUNDKA

A vibrant Clean Air Awareness-cum Sensitisation Programme conducted at Mundka Market and Metro Station, Delhi. The event featured a march past, skits, interactive sessions, mobile flash waving, and Clean Air Pledge by participants.

“ **BENEFICIARIES**
2000 Shopkeepers, Workers,
Metro Passengers and local
community members
”



19th July, 2025

OKHLA

Awareness-cum Sensitisation Programme and Cleanliness Drive conducted at Okhla Sabzi Mandi, New Delhi. IEC material was also distributed to promote air purification methods for both indoor and outdoor environments.

“ **BENEFICIARIES**
1500 Sanitation
workers, vendors, and
local residents ”



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International Day of Clean Air for Blue Skies



27th July, 2025

ROHINI

An Awareness-cum Sensitisation Programme organised at Asha Kiran, Avantika Complex, Rohini Sector-1, New Delhi, Clean Air Pledge.

BENEFICIARIES

“ 400 Safai karamcharis, housekeepers, children with intellectual disabilities, and staff members ”



28th July, 2025

ANAND VIHAR

An Awareness-cum Sensitisation Programme at Anand Vihar Metro Station and Bus Stand, New Delhi. Placard March through the streets, interactive sessions, a Q&A round, and a lively Photo booth & VayuMitra pledge.

“ **BENEFICIARIES**
8000 Metro and bus commuters,
local vendors, bus drivers/
helpers, and nearby residents
”



5th August, 2025

DWARKA

A community engagement programme organised at Shriniketan Apartments, New Delhi. An awareness session, a plantation drive, and a Clean Air Pledge. Distribution of IEC material and caps.

“ **BENEFICIARIES**
150 Youth, senior citizens, and RWA members ”



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International Day of Clean Air for Blue Skies



8th August, 2025

JAHANGIR PURI

A Plantation Drive to develop a Micro Forest at MIG Flats, Metro Apartment, Jahangir Puri, Delhi. Plantation of 350 saplings indigenous species.

“ **BENEFICIARIES**
Youth and RWA
members

”



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18th August, 2025

MAYAPURI

Awareness-cum-Sensitisation Programme at Scrap Market, Mayapuri, New Delhi. A Selfie Booth and VayuMitra Pledge for clean air for blue skies.

“ BENEFICIARIES

1000, Scrap dealers, their staff, local Safai karmcharis, females and children ”



23rd August, 2025

DWARKA

Awareness-cum-Sensitisation Programme and Plantation Drive organised at Park Royal Apartments, Dwarka Sector-9, New Delhi, under the campaign “Clean Air for Blue Skies – Breath of Change.” A Selfie Booth was set up to encourage public participation, along with the VayuMitra Pledge for Clean Air.

BENEFICIARIES

“ 50 members of the RWA, society workers, housekeeping staff, safai karamcharis, and community members ”



BREATH OF CHANGE

International Day of Clean Air for Blue Skies



3rd September, 2025 **DWARKA**

Awareness-cum-Sensitisation Programme at Dwarka Metro Station and Dwarka Sector - 21 Metro Station (Terminal), New Delhi, under the campaign “Clean Air for Blue Skies – Breath of Change.”

“ BENEFICIARIES
10000 metro passengers, local food cart vendors, members of the public, as well as foreign visitors
”



BREATH OF CHANGE

International Day of Clean Air for Blue Skies



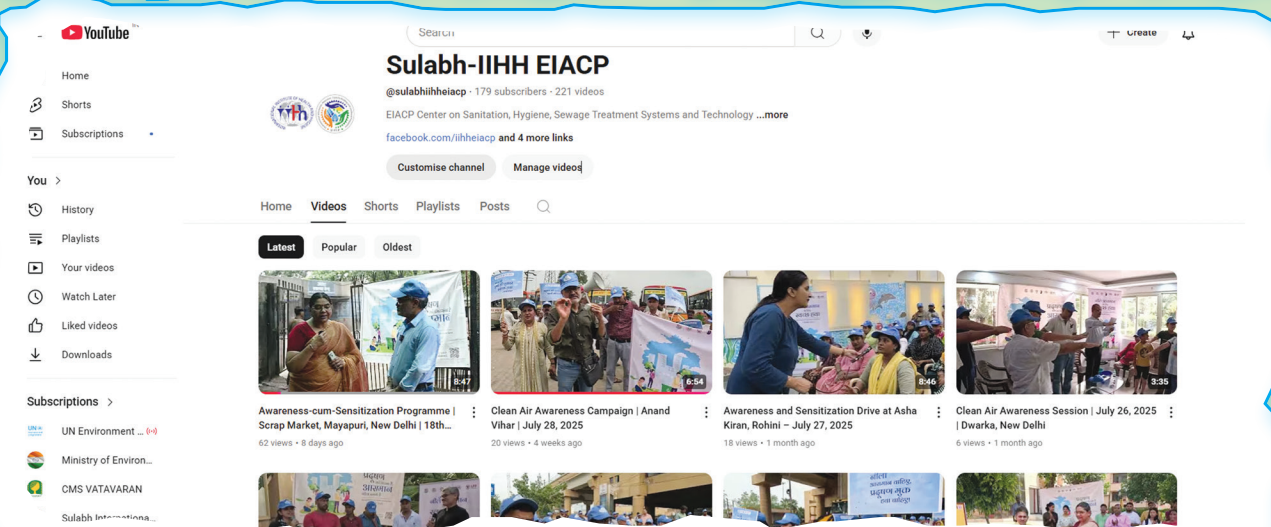
June-September, 2025

ONLINE

- Digital Pledge Drive and Ek Ped Maa Ke Naam with e-certificates for the participants.
- IEC materials was sent to about 45 educational and environmental institutions at hotspot areas like Narela, Bawana, Wazirpur, Punjabi Bagh, Vivek Vihar, and R.K. Puram for dissemination among the students and faculty.
- Regular posting of our activities on daily basis with pictures and descriptions on the social media platforms like Facebook, Instagram, twitter, LinkedIn & YouTube to spread the message online for “Breath of Change” Campaign – Clean Air for Blue Skies.
- Sulabh-IIHH, EIACP RP under the aegis of the MoEF&CC in collaboration with CAQM, successfully organized an Awareness-cum Sensitisation initiative by sharing IEC materials online with RWAs of Park Royal, Gyan Shakti, Shri Niketan, MIG Flat Metro Apartments etc., to further extend the outreach. Through these efforts, individuals were sensitized, to create community awareness and support for environmental protection.

BENEFICIARIES

“ Over 95,000 views ”



BREATH OF CHANGE

International Day of Clean Air for Blue Skies

IIHH-EIACP RP @iihheiacp · Jul 28

Sulabh – IIHH, EIACP RP, under the aegis of the @moefcc, successfully organized an Awareness cum Sensitization Programme on July 28, 2025, at the busy Anand Vihar Metro Station and Bus Stand, New Delhi, under the campaign “#CleanAir for #BlueSkies – Breath of Change.”

iihh EiACP and Sulabh International Social Service Organisation

14 July ·

The event featured a series of activities including synchronised waving of mobile flash tuned to energetic music. 🌱 – Mundka, Delhi | July 11, 2025
#BreathOfChange ... See more

Certificate of Participation
INTERNATIONAL DAY OF CLEAN AIR FOR BLUE SKIES
 September 7, 2025

Reena Dhoka

has actively participated in the Digital Pledge Drive under the “Breath of Change” campaign, organized by Sulabh-IIHH EIACP Resource Partner, under the aegis of the Ministry of Environment, Forest and Climate Change, Govt. of India, by committing to sustainable actions for cleaner air and a healthier tomorrow. The pledge reflects the dedication to reducing air pollution, promoting Eco-friendly choices, and spreading awareness for #BlueSkies.

Dr. Namita Mathur
 Coordinator, Sulabh - IIHH EIACP Resource Partner

Organised by: Sulabh-IIHH EIACP RP
 Hosted by: International Institute of Health and Hygiene
 Patronised by: Ministry of Environment, Forest and Climate Change Government of India

Certificate of Appreciation
TREE PLANTATION DRIVE – “EK PED MAA KE NAAM”

This certificate is proudly presented to

DARSHIT

In recognition of the valuable participation in the Tree Plantation Drive organized by Sulabh-IIHH EIACP Resource Partner, under the aegis of the Ministry of Environment, Forest and Climate Change, Govt. of India, on the occasion of Van Mahotsav and the International Day of Clean Air for Blue Skies – September 7, 2025. Your contribution to the campaign “Breath of Change” reflects your commitment to a greener, cleaner, and healthier planet.

Dr. Namita Mathur
 Coordinator
 Sulabh - IIHH EIACP RP, New Delhi

Sulabh-IIHH EIACP RP
 Hosted by: International Institute of Health and Hygiene
 Patronized by: Ministry of Environment, Forest and Climate Change Government of India



MEDIA COVERAGE



न्यूज़ हरपल

होम राजनीति दिल्ली राज्यों से लाइफ स्टाइल सेल करोबार इंटरव्यू धर्म-कर्म नौकर

दिल्ली
दिल्ली-एनसीआर में स्वच्छ हवा अभियान से 1.19 लाख लोग हुए जागरूक

September 11, 2025 - by टीम डिजिटल - Leave a Comment




NEWS
www.streetnews.in

NATIONAL POLITICS STATES DELHI BUREAUCRACY BUSINESS ENTERTAINMENT

1.19 lakh people became aware of clean air campaign in Delhi-NCR

September 11, 2025 Street News Bureau 51 Views



Monday, September 15, 2025 Latest: एकदम-भारत-विस्तृत-बावल-का-गलत-साबित-कर-दिया, ब्रिटेन-जमाइन-को-सातना-कर-रहा-हः-आरएसए

Chirauri News

नीति राजनीति देश-प्रदेश विरोधी स्वयंसेवक सेल खिलड़ी लाइफस्टाइल हाल फिलहाल हाट-बाजार बीडियो संपर्क

देश-प्रदेश हाल फिलहाल
दिल्ली-एनसीआर में 'ब्रेथ ऑफ चेंज-क्लीन एयर फॉर ब्लू स्काईज' अभियान के तहत 1.19 लाख से अधिक लोग जागरूक

September 11, 2025 Chirauri News




Jai TVAN

HOME ALL CATEGORIES NATIONAL POLITICS INTERVIEW HEALTH - POLITICS INTERVIEW HEALTH - STATES - CONTACT US ABOUT

SULABH initiative: Breath of Change – Clean Air for Blue Skies”

— Sep 11, 2025 In All Categories, HomeSlider



PM Modi's Manipur visit 'tokenism', 'grave insult' to people of state: Congress, Stalin Karjun Kharge and Priyanka react

After two years of violence PM Modi visit Manipur, 'Have to build strong bridge between people of hills and valley'

NBCC Signs MOU with NHCO for projects valued Rs 3,700 Crore

SULABH initiative: Breath of Change – Clean Air for Blue Skies”

Suspended BRS leader



Delhi Aajkal @delhi_aajkal · Sep 11

Sulabh campaign for Blue Skies

A series of activities under the “Breath of Change – Clean Air for Blue Skies” campaign sensitized over 1.19 lakh individuals in Delhi NCR to adopt eco-friendly practices, reduce pollution, and work for a healthier environment.

A series of
[Show more](#)




BREATH OF CHANGE

International Day of Clean Air for Blue Skies

परिवर्तन की यात्रा
स्वच्छ नीले आकाश के लिए
अंतर्राष्ट्रीय स्वच्छ वायु दिवस
7 सितम्बर 2025

पेड़ लगाओ, जीवन बचाओ, इस धरती को स्वर्ग बनाओ।

स्वच्छ हवा बच्चों को चाहिए, ईंधन वाहन का प्रयोग घटाइए।

सारी धरती कर रही पुकार, पर्यावरण का रखो खयाल।

पृथ्वी पर बस रहा धुएँ का क्रहर, पर्यावरण में ये फैला रहा है ज़हर।

स्वच्छ हवा की ज़रूरत है, क्योंकि जीवन बहुत ही सूबसूरत है।

वायु प्रदूषण को हटाना है, स्वस्थ सविष्य अपनाना है।"

सुलभ आईआईएचएच-ईआईसीपी रिसोर्स पार्टनर,
पर्यावरण, वन और जलवायु परिवर्तन मंत्रालय,
भारत सरकार के तत्वावधान में।

INTERNATIONAL DAY OF CLEAN AIR FOR BLUE SKIES

September 7, 2025

WHY THIS DAY MATTERS
 Air pollution is one of the largest environmental threats to human health—impacting everyone, especially children, the elderly, and those with pre-existing health conditions.

Clean air is a basic human right, vital for a healthy planet and a thriving population.

THIS YEAR'S FOCUS

- Promote inclusive and innovative solutions for cleaner air
- Support policies that improve air quality
- Avoid burning garbage or crop waste
- Say no to single-use plastics
- Raise awareness through social media and local events

"BREATH OF CHANGE"

DID YOU KNOW?

- 99% of the world's population breathes air that exceeds WHO air quality limits.
- Air pollution causes 7 million premature deaths every year.
- Reducing air pollution also helps reduce climate change impacts.

Source: World Health Organization (WHO)

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 Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP), Resource Partner
 Ministry of Environment, Forest & Climate Change, Govt. of India

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Breathe Easy with Indoor Air-Purifying Plants

Indoor air-purifying plants offer a natural and effective solution to enhance indoor air quality by filtering harmful toxins such as formaldehyde, benzene, and carbon monoxide. In addition to promoting a healthier living environment, these low-maintenance plants add aesthetic value to homes and workspaces. Their ability to thrive indoors makes them an ideal choice for creating cleaner, greener, and more inviting interiors.

Areca Palm (Dyopsis lutescens)
 A highly efficient humidifier, the Areca Palm filters benzene, formaldehyde, and carbon monoxide.
Ideal Conditions: Bright, indirect sunlight; consistently moist soil
Health Benefits: Boosts oxygen levels and humidity, helping relieve dry skin, eyes, and respiratory discomfort.

Snake Plant (Sansevieria trifasciata)
 Renowned for its ability to release oxygen at night, it removes formaldehyde, xylene, and nitrogen oxides.
Ideal Conditions: Low to bright light; minimal watering
Health Benefits: Enhances sleep by releasing oxygen at night; filters toxins like benzene and nitrogen oxides from indoor air.

Peace Lily (Spathiphyllum)
 This elegant plant effectively eliminates airborne toxins including ammonia, benzene, and mold spores.
Ideal Conditions: Low to medium light; weekly watering
Health Benefits: Reduces airborne mold spores and indoor pollutants; promotes cleaner air and mental calmness.

Spider Plant (Chlorophytum comosum)
 Known for absorbing pollutants like carbon monoxide and xylene, it is also pet-safe and easy to grow.
Ideal Conditions: Indirect sunlight; moderate watering
Health Benefits: Improves air quality by removing carbon monoxide and VOCs; safe for pets and supports easier breathing.

Source: NASA Clean Air Study

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Activated Charcoal

Nature's Air Purifier

A highly porous, carbon-based material known for its exceptional adsorption capacity, activated charcoal effectively removes indoor air pollutants, odors, and volatile organic compounds—offering a sustainable, non-electric solution for cleaner air.

What is Activated Charcoal?

Activated charcoal (or activated carbon) is a fine, black, odorless powder made from carbon-rich materials. It has millions of microscopic pores that trap pollutants, gases, and odors from the air.

How is it Made?

- Made by heating natural sources like coconut shells, wood, or coal at high temperatures in the absence of oxygen.
- Followed by activation using steam or chemicals to open up pores and increase surface area.

Commercial Forms Available

- Air Purifying Bags (e.g. bamboo charcoal pouches)
- Charcoal Air Filters (used in purifiers and A/Cs)
- Loose Granular or Powdered Activated Carbon
- Activated Charcoal Deodorizers for fridges, shoes, bathrooms, etc.

Why It's Better Than Conventional Air Purifiers

- No power required: Works without electricity.
- Eco-friendly & safe: No chemicals or ozone emissions.
- Reusable: Reactivate easily by sun-drying.
- Efficient for indoor use: Silent and ideal for closed spaces.

How It Purifies Indoor Air

- Adsorbs volatile organic compounds (VOCs)
- Removes formaldehyde, benzene, ammonia, smoke, pet odors
- Reduces humidity and mold spores
- Works passively and silently without electricity

When to Replace?

- Every 3-6 months depending on air quality
- Reactivate monthly by placing in sunlight for a few hours

For RWAs: Use charcoal pouches indoors & pair with outdoor actions like micro-forests, no-burning, and anti-idling drives.

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नीले आकाश के लिए अंतरराष्ट्रीय स्वच्छ वायु दिवस

स्वच्छ वायु, नीला आकाश – परिवर्तन की ओर एक सशक्त प्रयास



कचरा न जलायें | पैदल चलें | साइकिल चलायें | जन परिवहन अपनायें



सुलभ-इंटरनेशनल इंस्टिट्यूट ऑफ़ हेल्थ एंड हाइजीन

नीले आसमान के लिए

स्वच्छ हवा

नीले आकाश के लिए अंतरराष्ट्रीय स्वच्छ वायु दिवस
7 सितंबर 2025



हमें फॉलो करने के लिए स्कैन करें



सुलभ-आईआईएचएच ईआईएसीपी रिसोर्स पार्टनर, पर्यावरण, वन और जलवायु परिवर्तन मंत्रालय, भारत सरकार के तत्वावधान में।

कचरा न जलायें | पैदल चलें | साइकिल चलायें | जन परिवहन अपनायें



साफ हवा, स्वस्थ जीवन हमारा अधिकार!



प्रदूषण हटाएंगे, नीला आसमान लाएंगे!



पेड़ लगाओ, प्रदूषण घटाओ!





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