

## World Environment Day (WED) 2026

### Background

World Environment Day 2026 is being celebrated under the theme **“A Global Call for Climate Action.”** In alignment with the objectives of Swachh Bharat Mission–Urban (SBM-U) 2.0 and the Solid Waste Management (SWM) Rules, 2016 (as amended), a focused week-long campaign is proposed from **5<sup>th</sup> June to 12<sup>th</sup> June 2026**. The campaign aims to sensitize elected representatives, municipal functionaries, community-based organizations, youth groups, self-help groups, and citizens regarding sustainable waste management practices, mandatory four-stream source segregation, visible cleanliness, legacy waste remediation, and environmental stewardship.

The campaign will emphasize awareness generation, advocacy, exposure visits to waste management facilities, cleanliness drives, plantation activities under **“Ek Ped Maa Ke Naam,”** and community mobilization initiatives. Through active participation of all stakeholders, the campaign seeks to foster responsible environmental behavior, strengthen compliance with SWM Rules, and promote climate-conscious actions at the grassroots level.

### Action Plan:

Date	Activity	Key Actions	Stakeholders
05 June 2026	World Environment Day & Special Council Meeting	Convene Special Council Meetings; Sensitize stakeholders on SWM Rules; Discuss 4-stream segregation; Prepare ward-wise action plans.	Elected Representatives (MLA's), Ex- Ward Members, ULB Officials, Swachhata Ambassadors, Swachhata Champions, SBM Team, IEC Teams, Community Mobilizers (SHGs)
06 June 2026	Exposure Visit to Waste Management Facilities	Visit MRFs, Compost Plants, RRR Centres etc to demonstrate operational processes and best practices and interaction with facility operators	Current Elected Representatives (MLA's), Ex-Ward Members, ULB Officials, Swachhata Ambassadors, Swachhata

Date	Activity	Key Actions	Stakeholders
			Champions, Community Mobilizers (SHG), ULB IEC Teams.
07 June 2026	Ek Ped Maa Ke Naam Plantation Drive	Plantation of indigenous and seasonal saplings in public spaces.	Current Ex-Ward Members, ULB Officials, Students, NGOs, Citizens, ULB Officials, Swachhata Ambassadors, Swachhata Champions, SBM Team, IEC Teams, Community Mobilizers
08 June 2026	Awareness Drive on 4-Stream Segregation	Door-to-door IEC campaign; Demonstration of segregation and home composting.	Current Elected Representatives (MLA's), Ex-Ward Members, ULB Officials, IEC Teams, Community Mobilizers (SHGs)
09 June 2026	Cleanliness Drive & GVP Clearance	Intensive cleanliness drive and clearance of Garbage Vulnerable Points.	Ex-Ward Members, ULB Sanitation Teams, Community Mobilizers (SHGs) and ULB IEC Teams
10 June 2026	Market & Commercial Area Advocacy Campaign	Special Advocacy/Awareness drives in markets and commercial establishments.	Traders Associations, Vendors.
11 June 2026	School & Youth Engagement Programme	Awareness sessions/ rallies and volunteer mobilization.	Students, Teachers, NSS/NCC/NYKS, Community Mobilizers (SHGs)
12 June 2026	Mega Awareness & Community Mobilization Drive	Awareness rallies/ gatherings/ meetings at high footfall areas like Tourist Places/ Religious Places/ Public Parks/Bus Stands etc.	Current Elected Representatives (MLA's), Ex-Ward Members, Citizens, ULB Officials, Swachhata Ambassadors, Swachhata Champions, SBM



Date	Activity	Key Actions	Stakeholders
			Team, IEC Teams, Community Mobilizers, RWA's, NGO's, CBO's

### **Daily Social Media Activities**

Use hashtags #WED2026 and #SwachhBharat.

Tags: @SwachhBharatGov, @swachhbharat, @moefcc

Upload photographs/ videos and share key messages on SWM Rules 2026 and climate action.

### **Reporting Timeline**

Compile day-wise achievements and submit the consolidated report as per devised format by 13<sup>th</sup> June 2026.