

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

LOK SABHA
UNSTARRED QUESTION NO. 3479
TO BE ANSWERED ON 11.08.2025

World Environment Day 2025

3479: SHRI JUGAL KISHORE

Will the Minister of ENVIRONMENT, FOREST AND CLIMATE CHANGE be pleased to state:

- (a) the key components of the national campaign to eliminate plastic pollution launched on World Environment Day 2025;
- (b) the significance of the National Plastic Waste Reporting Portal launched on World Environment Day 2025; and
- (c) the manner in which this campaign aligns with the objectives of 'Swachhata Hi Seva' and 'Mission LIFE'?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE
(SHRI KIRTI VARDHAN SINGH)

(a) to (c): The National Plastic Pollution Reduction Campaign (NPPRC) was launched on 5th June 2025. The Campaign includes activities to reduce plastic pollution in Tiger Reserves and urban and rural areas under Swachhta Hi Sewa programme. The campaign aligns with one of the theme of Mission LiFE, which is reducing single-use plastics. The activities under the campaign include focus on reducing use of avoidable single use plastics in government offices, especially during Special Campaign 5.0. A Hackathon on eco-alternatives to single-use plastics and engaging youth through creative competition such as poem writing, slogan writing and skits (Nukkad Nataks) on the theme of Ending Plastic Pollution is part of the campaign.

The National Plastic Waste Reporting Portal was launched on 5th June 2025. As per Plastic Waste Management (Amendment) Rules, 2024, notified on 14th March, 2024, every urban local body, Panchayat at District Level, State Pollution Control Boards, and Pollution Control Committees shall prepare and submit annual report in the prescribed form on the portal. The mandatory online submission of annual reports is a transformational step in moving away from multi step physical reporting. The portal captures information with respect to plastic waste generated, characterization & assessment of plastic waste, infrastructure details with respect to collection, transportation & processing of plastic waste, Enforcement of ban on identified single use plastic items, and action taken for violation of Plastic Waste Management Rules, from urban local bodies and Panchayats at District Level.
