













THE STATE OF AIR IN INDIA

Between 1998 and 2020, there has been a significant increase - from 40 per cent to 73 per cent, in the share of India's population exposed to air pollution levels higher than permitted by the National Ambient Air Quality Standards (NAAQS). With India's climate commitments to achieve net-zero emissions by 2070, there is also an impetus to address air pollution in the long run. Further, the economic cost of air pollution, is already at a staggering 3 per cent of the country's GDP, and can turn India's demographic dividend to a burden with the health toll it takes on our productive population.

The World Bank expects India to be among the fastest-growing economies in the Asia Pacific region (both aggregate and per capita GDP). It cites resilience in private consumption and investment, and robust growth in the services sector in India as the main reasons (India Development Update, April 2023).

With economic growth, the state of air too requires concerted efforts towards its improvement.

- Air pollution accounts for 9 per cent of the national disease burden in India (Ministry of Health and Family Welfare, 2015).
- Between 1998 and 2020, there has been a significant increase - from 40 per cent to 73 per cent, in the share of India's population exposed to air pollution levels higher than permitted by the National Ambient Air Quality Standards (NAAQS).
- Air pollution in India costs Indian businesses INR 7 lakh crore every fiscal year, i.e., 3% of India's Gross Domestic Product (Dalberg, Confederation of Indian Industry and Clean Air Fund, 2021).
- Between 1970 and 2015, PM2.5 emissions from large point sources like factories and power plants) in India grew
 5.5 times (CEEW, 2021).

GOVERNMENT LED INITIATIVES FOR CONTROLLING AIR POLLUTION

Several strategies for emissions control and management are being considered and frameworks are in place to meet environmental jurisprudence with the Air (Prevention and Control of Pollution) Act, 1981; Environment (Protection) Act, 1986; and the Commission for Air Quality Management Act, 2021.

There is enough evidence to show that the impact of air pollution is not uniform across geographies and populations, in India or globally. Thus there is a need to find opportunities to strengthen policy packages and create synergies among different sectors to implement them.

Government initiatives have made progress whether in providing access, or in creating an enabling system for it, some of which are:

- National Clean Air Programme (NCAP), 2019:
 India's flagship programme on reducing air pollution levels across the country.
- Pradhan Mantri Ujjwala Yojana (PMUY), 2016:
 National scheme for providing LPG connections to Below
 Poverty Line (BPL) households.
- Faster Adoption and Manufacturing of Electric Vehicles (FAME), 2015:

 India's flagship scheme to promote electric and hybrid

India's flagship scheme to promote electric and hybrid mobility.

INDIA'S RESPONSE TO AIR POLLUTION

To meet its Nationally Determined Contributions (NDC), India is committed to reduce the emissions intensity of its GDP by 45 per cent by 2030, from 2005 levels. As part of this, about 50 per cent cumulative electric power installed capacity is expected to come from non-fossil fuel-based energy resources by 2030. Addressing climate change has clear co-benefits by way of air pollution mitigation because energy generation is a primary source of criteria pollutant emissions. The National Sustainable Habitat Mission (NSMH) and National Electric Mobility Mission (NEMMP) have all given impetus to improving quality of life and addressing exposure to pollution.

There is also direct correlation between improving air quality and the achievement of multiple United **Nations Sustainable Development** Goals (UN SDGs). Household air pollution can be reduced through enhanced clean energy access (SDG 7.1); an increase in the share of renewable energy (SDG 7.2) and enhanced energy efficiency (SDG 7.3) can mitigate air pollution from the power and industrial sector; and overall air quality in cities (SDG 11.6) can improve with increased access to sustainable transport (SDG 11.2). Finally, measures to abate air pollution also reduce Green House Gas (GHG) emission (SDG 13).

The Government of India has placed a great imperative to improve air quality, and is mobilising action that also benefits the climate.



National Clean Air Programme (NCAP) launched by the Ministry of Environment, Forest and Climate Change (MoEFCC) in January 2019 is a national response to improve air quality in India. NCAP identified and targeted air quality improvement in 131 nonaligned cities (NAC) that did not meet the national ambient air quality standards (NAAQS) for the period of 2011-15. Its emphasis is on comprehensive mitigation actions beyond the NACs to also include transboundary pollution sources.

NCAP has set an ambitious target -

40 per cent reduction in particulate matter (PM) by 2026.

By providing an overarching national framework, the NCAP has given an impetus to air quality action across the country. India is witnessing some progress in the 131 non-attainment cities since the launch of NCAP.



1.5 times increase

in installations of continuous ambient AQ monitoring stations (CAAQMS) - from 215 in 2019 to 545 in 2024



Over 10,566.47 Cr of funds

have been released as of FY 2023-24 to the 131 cities under both NCAP and the 15th Finance Commission for implementing actions stipulated under the city action plan



AQ improvement

in 90 cities/131 cities in FY 22-23 as compared to 2017-2018



77 cities

have utilised more than 75 per cent of their funds w.r.t. funds released till FY 22-23



131 cities

have developed an app for public grievance and redressal

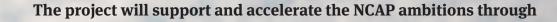
Data is as on July 2024

CLEANER AIR AND BETTER HEALTH PROJECT

Cleaner Air and Better Health (CABH) is a five year (2021 to 2026) project supported by the United States Agency for International Development (USAID).

It aims to strengthen air pollution mitigation and reduce exposure to air pollution in India by establishing evidence-based models for better air quality management.

The project is being implemented by a consortium led by the Council on Energy, Environment and Water and includes Asar Social Impact Advisors, Environmental Design Solutions, Enviro Legal Defence Firm, and Vital Strategies.





To strengthen air pollution mitigation and reduce exposure to air pollution in India.

Strategic approach
Create evidence-based, results-oriented solutions for air quality management and build a community of practice to implement the solutions at scale.









INNOVATION

INTEGRATION

IMPLEMENTATION

INSTITUTIONALISATION

Creating an ecosystem that enables adoption of cleaner practices in multiple sectors, and strengthening co-operation between governmental and non-governmental stakeholders to help India meet its clean air goals.





ENABLING

monitoring and regulatory reforms



Reducing emissions from the industrial and construction sectors by strengthening self-regulation, aided by credible data from continuous emission monitoring systems (CEMS) and ambient air quality monitoring systems.



With improved CEMS data, facilitating wider adoption of an Emissions Trading System (ETS) that incentivises industries to reduce their emissions.



Advancing 'healthy buildings' by establishing protocols on monitoring and management of indoor air pollution.



Improving waste management to reduce particulate and GHG emission.



Promoting alternatives to crop residue burning to reduce air pollution and exposure to it.



ENHANCING

use of data for decision making



Facilitating a responsive data aggregation system to aid action (monitored and forecasted data, and hyperlocal source inventory).



Generating evidence and collection of local health data to establish health benefits of air quality action.



Strengthening the air quality decision support system (DSS) through partnerships with the government.



ELEVATING

sectoral transition to clean energy through genderresponsive, socially-inclusive innovative solutions



Improving access to cleancooking fuel by boosting the LPG distribution system.



Inducing transition to electric vehicles (EVs) by building a business viability case.



Assisting energy transition in MSME industrial clusters by building custom furnaces to aid the transition from coal to natural gas.

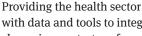


Promoting innovative and tested solutions for large-scale deployment of battery-powered wearable winter heating, green hydrogen cook stoves, and electrified mini-tractors for small farms.



EQUIPPING

institutions with relevant capacity for informed decision making



with data and tools to integrate clean air as a strategy for health promotion.



Engaging government to improve sustainable transportation and city planning.



Guiding development and adoption of airshed management approaches.



Deploying pollution mitigation technologies to manage construction dust.



Empanelling and guiding pilot projects with the private sector and project developers to improve indoor air quality (IAQ).



EMPOWERING

citizens through outreach and awareness



Activating clean air action hubs in Non-Attainment Cities



Increasing capacity of health workers with data and awareness to minimise exposure and health impacts of air pollution.



Engaging and supporting ASHA workers to lead AQ awareness in communities.



Training media professionals to improve quality of reportage on air pollution.



Implementing behaviour change interventions to encourage clean air practices (e.g., adoption of clean fuels, clean construction and demolition practices).

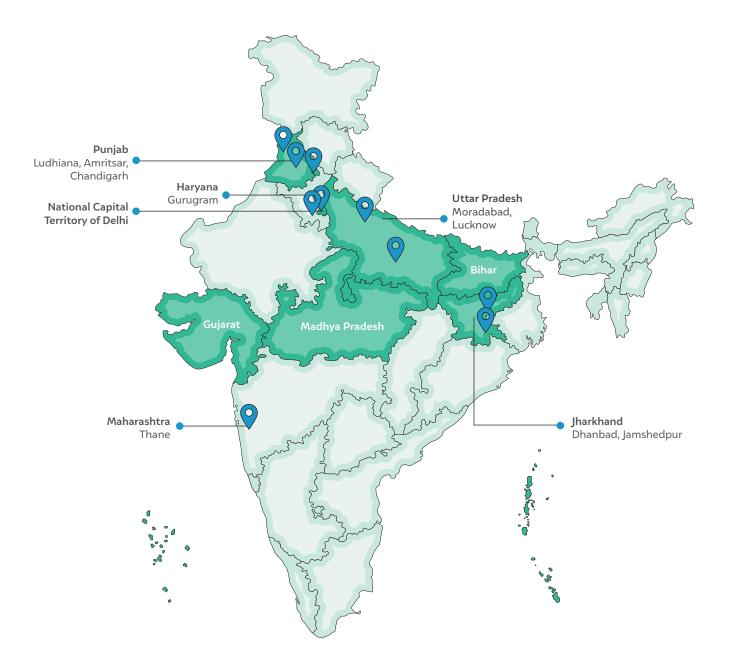








INNOVATING SCALABLE SOLUTIONS



THE CABH PROJECT CONSORTIUM



Council on Energy, Environment and Water (CEEW) leads on emissions mitigation, market-based approaches, and nudge experiments. It leads the Project's overall management.



Asar Social Impact Advisors leads on empowering communities through outreach and awareness initiatives.



Environmental Design Solutions (EDS) leads on reducing exposure through IAQ solutions.



Enviro-Legal Defence Firm (ELDF) leads on identifying regulatory reforms, developing the legal structure for an emissions trading system (ETS) or other market-based mechanisms.



Vital Strategies leads on health sector engagement and capacity building, as well as integrated use of exposure and health data to measure impacts.

INTERVENTIONS TO BUILD A COMMUNITY OF PRACTICE FOR CLEANER AIR AND BETTER HEALTH







CEEW hosted a roundtable on 'Alternate Mobility Solutions to meet Paratransit Demand' at the 16th Urban
Mobility India Conference and Expo 2023,
organised by Ministry of Housing and
Urban Affairs.





USAID's Soumitri Das inaugurates the Punjab state-level convening in Chandigarh.



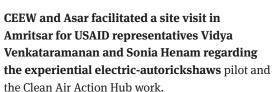


CEEW is piloting the battery-powered winter heating gear for security guards in New Delhi to avoid open burning of solid waste for keeping warm during winters. The design was informed by 270+ guards who have rated this high on technical performance.















Dr Kalyan Rudra, Principal Secretary,
Chairperson of West Bengal Pollution
Control Board (WBPCB), and Melinda
Pavek, Consul General, US Consulate
General, Kolkata, alongside Ms Roshni
Sen, Principal Secretary, Department of
Environment, West Bengal at a West Bengal
state convening facilitated by Asar. It was
a solutions-focused session to mitigate air
pollution in West Bengal.



Vital Strategies facilitates a pilot training for over 40 ASHAs workers along with the Chief Medical Health Officer at the Regional Health and Family Welfare Training Centre, Indore. The training was to equip ASHAs to engage communities about air quality and health and prepare them to incorporate the promotion of clean air as a preventive strategy into their ongoing activities.







Asar in collaboration with Nagpur
Municipal Corporation (NMC) hosted
a roundtable discussion focused on the
findings and recommendations released in
the assessment report 'Role of Vulnerability
in the Transition to Clean Cooking - A Case
Study of Chikli Slum in Nagpur, Maharashtra'.
The insights from the discussion will
be instrumental in shaping targeted
interventions for clean cooking, especially for
extremely vulnerable communities.



Academicians, journalists, senior scientists, and experts at a Media Leadership Workshop in Punjab organised by Asar discuss the media's role in raising awareness around AQ and commitment towards forming an AQ media group.





Vital Strategies convened over 25 health and climate focused journalists from across six states for a two-day workshop to enhance the use of data in reporting on air pollution.

CEEW is working with the Directorate of Urban Transport, UP, to enhance the fleet size and services of e-buses across the **state.** This zero-emission shared mobility is promoted to enhance public transport usage, thereby reducing the share of air pollution caused by private vehicle use.

Report launched by Asar on 'Barriers to Access, Adoption, and Sustained Use of Cleaner Fuels Among Low-Income Households: An Exploratory Study in Jharkhand and Delhi'.











Asar and Vital Strategies carried out focus group discussions with ASHA workers on air pollution and health in six states to ascertain level of knowledge and perceptions of air pollution, and their role in enabling community awareness and action on air pollution and its health implications.



CEEW conducted a focus group discussion with users of non-motorised transport (NMT) to understand challenges faced by them in terms of quality of NMT infrastructure, safety and accessibility.





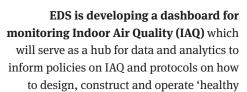


CEEW conducted a focus group discussion with diesel auto owners at the Amritsar railway station to assess barriers to the adoption of electric-autos.





Zero waste schools programme launched in Amritsar and Ludhiana by CEEW and City Municipal Corporations to promote sustainable waste audits – an initiative for the students by the students. Aimed at building champions in the public and private schools for sustainable waste management practices.



buildings'.







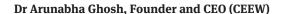


CEEW has developed a first-ofits-kind furnace (for brass and aluminium melting) to support artisans to transition from coal to greener fuels. The furnace is being piloted and learnings will inform further scale up.

National Dialogue on Cleaner Air and Better Health: Innovating Pathways to Scaling Solutions

New Delhi, 31 August 2023









Ms Veena Reddy, Mission Director (USAID)





Ideator Fellowship students with key speakers and panellists from the CABH project consortium

Panel discussions on insights and learnings were moderated on subjects of accelerating delivery of NCAP goals, and the symbiotic relationship between clean air and quality of life. The panels included representatives from the Ministry of Environment, Forest and Climate Change; Regional Centre for Urban And Environmental Studies (RCUES) and Directorate of Urban Transport (Government of Uttar Pradesh); IIT- Delhi; Ecoware Solutions; Institute of Internal Medicine & Respiratory and Sleep Medicine to name a few.











Hawa Ke Saathi exhibition showcased prototypes of clean air solutions and interventions developed under CABH project. Some of the innovations featured included electric crop residue management machine, battery-powered wearable heating solutions, and a natural-gas furnace for artisans.





- Lilawati School (Delhi) developed EnviroShield, a first-of-its-kind cost-effective solution for improving air quality in small factories.
- Birla Shishu Vihar (Pilani, Rajasthan) developed PneumoDeck, a medical X-ray imaging device that uses artificial intelligence and lung X-ray scans to diagnose and highlight the chances of pneumonia.
- Aiswarya Public School (Kollam, Kerala) developed a natural air filter, a potential
 cost-effective and environmentally friendly alternative to synthetic HEPA filters.
 - Sri Vyasa Maharshi Vidya Peetha Kilpady (Karnataka) developed areca nut based packaging solution for food delivery services.
 - Sunbeam School (Mau, Uttar Pradesh) developed a Waste Audit, a comprehensive protocol to standardise waste management.













Amritsar Smart City Limited and CEEW launched an experiential pilot programme pilot programme to transition diesel autorickshaws to electric. The pilot provided 297 diesel auto drivers with first-hand experience of e-autos. The aim was to address behavioural biases in adopting e-autos. A communication intervention 'Sadakaan Da Sartaj' (Lord of the Roads) was also launched to celebrate e-autos adopters as change leaders in the transition.







CEEW facilitated the formation of four Self-Help Groups (SHGs) to enable members to access the RAAHI scheme and opportunities to learn how to drive and adopt pink autorickshaws. Recommendations in a policy memo were provided to Amritsar Smart City to extend RAAHI scheme to be gender inclusive.

This was bolstered by a gender-responsiveness convening hosted by Asar and CEEW where over 240 women, local leaders, and government officials came together to discuss and support the gender-responsive transition to electric mobility. The Ministry of Housing and Urban Affairs' soon after approved 200 Pink-Autos with a 90% subsidy in March 2024.



State-level convening on Construction and Demolition (C&D) Dust & Waste Management was hosted by the Municipal Corporation of Amritsar (MCA) and CEEW to discuss and address with key stakeholders from the public and private sectors, the challenges and opportunities associated with C&D waste management in the city. Solutions discussed included promoting eco-friendly construction practices, implementing efficient waste segregation, and establishing recycling facilities.





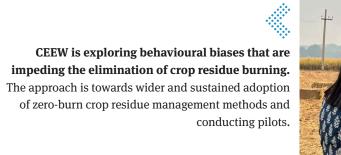


Uttar Pradesh Directorate of Urban Transport and CEEW launched 'Meri Bus, Meri Sadak', an initiative to accelerate sustainable urban mobility in the state. Three independent research studies were also launched with CEEW's assessments of the number of buses required by 2031 in the 26 major cities of UP, the infrastructure and investments required, and the benefits of enhanced public mobility. The findings will inform the State Urban Bus Programme.





'The Road Ahead for Private Electric Buses in India: Case of Non-urban Routes' report was launched at a roundtable by CEEW in collaboration with Sandeep Gandhi Architects (SGA) and the Institute for Transport and Development Policy (ITDP) India. The study surveyed 22 private-operator-run intercity and mofussil routes across three states—Madhya Pradesh, Tamil Nadu, and Kerala— and Ladakh, a Union Territory, to test the viability of e-buses.





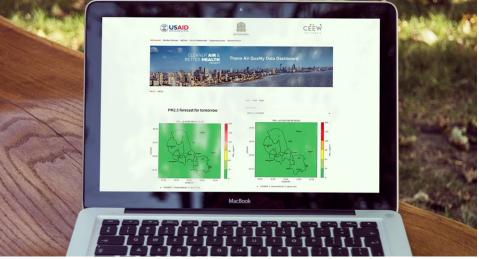


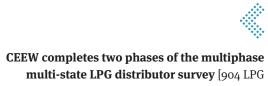


CEEW has partnered with Sukoon Solutions to develop and evaluate custom electric solutions for crop residue management in small landholdings in Punjab.



System (AQDSS) in collaboration with the Thane
Municipal Corporation (TMC) for Thane City to
help decision makers take pre-emptive air pollution
reduction measures and also design long-term air
quality management plans. The AQDSS provides hourly
forecasts from different sources.





multi-state LPG distributor survey [904 LPG distributors in six states] on key issues within the LPG distribution system and conducted preliminary FGDs with Self-help groups and local women entrepreneurs.







CEEW is building capacity on CEMS implementation among SPCBs to strengthen the country's industrial pollution monitoring and mitigation strategies. The trainings are informed by analysis of the quality of CEMS data for six highly polluting industry sectors (steel, cement, refinery, petrochemicals, aluminium, pulp and paper).











Social and Behaviour Change Communication (SBCC) resource package for reducing household air pollution has been developed by Asar with the objective of shifting the behaviours, rooted in social and gender norms, which are barriers to adoption and sustained use of clean cooking among the rural households in Jharkhand. The SBCC resource package comprises a facilitators' handbook, a set of flash cards and a guide book, a conversation map and a Snake and Ladders game. This will be implemented in partnership with the Jharkhand State Livelihoods Promotion Society (JSLPS), Government of Jharkhand and the pilot phase will be rolled out in Lohardaga.



Clean Air Action Hubs established in 12 cities across 4 states with Asar's support. Hubs consist of citizens, civil society, experts, researchers, professionals, and members of the most affected sections of society. These hubs engage consistently on AQ and work on sectoral solutions. Each hub drafts its own city specific plans. They actively engage with other citizens and government authorities at various levels to ensure collective impact. Hubs are in Mumbai, Pune, Nagpur, Aurangabad, Ludhiana, Amritsar, Khanna, Kolkata, Howrah, Durgapur, Jamshedpur, and Dhanbad.





Paryavaran Utsav is a citizen focused annual campaign on air quality, designed by Asar in collaboration with the Dhanbad Municipal Corporation, launched in the city in 2023. In 2024, AQ monitoring training sessions for schools at the local CAAQMS are being conducted. "Nagrik Samvad" sessions are also being conducted, with communities discussing AQ and the solutions.







ELDF created the Environmental Law Associates Network (ELAN) that includes legal professionals from across India working in the field of environmental and development law. Created to facilitate legal knowledge and aid regulators in the field of air quality management, members will also be engaging with regulators through an interactive online platform "Vayulex".



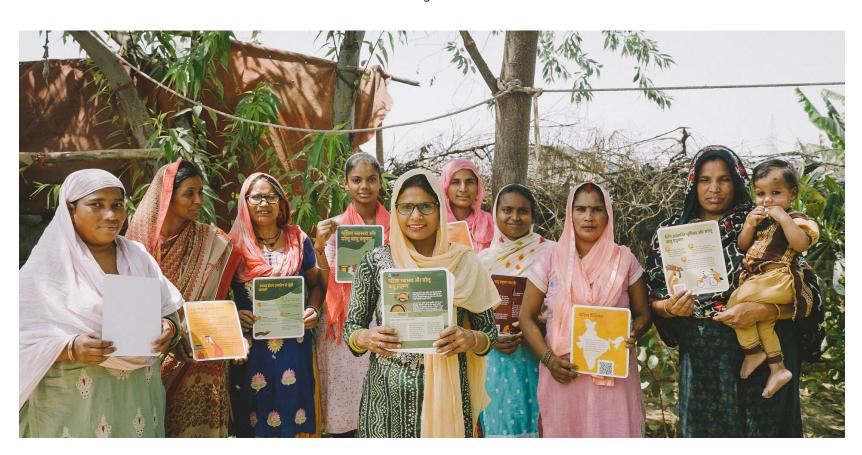
Vital Strategies has supported the development of standard operating procedures for the National Outdoor Air Disease Surveillance (NOADS) for Air Pollution Related Illnesses (ARI) monitoring. Vital is also providing continued support to Bihar and Madhya Pradesh for activating 14+ Sentinel Surveillance sites along with trainings as part of NCDC's National Programme on Climate Change and Human Health (NPCCHH).

PROJECTED IMPACT OF CLEANER AIR AND BETTER HEALTH PROJECT



80% of the households sustain use of LPG, resulting in 38% reduction in PM2.5 per year through improved access

14 sentinel surveillance sites strengthened for reporting disease data attributed to poor AQ through capacity building of health sector







7,500 E-vehicles adopted leading to reduction of 6.2 tonnes of PM2.5

- » 5000 ULB practitioners' capacity built from 800 towns in a state in urban transport planning
- » Accelerating inclusive EV transition with formation of 4 Self-Help Groups under NULM for electric auto adoption by women

40% reduction in PM2.5 at pilot construction site by institutionalising self-regulatory monitoring regime

» First CAPEX & OPEX estimate built for C&D waste recycling facilities





Successful demonstrations for scale of

- Decision Support System (air quality forecasting)
- First zero waste audit intervention in schools
- Feasibility of winter heating technology
- SHGs as micro-distributors of LPG for improved home delivery
- Enterprise promotion and innovations with green financing and risk capital enabled models in electric tractors
- Support to National Centre for Disease Control (NCDC) and health departments to implement air quality and health-related activities in the state action plans

- 7 Buildings adopt established protocols on monitoring and management of indoor air quality
- "Breathe-In Dialogues" platform engages stakeholders on scaling built environments in India with good indoor air quality
- 5 State Pollution Control Boards (SPCBs) with improved capacities on implementation of legal and judicial decisions
- » First-of-its-kind national portal and platform 'Vayulex' developed to empower individuals to navigate law and policy instruments for informed and impactful actions

17% reduction in emissions from waste burning through improved solid waste management

98% reduction in PM2.5 from piloted clean energy technology adoption in 150 MSME units

- » Successful test bed of first-of-its-kind furnace for energy transition
- **12** Active Clean Air Action Hubs in non-attainment cities to empower communities on AQM







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USAID's air quality programming aims to mitigate and reduce ambient and household air pollution to reduce adverse health impacts, advance climate change mitigation and adaptation, and promote inclusive, sustainable development."

SOUMITRI DAS

Team Lead (Environment)
United States Agency for
International Development
(USAID)



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The CABH project is working with the best available science on air quality, designing interventions with domain experts to mitigate air pollution at scale, and communicating actively with citizens and CSOs to help drive cogent responses from policy makers and regulators."

KARTHIK GANESAN

Fellow and Director -Strategic Partnerships, Council on Energy, Environment and Water

Expertise: Research planning and execution



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Every solution to air pollution is governed and implemented within the existing legal framework.

Through the project,
ELDF is facilitating the creation of legal spaces for effectuating long term and scalable solutions to air pollution."

MANISHA BADONI

Senior Consultant, Enviro Legal Defence Firm Expertise: Enviro legal

research and strategy



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To solve the air pollution crisis in our cities we need an all-hands-on-deck approach and greater alignment between civil society and implementing agencies. The CABH project enables us to convene and create a supportive context through our city action hubs."

VINUTA GOPAL

Director,
Asar Social Impact Advisors
Expertise: Strategies for social change



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Our goal is to enhance the health sector's capacity to address air quality, through raising awareness and strengthening evidence, to achieve accelerated and measurable health benefits."

SUMI MEHTA

Vice President, Vital Strategies

Expertise: Epidemiology and impact assessment



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Health risks related to indoor air quality are a concern as we spend the majority of our time indoors at home or at work. CABH will help develop empirical evidence linking air pollution and indoor air quality, and provide solutions to improving it. This will enable occupants to take informed decisions about their health and well-being."

TANMAY TATHAGAT

Executive Director, Environmental Design Solutions

Expertise: Integrated program design & implementation

About USAID

The **US** Agency for International Development (USAID) is the US government's premier international development agency and a catalytic actor driving development results across the world. USAID works to help lift lives, build communities, and advance democracy. Its work advances US national security and economic prosperity, demonstrates American generosity, and helps countries with their development journey. In India, USAID is collaborating with the country's growing human and financial resources through partnerships that catalyse innovation and entrepreneurship to solve critical local and global development challenges.

www.usaid.gov/india | @usaid_india

About CEEW

The **Council on Energy, Environment and Water** (CEEW) is one of Asia's leading not-for-profit policy research institutions that uses data, integrated analysis, and strategic outreach to explain — and change — the use, reuse, and misuse of resources. The CABH project consortium is led by the Council which is focusing on emissions mitigation, market based approaches and nudge experiments and overall project management.

www.ceew.in | @CEEWIndia

About EDS

Environmental Design Solutions (EDS), a sustainability advisory firm focusing on the built environment, has a wide range of experience in the design, development, and implementation of large-scale programmes both in terms of project investments as well as bundled initiatives for energy efficiency and climate change measures. As a part of the CABH project, EDS is leading the work on improving indoor air quality in built environments by developing protocols and building capacity for monitoring and management of indoor air quality.

www.edsglobal.com | @EDSglobal

About Asar

Asar Social Impact Advisors is a start up in the social and environmental impact space in India. Asar's focus is the climate challenge and opportunity facing India today and their solutions are predicated on the understanding that the systemic and transformative changes required can only be catalysed by collaborative problem solving. Asar plays the role of a backbone organisation for the Clean Air Collective, the largest collaborative network of civil society organisations across states in India.

www.asar.co.in

About Vital Strategies

Vital Strategies believes every person should be protected by an equitable and effective public health system. Vital partners with governments, communities and organisations around the world to reimagine public health so that health is supported in all the places we live, work and play. The result is millions of people living longer, healthier lives.

www.vitalstrategies.org | @VitalStrat

About ELDF

Enviro-Legal Defence Firm (ELDF) is India's first environmental law firm, and has dealt with multiple landmark environmental cases, including on air pollution that have shaped the legal discourse on air quality management across India. ELDF leads the CABH project consortium as the legal arm and is engaged in identifying regulatory reforms, and developing a comprehensive legal structure to support pollution control boards.

www.eldfindia.com | @ELDFINDIA

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CLEANER AIR & BETTER HEALTH PARTNERS









