

IEC Plan for Abatement of Air Pollution in Delhi-NCR & Adjoining Areas

Period: September 2026 to March 2027

By

State of Rajasthan

State IEC Action Plan for September 2026 to March 2027

Sr. No.	Sectors for the plan	Implementation Implementing Agency
1	Industrial Pollution	RSPCB
2	D.G. sets	RSPCB
3	Road dust	LSG, Municipal Corporation/Council /Board
4	Construction and Demolition	LSG, Municipal Corporation/Council /Board/RSPCB
5	Municipal Solid Waste/Biomass burning	LSG, Municipal Corporation/Council /Board
6	Agriculture Residue/Stubble Burning	Department of Agriculture
7	Vehicular Emission	Department of Transport

1. Industrial Pollution

Lead Agency: Rajasthan State Pollution Control Board

Mode of Implementation: Orientation & sensitization workshops

Frequency: Monthly

Norm: At least one (01) workshop every month at RO level

No. of ROs in the NCR Sub region of Rajasthan: 4

Focus Areas	Stakeholders	Implementing Agency	Monthly Target of Workshops	Remarks
➤ Installation of OCEMS & APCDs ➤ Compliance of Emission Norms, Use of Approved Fuel ➤ OCEMS & Ensure emission norms as per Direction No. 98 of CAQM ➤ Compliance of EPR-III, Emission norms, OCEMS Data availability ➤ GRAP Directions regarding Industries	Industrial Development Corporations / Industrial Associations / Industries	RO Alwar/RO Bhiwadi / RO Kotputli Behror/RO Bharatpur	1 (each RO)	ROs to organize workshops in coordination with Industries Department and Industrial Associations. Areas/Industries shall be divided into clusters and workshops shall be planned on rotation basis to ensure that all industries are covered at least once till March 2027.

2. DG sets

Lead Agency: Rajasthan State Pollution control Board

Mode of Implementation: Orientation & sensitization workshops

Frequency: Monthly

Norm: At least one (01) workshop every month at RO level

No. of ROs in the NCR Sub region of Rajasthan: 4

Focus Areas	Stakeholders	Implementing Agency	Monthly Target of Workshops	Remarks
RECD and Dual Fuel Kit, applicable stack height & Emission norms	Industries/ RWAs & Commercial Establishments	RO Alwar/RO Bhiwadi / RO Kotputli Behror /RO Bharatpur	1(each RO)	Organize workshops in coordination with Industries Department. One workshop to be organized for RWAs & Commercial Establishments of the City by RO every month.

IEC activities are proposed through print media, electronic media, digital & social media, community outreach, with special focus to ensure data availability of 85% on the OECMS round the year, installation of APCD within the stipulated time, compliance of Emission Norms, use of approved fuel, RECD and Dual Fuel Kit, applicable stack height & Emission norms for industries round the year.

3. Road Dust

Lead Agency: LSG/ULB's /Municipal Commissioners

Frequency: Monthly

Norm: At least one (01) program/ Camp/ training/workshop at Gram Panchayat/ District level

Focus Areas	Stakeholders	Mode of Implementation	Implementing Agency	Monthly Target	Remarks
Scientific road dust management, mechanized sweeping, timely road repair and redevelopment, dust suppression protocols, utility restoration, maintenance of paved shoulders, importance of mechanized sweeping	Road-owning and Road-maintaining Agencies	Workshops/ Webinars	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	1 (Each ULB)	Workshops focused on control of dust from road and awareness on road redevelopment framework issued by the Commission
Avoid littering and dumping of waste on roads, reporting damaged roads and dust hot spots	Citizens	Print Articles/Digital advertisements/ Social Media Posts/SOP distribution	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	10 04 04 04	Awareness to be focused towards inculcating behavioral change. At least one activity per week.
		No. of LED display/posters	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	10 01 01 01	

3. Road Dust

- MC Alwar/Bharatpur/Bhiwadi/Neemrana

Frequency: Periodic

Stakeholders: Road Development Contractors

Focus Areas	Mode of Implementation	Implementing Agency	Monthly Target	Remarks
Compliance with CAQM directions, road construction dust control, barricading, transport of debris	Contractor orientation programmers, digital training, briefing on compliance checklist	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	01 activity per month by each ULB	To be scheduled at start of construction activities with repeat session during project life cycle

Frequency: Quarterly

Norm: At least one (01) Workshop/Coordination meeting/Community meeting every quarter

S.no.	Focus Areas	Stakeholders	Mode of Implementation	Implementing Agency	Quarterly Target	Remarks
1	Proper operation of MRSMs, removal of legacy dust, scientific sweeping practices, dust suppression using water sprinklers and anti-smog guns, reporting through GPS	Cleaning Staff / MRSM Operators/Supervisors	One-site demonstrations	MC Alwar MC Bharatpur MC Bhiwadi M. Board Neemrana	02 01 01 01	One demonstration every quarter at City Level. Instructional videos/Pocket guides/Posters as per requirement
2	Dust-free excavation, immediate restoration after utility cuts, coordination among agencies, proper disposal of excavated material	Utility Agencies (Water, Sewer, Gas, Power, Telecom)	Coordination meetings & SOP distribution	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	01 01 - -	One coordination meeting every quarter at City level with all agencies
3	Reporting dusty roads, prevention of dumping of waste on roads / open areas, cooperation during sweeping operations, awareness on road dust impacts	Resident Welfare Associations (RWAs) & Market Associations	Community meetings	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	02 01 02 01	Ward level meetings to be organized for effective outreach @ one meeting in every quarter in each ward
			Social media posts/Pamphlets	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	40 01 01 01	One post every week

4. Construction & Demolition:

Lead Agency: ULBs/Municipal Corporations/ Council/Board

Focus area: Dust mitigation norms/measures, Disposal of C&D waste, Material handling and its transportation

Frequency: Monthly

Norm: At least one (01) Workshop/Coordination meeting/On site demonstration/Community meetings every month

- MC Alwar/ Bharatpur/Bhiwadi/Neemrana

Stakeholders	Mode of Implementation	Implementing Agency	Monthly Target	Remarks
Government Construction agencies/Development Authorities	Coordination meetings / Workshops/ Webinars/ SOP Distribution	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	01(each ULB)	One Workshop every month in each City
Project proponents, Real Estate & Infrastructure Developers and their Associations	Workshops		01(each ULB)	ULB's will conduct awareness drive in coordination with Developer Associations. Display boards at sites/ Brochures/Pamphlets as per requirement.

Stakeholders	Mode of Implementation	Implementing Agency	Monthly Target	Remarks
Construction workers	Training workshops/ On-site demonstrations/ On-site demonstrations	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	01(each ULB)	For sites registered on web portal, by each Project Proponent at Project level @ One per month
Citizens	Print/electronic / social media, Brochures/Pamphlets	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	10 01 01 01	At least one post per week
	Community level programs with RWAs	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	10 01 01 01	At least one event per month at Ward level
	Radio Jingles	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	04 01 01 01	At least one per week

4. Construction & Demolition

Lead Agency: Rajasthan State Pollution Control Board

Mode of Implementation: Dust mitigation norms / measures, Disposal of C&D waste, Material Handling and its transportation

Frequency: Monthly

Norm: At least one (01) workshop/ Coordination meeting/ Onsite demonstration/ Community meetings every month .

Stakeholders	Mode of Implementation	Implementing Agency	Monthly Target	Remarks
Project Proponents , Real Estate & Infrastructure Developers and their Associations	Workshops	RO Alwar/RO Bhiwadi / RO Kotputli Behror /RO Bharatpur	1(each RO)	Awareness drive in coordination with Developer Associations. Display Boards at sites/ Brochures/ Pamphlets as per requirement.

5. Municipal Solid Waste (MSW)/Biomass Burning (Furnish City-wise plan)

Lead Agency: ULBs/Municipal Corporation/Council/Board

Frequency: Quarterly

Norm: At-least one (01) Workshop/Training/Mass Cleaning Drives every quarter at Ward/City level every month

Focus Areas	Stakeholders	Mode of Implementation	Implementing Agency	Quarterly Target	Remarks
MSW Segregation & Biomass burning	RWAs Market/ Trade Association & Citizens	Sensitization workshops/ campaign	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	02 01 01 01	One Workshop every quarter in each Ward
		Influencer engagement/ Social media/ Print/ Electronic media	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	20 01 01 01	At least one post per week
		Brochures/ Pamphlets/ Posters	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	20 12 01 01	At least one post per week

Focus Areas	Stakeholders	Mode of Implementation	Implementing Agency	Quarterly Target	Remarks
		Radio Jingles	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	18 90 01 01	At least one post per week
Segregation, Collection & Transportation	Sanitation Workers/ Safai Karmcharis	Sensitization workshops/ Training programmes/ Mass Cleaning Drives	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	01 04 01 01	One Workshop every quarter in each Ward
MSW management	Bulk Waste Generators	Training and Capacity Building on MSW managements/ Exposure visits	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	01 01 01 01	One Workshop/Visit every quarter at City Level

Frequency: Periodic

Norm: At-least one (01) Workshop/Training/Mass Cleaning Drives every quarter at Ward/City level

Focus Areas	Stakeholders	Mode of Implementation	Implementing Agency	Quarterly Target	Remarks
Sensitization on MSW handling and disposal	Waste Pickers/ Kabadiwalas	Awareness drives	MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	01 02 01 01	Awareness drives to be organized at Ward level at regular intervals

Frequency: Monthly

Norm: At-least one (01) Workshop every month by ECO club

Focus Areas	Stakeholders Mode of Implementation	Implementing Agency	Monthly Target	Remarks
Awareness campaigns	Schools/ Colleges	ECO Club MC Alwar M.C. Bharatpur M. Council Bhiwadi M. Board Neemrana	- 02 - -	ECO Clubs to organize one workshop each month at every School/ College level. The workshop to focus on MSW, Greening and Awareness on Air Quality Issues

6. Agricultural Residue/Stubble Burning (Furnish District-wise Plan)

Lead Agency: Agriculture Department / District Administration

Frequency: Monthly

Norm: At least one (01) program/ Camp/ training/workshop at Gram Panchayat/ District level

Duration: Sep to Nov

Stakeholders	Focus Areas	Mode of Implementation	Implementing Agency	Monthly Target	Remarks
Farmers & Gram Panchayat	Prevention of stubble burning and associated public health impacts	Awareness programs/village level camps	Department of Agriculture	As per details enclosed in next sheet	01 program /camp at each Gram Panchayat every month
		Brochures/Pamphlets/Posters/ Audio-visual outreach/Radio Jingles	Department of Agriculture		
	Crop Residue Management Techniques	Field level training & demonstration programs	Department of Agriculture		01 training at each Gram Panchayat every month
Industries, TPPs, Aggregators, Pellet Plants	Supply Chain Management	Stakeholder workshops/ meetings	Department of Agriculture		01 Workshop/ Meeting each month in every District

Awareness Program/village Level camps	Prevention of stubble and associated public health impacts in NCR Sub Region Districts	TARGET (No.)							
		Sep.26	Oct.26	Nov.26	Dec.26	Jan.26	FEB.26	MAR.26	TOTAL
1	Alwar	14	13	13	13	13	13	13	92
2	KHARTRAL-TIJRA	0	0	0	0	0	0	0	0
3	BHARATPUR	17	16	16	16	16	16	16	113
4	KOTHPUTLI -BEHROR	15	15	15	15	15	15	14	104
5	DEEG	16	14	14	14	14	14	14	100
	TOTAL	62	58	58	58	58	58	57	409

7. Vehicular Lead Agency: Department of Transport

Frequency: Monthly

Norm: At-least one (01) Workshop/Training every month

Stakeholders	Focus Areas	Mode of Implementation	Implementing Agency	Monthly Target
Vehicle owners	➤ PUC compliance ➤ Harmful effects of plying End-of-Life (EoL) vehicles ➤ Reduced idling ➤ Cleaner fuels & EVs	Special drive for awareness	Transport Dept.	• One awareness drive every month • One meeting every month at City Level • At least one activity per week (Social Media, Print/Electronic ads, LED displays, Radio jingles)
Commercial Operators/ Transport Associations/ Delivery Service Providers & e-Commerce entities/ Aggregators	➤ Lane driving and parking wisely ➤ Timely servicing of vehicles	Meetings	Transport Dept.	• One awareness drive every month • One meeting every month at City Level • At least one activity per week (Social Media, Print/Electronic ads, LED displays, Radio jingles) • At least one activity per week (Social Media, Print/Electronic ads, LED displays, Radio jingles)
		Awareness programs	Transport Dept.	One program every month at each

		school/college
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Stakeholders	Focus Areas	Mode of Implementation	Implementing Agency	Monthly Target
	PUC compliance • Harmful effects of plying End-of-Life (EoL) vehicles • Reduced idling • Cleaner fuels & EVs • Lane driving and parking wisely • Timely servicing of vehicles	Awareness programs	Transport Dept.	One program every month at each school/college At least one activity per week (Social Media, Print/Electronic ads, LED displays, Radio jingles)
Students				
Citizens		Social Media campaigns	Transport Dept.	One awareness drive every month.
		Articles/ Advertisements in Print & electronic media	Transport Dept.	One meeting every month at city level.
		Brochures/ Pamphlets/ LED Displays	Transport Dept.	At least one activity per week (Social Media, Print/Electronic ads, LED displays, Radio jingles)

Note: The activities under IEC plan shall be implemented by the concerning department in overall coordination with the Department of Environment and Climate Change Govt. of Rajasthan and Rajasthan State Pollution Control Board.

Department wise Budgetary Provision for IEC Plan are as under:

- Rajasthan State Pollution Control Board –Rs.10, 0000/-for the duration September 2026 to March 2027.

- NCR ULB's of Rajasthan (Alwar, Bharatpur, Bhiwadi and Neemrana) - Rs.57, 91489/-for the duration September 2026 to March 2027.
- Department of Agriculture- Rs. 20, 45,000/- for the duration September 2026 to March 2027.
- Department of Transport -Rs. 805000/- for the duration September 2026 to March 2027.