



**“Cleaner Air-Better Life”** is the national initiative of CII-ITC Centre of Excellence of Excellence for Sustainable Development (CESD) for supporting country-wide transition to clean air providing a common platform to civil society, policy makers and business leaders.

## Objectives:

‘Cleaner Air-Better Life’ initiative engages industry, government and society to take actionable steps for improving air quality.

- Provide leadership for driving cross-sectoral action
- Catalyse and converge multi-stakeholder efforts for clean air across cities and regions
- Build momentum and capacities for evidence-based action on ground

*More than hundred cities in India do not meet air quality standards meant to protect public health whereas only six of these urban centres have sources identified using scientific approach.*



“ Polluted air does not discriminate; it impacts everyone equally. We have talked enough; now it's time for action! 'India CEO Forum for Clean Air' is a dedicated and active platform for business leaders to collaboratively design and implement strategies to reduce air pollution. Action-orientated efforts are needed from industry, government and society to make a significant dent on air quality scenario in the country and ensure a better quality of life for everyone.

#### Nitin Prasad

Chairman, CII National Initiative 'Cleaner Air-Better life',  
Chairman, Shell Group of Companies in India



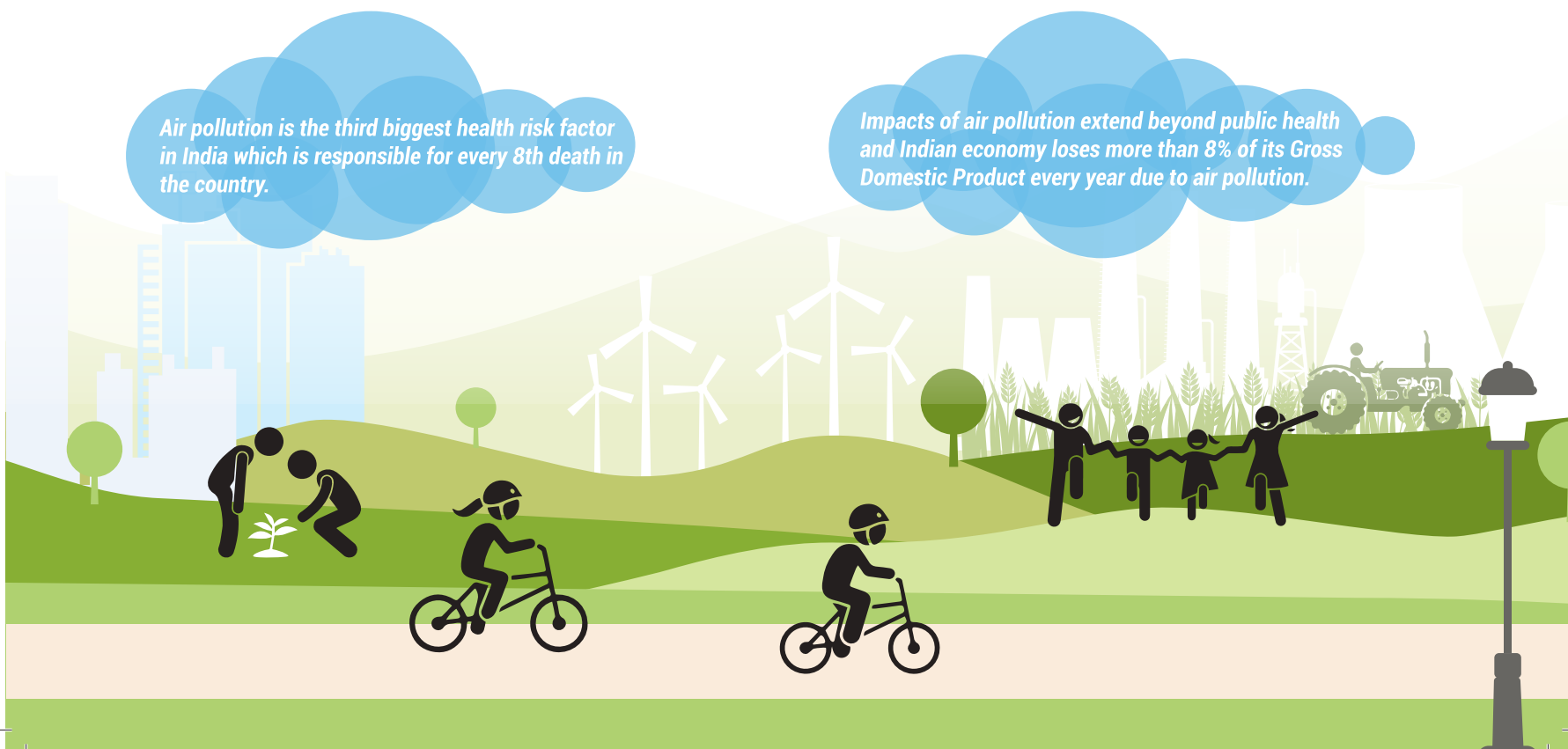
“ One way to avoid air pollution is to stop breathing. Since that is not an option for anyone, the next best thing is to ensure we clean up our act. I urge all citizens to be 'clean air conscious' and take the necessary steps to ensure that they reduce their contribution to air pollution. Business leaders or captains of industry are powerful influencers and role models. I urge them to lead the way by committing to the 'CEO's Declaration for Clean Air'.

#### Tejpreet Singh Chopra

Co-Chairman, CII National Initiative: 'Cleaner Air-Better life'

*Air pollution is the third biggest health risk factor in India which is responsible for every 8th death in the country.*

*Impacts of air pollution extend beyond public health and Indian economy loses more than 8% of its Gross Domestic Product every year due to air pollution.*



## An Enabling Platform

CESD initiated the 'Cleaner Air-Better Life' platform with a vision for cleaner air and a better quality of life for everyone. The platform brought diverse stakeholders together in Delhi NCR in partnership with NITI Aayog, through the years 2017-2018, for designing actionable steps to address air pollution and galvanised industry action for crop residue management in Punjab and Haryana.

### What is the solution?

**No single solution works when it comes to air pollution.**

Air-shed management approach is required for addressing sources of air pollution at different levels: local, state and regional.



Clear scientific basis or evidence for action, accountability of implementation agencies and coordination among diverse stakeholders are pivotal for air-shed management. Capabilities for effective implementation need to be scaled by linking implementation to monitoring of criteria pollutants in affected areas. This means that innovative and cost-effective approaches need to be explored in the future.



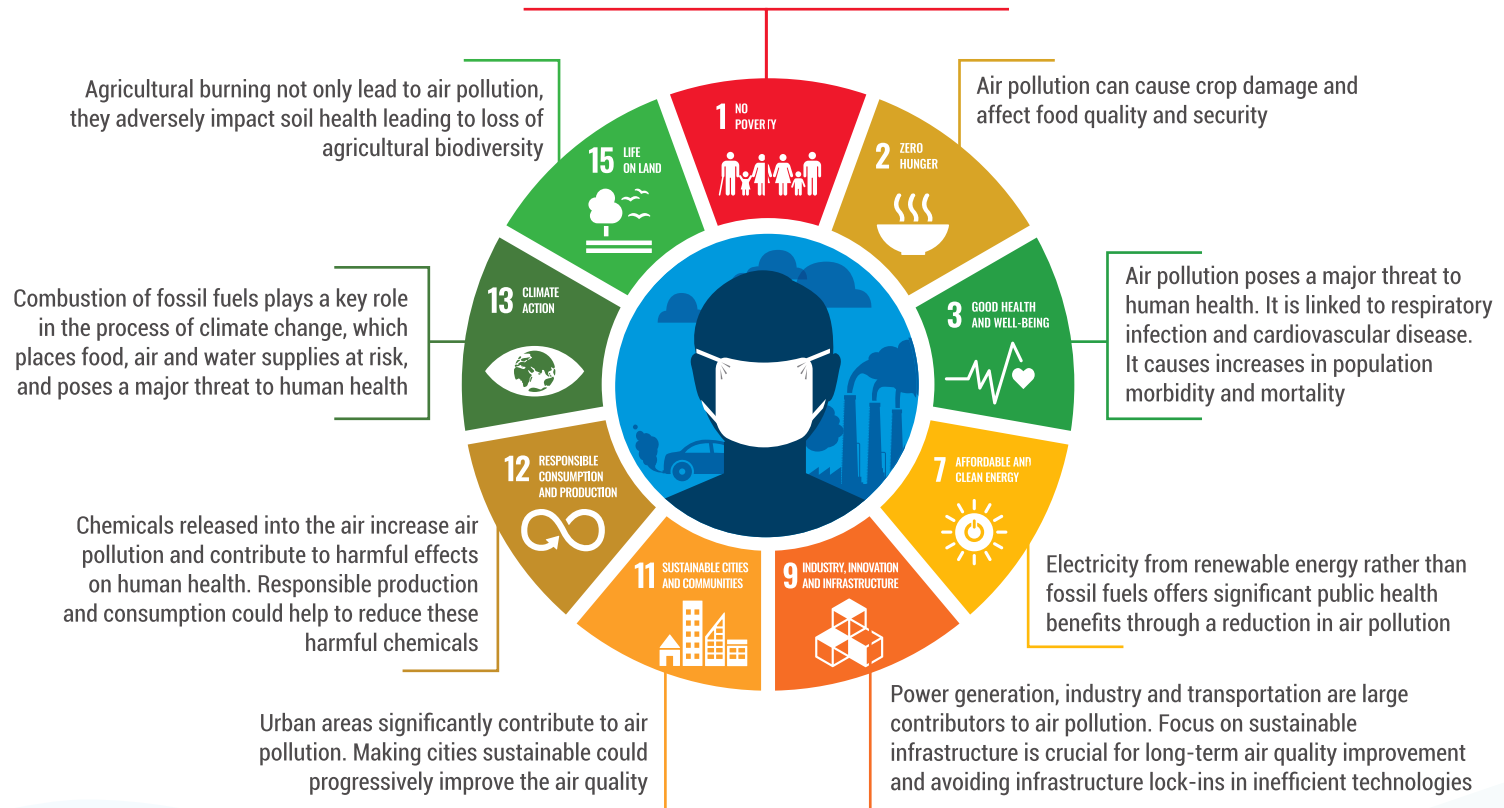
Air pollution needs to be addressed at source and multiple solutions covering new models of business or development, cleaner fuels and other technologies<sup>1</sup>, need to be demonstrated, evaluated and deployed at scale in a cost-effective manner. Merits of technologies or delivery models need to be decided on the basis of concrete evidence for air quality benefits while life cycle impacts on environment and economic viability needs to be ensured for long-term sustainability of these efforts.



Technology has an important role to solve air pollution, but lifestyle and behaviour changes are really the key. Right information and mass awareness are crucial to solve air pollution.

# Ways in which Air Pollution Relates to the Sustainable Development Goals

Poor are worst affected as they cannot afford air-purifiers. Improvements in air quality may reduce their health expenditure



Clean air action is highly complementary to climate action, energy security, poverty eradication, resource efficiency or circular economy, nutritional security and rural development. Therefore, all these actions need to be aligned for achieving sustainable development goals and creating an enabling ecosystem for lasting change.



Source: Adapted from UNEP (2020), IGES(2016), UNICEF (2016), WHO (2016)

# Journey

**Nov 2016**

'Cleaner Air - Better Life'  
initiative launched

**Jun 2017**

Four task forces  
constituted by  
NITI Aayog

**Feb 2018**

Three Action plans released  
by CEO, NITI Aayog for Clean  
Fuel, Clean Transportation and  
Biomass Management

**Sep 2018**

CII galvanises Industry  
Action for Crop Residue  
Management (CRM) in 19  
villages of Punjab.

**Nov 2018**

12,000 acres of farmland  
made free of agricultural  
burning across CII intervened  
villages in Punjab

**Sep 2019**

Scaled the CRM initiative to  
102 villages in Punjab and  
Haryana

**Nov 2019**

Clean Industry Report  
released jointly by CII  
and NITI Aayog

**Jul 2019**

Dedicated group of  
business leaders brought  
together as the 'India CEO  
Forum for Clean Air'

**Aug 2019**

Report capturing technology  
evaluation, key learnings  
and impacts from CRM  
programme released

**Jan 2020**

17 CEO's sign the  
8-point clean air  
declaration

# India CEO Forum for Clean Air

Aspiration of the CEO forum is to achieve tangible improvements in air quality by committing action, providing leadership to respective sectors and collaboratively work on solutions.

## Specific objectives of 'India CEO Forum for Clean Air' are-



**Leverage Business Leaders to Lead and Drive Action in Their Respective Sectors**



**Get Voluntary Commitments from Industry Leaders for Action on Air Pollution**



**Promote Peer Learning and Pooling of Industry Resources for High-Impact Projects**



### **India CEO Forum**

Cross-Sectoral Group of Business Leaders



### **Co- Chairs: Cities & Regions**

Relevant Committees and Forums



### **Experts, Civil Society & Policymakers**

Mobility Manufacturing Clean Fuels,  
Construction & Resource Management



# Clean Air Declaration for CEOs

'India CEO Forum for Clean Air' drafted the declaration for Clean Air in October 2019. Businesses can now show their commitment by signing this declaration and receive strategic support from 'Cleaner Air-Better Life' initiative on how to reduce their footprint on ambient air.



Signatories to CEO Declaration for Clean Air





Handhold and build capacities of small-medium enterprises for sustainable supply chains and reducing overall air pollution footprint of products or services



Proactively engage with statutory bodies and research agencies for enabling scientific understanding of sources and evidence-based action



Build capacity of implementation or government agencies to design new programmes/policies and improve delivery or design of existing programmes/policies aimed at air quality improvement



Raise awareness on health impacts of air pollution and build momentum for local action by engaging with media, employees, citizens and other social groups

CLP INDIA



ecoware



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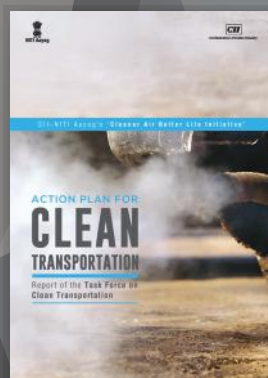
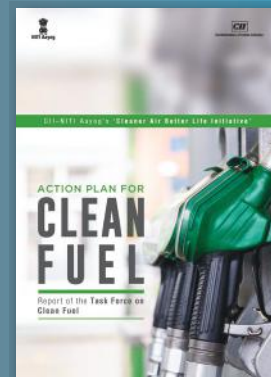
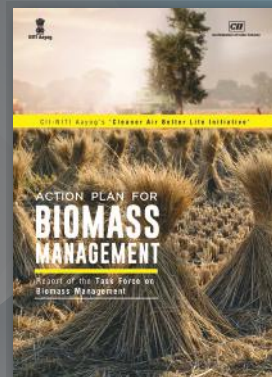


vedanta  
transforming elements



## Offerings





Contact us



cleanerairbetterlife@cii.in



<https://sustainabledevelopment.in/CABL/>



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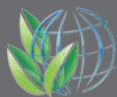
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