CII-ITC Centre of Excellence
for Sustainable Development

CII Cleaner Air Better Life

CII
Confederation of Indian Industry

CLEAN CONSTRUCTION CHARTER

Clean Construction Charter (3C)

The CII Clean Construction Charter (3C) is a voluntary initiative designed to support construction sector in effectively managing air quality footprint of all construction projects.

It aims to provide a proactive approach to improve air quality and health outcomes from construction projects.

The Charter framework is based on a targeted evidence-based approach.

It will support signatories through assessments and suggestions during three stages: project design, planning and construction.

The Charter will enable signatories to share and disseminate resources for clean construction technologies, low-zero emission materials, and good site management practices.

Most importantly, the Charter will help signatories reduce the regulatory risks linked to construction by providing an actionable mechanism to certify and appraise project sites based on verified emission reductions.

3C VISION

Scale adoption of fit-for-purpose and proven solutions for clean construction.

Guide transition to clean construction for supporting positive air quality and health outcomes.

Support ecosystem development for clean construction, innovation and mass awareness for real-world impact.

3C CHARTER ACTIONS

Assess
sites to prioritise proven & fit-for-purpose solutions to effectively reduce and prevent harmful air emissions arising from construction of buildings and infrastructure, demolition activities, and utility maintenance operations.

Design
buildings & infrastructure for positive air quality & health outcomes by exploring and adopting measures right from design or project conception stage.

Deploy
best available technologies to minimise harmful air emissions during the project execution.

Adopt & institutionalise
good practices for site-level management with necessary contractual obligations, workforce trainings, behaviour change communications & robust management systems.

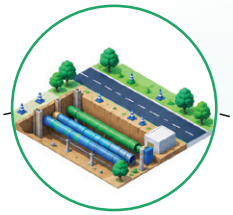
Source materials sustainably
to reduce harmful air emissions associated with construction supply chain & logistics.

Champion clean construction
by generating concrete evidence (such as business case, verified reductions etc.) and promoting these for wider adoption.

Innovate
by piloting & evaluating new novel solutions that can reduce air pollution from the construction sector more efficiently and accelerate mitigation.

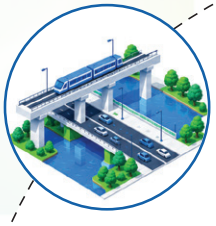
Utility & Trenching Works

Water, sewerage, drainage, telecom, and gas pipeline works



Infrastructure Projects

Roads, Bridges, Flyovers, Metro systems, Airports, & Railways



Industrial & Logistics Parks

Factories, Warehouses & Distribution hubs

Real Estate Development

Residential, commercial, and mixed land-use projects

3C SCOPE

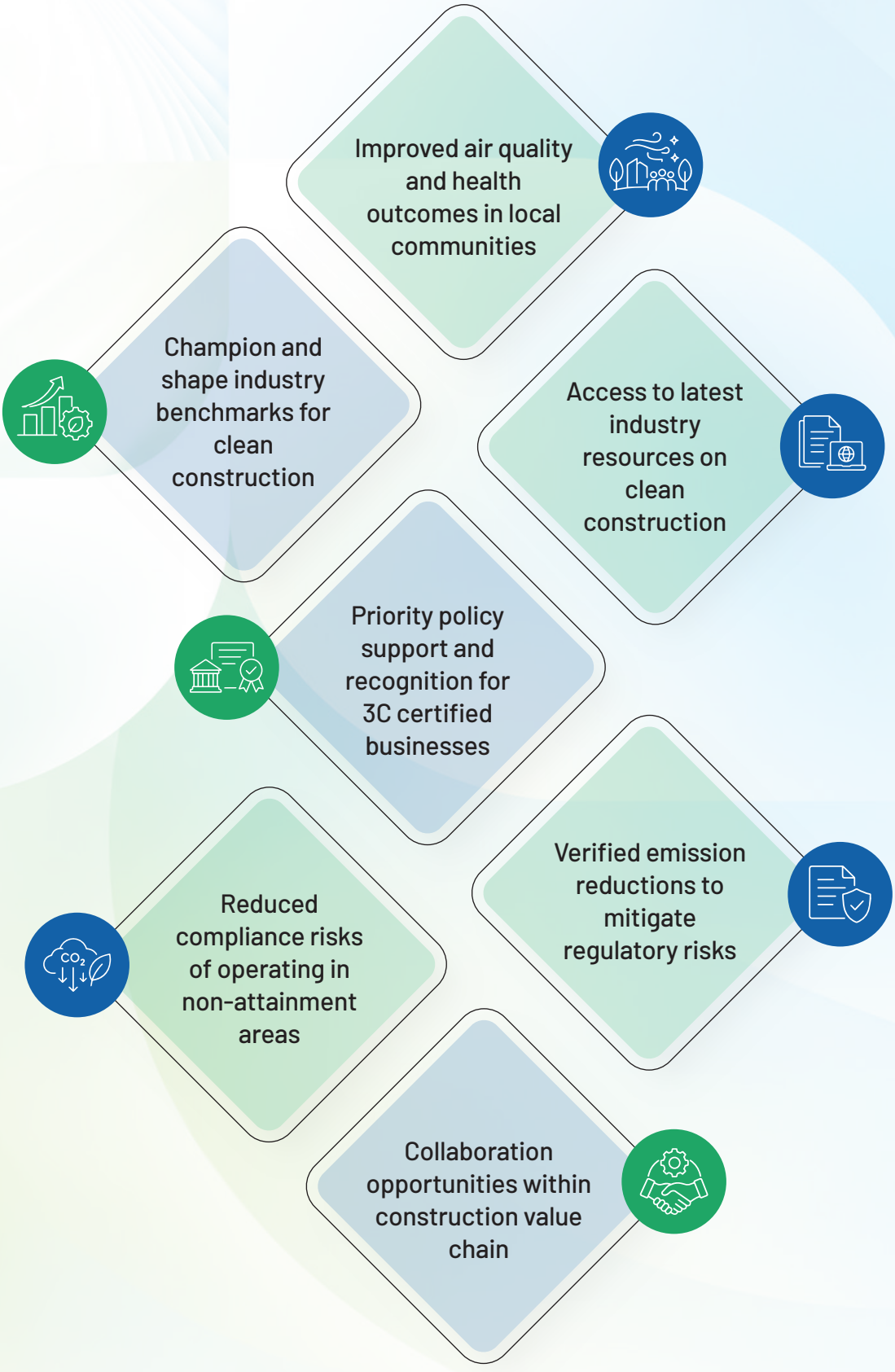
Demolition & Redevelopment Projects

In all aforementioned categories

Primary focus of the Charter is construction and infrastructure development activities. However, it is also applicable to important allied activties including demolition, utility repair and trenching works which are equally relevant from air quality management perspective.

3C BENEFITS

Get certified and recognised for adhering to the Clean Construction Charter (3C)



CLEAN CONSTRUCTION ELEMENTS ACROSS PROJECT STAGES

Design Stage

Site assessment

Sustainable design

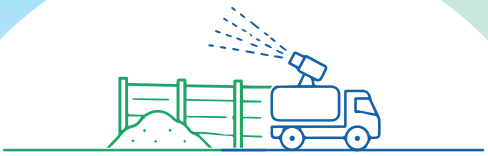
Planning Stage

Site Management plan

Deploying best available technology for clean construction

Sustainable materials' Sourcing

Behaviour Change Communication (BCC) and trainings



Construction Stage

Site containment & housekeeping

Adaptive monitoring

Embed or build air quality positive infrastructure

3C VALUE PROPOSITION

Site assessment

Core Offering: Self-assessment framework

Leadership Offerings: Detailed guidance & rapid assessment

Sustainable design

Core Offering: Latest industry case studies

Leadership Offerings: DDR[1] & design masterclass

Sustainable sourcing

Core Offering: Library of sustainable materials

Leadership Offerings: Rapid feasibility & industry connects

Site management plan

Core Offering: Site management plan template

Leadership Offerings: Full guidance & tailored management plan

Behaviour change communication & training

Core Offering: BCC[2] material & training slides

Leadership Offerings: Trainings & ToT[3] material for workforce

Deployment of BATs[4] for clean construction

Core Offering: Library of BATs

Leadership Offerings: Support for pilot design & impact evaluation

Site containment & housekeeping

Core Offering: Latest national & international good practices; regulatory mapping

Leadership Offerings: Site-specific SOP for contractor & site manager

Adaptive monitoring

Core Offering: SOP[5] for monitoring & self-assessment

Leadership Offerings: Tailored monitoring plan & MRV[6] support

Air quality (AQ) positive infrastructure

Core Offering: Library of AQ positive solutions

Leadership Offerings: Scoping study for fit-for-purpose solutions & CBA[7] for their trade-offs

[1]DDR: design recommendations report | [2]BCC: behaviour change communication | [3]ToT: training of trainers | [4]BAT: best available technology
[5]SOP: Standard operating procedure | [6]MRV: measurement, reporting & verification | [7]CBA: cost benefit assessment

CONSTRUCTION SECTOR IN INDIA

Construction contributes

9%

of the national GDP

Second largest employer in India after agriculture, accounting for

12%

of the total workforce

Two-third

of the residential and commercial floor space needed by 2050 yet to be built in India

One-fourth

of all the highways needed by 2050 yet to be built in India

CII स्वच्छ वायु, दीर्घायु

CII Cleaner Air Better Life

The Cleaner Air Better Life (CABL) is a national initiative of the Confederation of Indian Industry (CII). It is dedicated to scaling actionable solutions in air quality management, which is one of the most complex environmental challenges of our time, with far reaching consequences on environment, public health and economic growth.

CII CABL Initiatives

India CEO Forum for Clean Air

The Forum along with the Forum Working Groups champions 'clean air' and leadership to sectors.

CABL Action Lab

Supports non-attainment cities in meeting the national standard and decoupling air pollution from growth in long-term.

Clean and Green Economy Accelerator (CGEA)

Enables scalable support in the areas of zero emission deliveries and ex-situ biomass management.

Crop Residue Management (CRM) Programme

Contributes to sustainable agriculture and biomass management solutions aimed at addressing farm fires.

Join the Forum to engage across CII Cleaner Air Better Life initiatives

LEAD THE CHANGE

JOIN THE

CLEAN CONSTRUCTION CHARTER

Submit your expression of interest to join the Charter

Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society through advisory and consultative processes.

For more than 130 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. With its extensive network across the country and the world, CII serves as a reference point for Indian industry and the international business community.

In the journey of India's economic resurgence, CII facilitates the multifaceted contributions of the Indian Industry, charting a path towards a prosperous and sustainable future. With this backdrop, CII has identified "Accelerating Competitiveness: Growth, Resilience, Inclusion, Sustainability, Trust" as its theme for 2026-27, prioritising five key pillars. During the year, CII will align its policy advocacy, institutional initiatives, partnerships, and outreach to support Indian industry in strengthening these five interconnected pillars of competitiveness.

Confederation of Indian Industry

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CII-ITC Centre of Excellence for Sustainable Development

The CII-ITC Centre of Excellence for Sustainable Development (CESD) is the ecosystem creator for sustainable development in India. As a 20-year-old Industry-led institution within CII, the Centre drives sustainable, environmental, inclusive and climate-friendly transformation among stakeholders through research, data-driven digital tools, frameworks, collaborative initiatives and capacity development.

CESD works towards bringing local and global macro challenges to the centre stage; building policy consensus on critical issues; strengthening stakeholders' awareness and representation on policy & regulatory reforms and enabling actions that positively impact the environment, nature and communities.

With a vision to drive transformation towards sustainable development, CESD continues to play a focal role in Government-Industry dialogues on national regulations; articulating stakeholders' discourse on global policies; putting forth Indian Industry's stand on macro-economic issues and accentuating the need for sustainable and inclusive transformation.

CESD focuses on six transformational pathways: Advancing Creation of a Circular Economy; Facilitating an Enabling Ecosystem for ESG Reporting; Accelerating Nature Positive Actions; Enhancing Solutions for Clean Air; Building Climate Resilience and Low-Carbon Economy and Fostering Dialogues, Engagements & Knowledge Exchange.

Confederation of Indian Industry

CII – ITC Centre of Excellence for Sustainable Development

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