



## Ministry of Environment, Forest and Climate Change

### One Nation, One Mission: End Plastic Pollution

## World Environment Day Campaign 2025

The Ministry of Environment, Forest and Climate Change (MoEF&CC) is celebrating World Environment Day 2025 (WED 2025) by running a campaign to highlight the importance of ending plastic pollution.

The key thrust Areas of WED Campaign, 2025 following 'Whole of Government' and 'Whole of Society' approach are as follows:

1. Awareness and Advocacy regarding Plastic pollution
2. Reduced Use and Generation of Plastic waste including Single Use Plastic
3. Manage Plastic Waste including Single Use Plastic through Segregation, Collection, Disposal and Recycling of Plastic waste.
4. Promoting development of sustainable alternatives to single use plastic.

Join this campaign by:

1. **Organising and participating in events** on the theme. An indicative list of suggested activities can be accessed [here](#).
2. **Sharing** your activities **on social media** using the hashtags: **#EndPlasticPollution** **#WorldEnvironmentDay** **#MissionLiFE**
3. **Uploading events** under the **World Environment Day Tab on Meri LiFE portal** - <https://merilife.nic.in/>. Tutorials on registration and uploading of events can be found under 'Tutorial-Registration and Uploading' in the 'Support' Section on the portal. - <https://merilife.nic.in/help>

For queries: Join [training](#) at 4-5pm everyday from Monday to Friday.