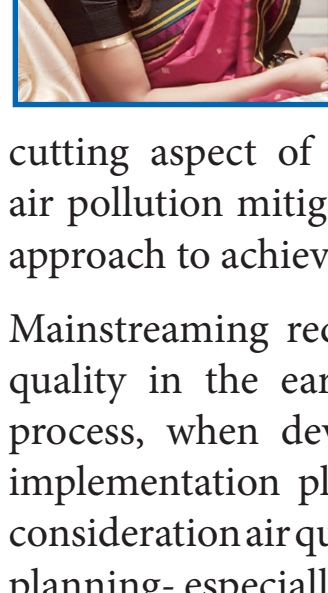


# CLEAN AIR ASIA IN INDIA

## Opinion

### Mainstreaming Air in Development Policy



Mainstreaming air quality involves the active promotion of better air as a component while identifying, planning, designing and implementing development strategies and policies. Mainstreaming in this context, refers to addressing air quality issues strategically as a cross-cutting aspect of development and goes beyond just air pollution mitigation to a more holistic and strategic approach to achieving sustainable development.

Mainstreaming requires considering the impact of air quality in the earliest stages of the decision-making process, when development challenges and proposed implementation plans are being designed. Taking into consideration air quality as an integral part of development planning- especially in the context of our cities can play a major part in achieving broader development objectives. It can also define how initiatives outside the traditional environment sector can be designed to support environmentally sustainable development. Sustainable development refers to the longer-term ability of natural and environmental resources to support continued human well-being in future. Environmental sustainability is not about just needs of today, but also the need to maintain natural capital to meet future human needs. So, whether it is air or water we need to think about how to preserve our resources for tomorrow by using these efficiently today.

Mainstreaming air quality means identifying interventions that create co-benefits for both long term economic development and take into consideration better air. City planning that takes into consideration how people get around from one place to another and reduces the need for private vehicle use means taking into consideration air quality impact right from the beginning as does the waste disposal systems integrated within the urban planning process to prevent dumping and burning.

While the benefits of mainstreaming air quality exist, its practical and effective application requires the understanding of some basic considerations. In the development community, attention to an issue like air is characteristically understood as an exercise in recognizing and mitigating adverse environmental impacts of projects. This traditional understanding is a result of the emphasis that development agencies give to the implementation of policies laid out for reducing adverse impact on the environment. The protectionist approach focuses on compliance with a given set of procedural standards. We need to go beyond this traditional approach of looking at projects from a perspective of conservation and think about benefits. So instead of emphasising cleaning up we need to talk about clean approaches that take into consideration externalities and highlight economic benefits.

Mainstreaming air quality requires consideration of air in the earliest stages of the decision-making cycle, when development challenges as well as proposed interventions are framed. Mainstreaming prompts consideration of how interventions targeted at better air quality can play an integral part in achieving environmental standards as a condition to the achievement of other objectives. It thus requires a focus on proactive investment in policies and projects that promote integration of air into development strategies themselves, rather than as a separate compliance component of policy/projects.

The birth of the environment sector put environment compliance as a component of development projects. However, a separate environmental sector and the perception that addressing environmental issues is the exclusive responsibility of environmental departments has led to the sectoral approach in dealing with challenges like better air quality. Departments other than environmental are not held accountable for is environmental protection is not an integral part of policies and projects within their ambit. These departments are seldom provided with the procedures or capacity that make them accountable. In addition, sectoral approaches to development conflicts with environmental mainstreaming by preventing synergies across sectors. For example, the benefits of improving urban air quality are not highlighted in transport or energy sectors where necessary reforms are required to reduce emissions and must be implemented. Why else would India's huge electric mobility and solar targets not measure the impact it will have on air quality if implemented successfully?

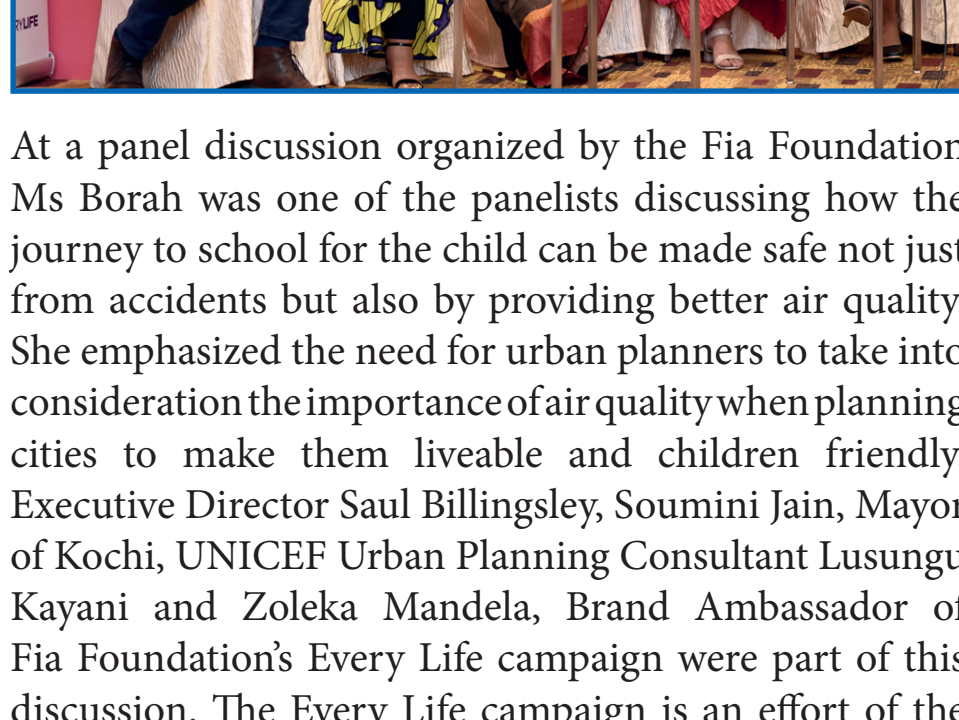
An ideal strategy would be to integrate an issue like air while developing a country strategy, designing a sector reform program, or planning a specific project. Once development interventions have been selected to address objectives other than environmental sustainability, the opportunity to mainstream may have already been lost. Mainstreaming therefore requires revisions to planning processes within institutions to ensure that and issue like air is integrated early and systematically into standard decision-making procedures. In addition, short-term planning and geographical targets for projects and policies limit the possibilities for mainstreaming.

Environment sustainability is can be achieved if development programs and policies are assessed taking into account the ecosystem not restricted by political and geographical boundaries. For example, mainstreaming of air would require the consideration of implications outside the region and measuring transboundary impacts. Finally, the mainstreaming agenda cannot be achieved by prescriptive planning and demands flexibility. For example, in the case of air, agricultural or industrial project developers can achieve compliance with ambient air quality policies by selecting technologies that will result in pollution emissions consistent with relevant standards, or support farmers by promoting proper agriculture waste methods. There are however there are no pre-determined answers. The essence of mainstreaming is therefore best approached by asking the right questions, involving stakeholders and creating a consultative decision- making process that promote innovative strategies and is inclusive.

**Parthana Borah**  
India Director

### CAA brings Air Quality dialogue to the 9th World Urban Forum in Kuala Lumpur

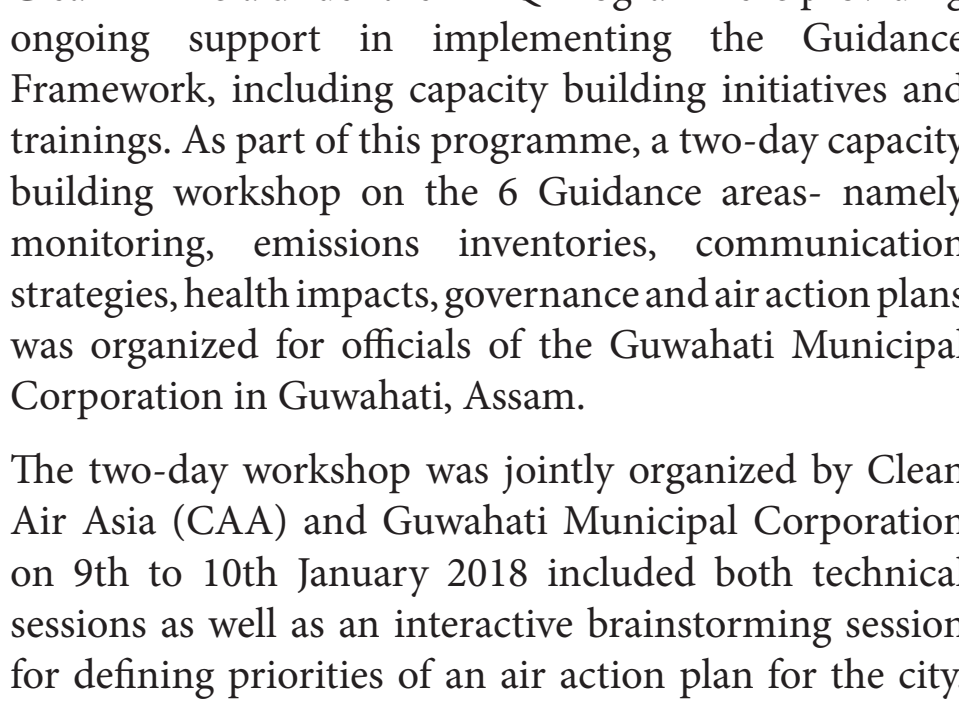
Clean Air Asia participated at the 9th World Urban Forum (WUF) organized by United Nations Human Settlements Programme (UN-Habitat) held at Kuala Lumpur in February 2018. CAA India Director spoke about the need for integrating air quality in urban development dialogue. She emphasized the that better air quality is an essential component if we want our children to have healthier, happier and safer lives. The dialogue was organized by the Fia Foundation to showcase the efforts of the Child Health Initiative which promotes safer journeys to school for children.



At a panel discussion organized by the Fia Foundation Ms Borah was one of the panelists discussing how the journey to school for the child can be made safe not just from accidents but also by providing better air quality. She emphasized the need for urban planners to take into consideration the importance of air quality when planning cities to make them liveable and children friendly. Executive Director Saul Billingsley, Soumini Jain, Mayor of Kochi, UNICEF Urban Planning Consultant Lusungu Kayani and Zoleka Mandela, Brand Ambassador of Fia Foundation's Every Life campaign were part of this discussion. The Every Life campaign is an effort of the Fia Foundation to put every child at the heart of urban policy and action.

### Capacity Building Workshop on Air Quality Management for Guwahati Municipal Corporation

The Integrated Programme for Better Air Quality in Asia (IBAQ Programme <http://cleanairasia.org/ibaq/>) is addressing the growing challenge of air pollution in Asia and is directly contributing to the development of healthier and more livable cities throughout the region.

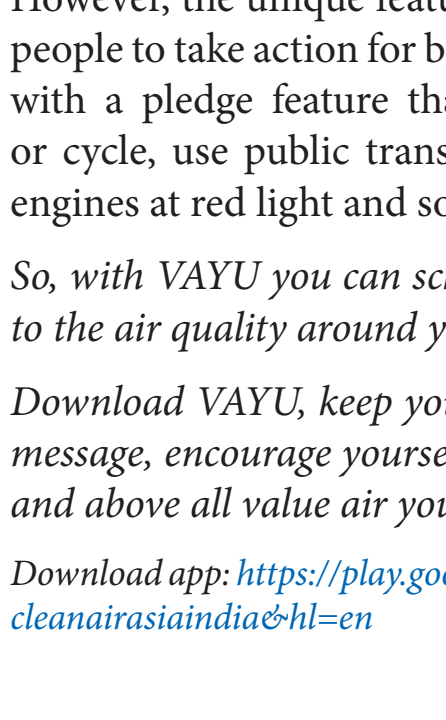


Clean Air Asia under the IBAQ Programme is providing ongoing support in implementing the Guidance Framework, including capacity building initiatives and trainings. As part of this programme, a two-day capacity building workshop on the 6 Guidance areas- namely monitoring, emissions inventories, communication strategies, health impacts, governance and air action plans was organized for officials of the Guwahati Municipal Corporation in Guwahati, Assam.

The two-day workshop was jointly organized by Clean Air Asia (CAA) and Guwahati Municipal Corporation on 9th to 10th January 2018 included both technical sessions as well as an interactive brainstorming session for defining priorities of an air action plan for the city. The workshop was attended by 37 participants from Municipal Corporation Guwahati. The technical sessions were delivered by Clean Air Asia's resource persons and experts from Central Pollution Control Board, IIT Guwahati, and health and communication professionals.

The main objective of the workshop was to strengthen management capacity in relation to air quality issues based on Clean Air Asia's Guidance Framework. As an outcome of the workshop CAA is developing a strategy for air action jointly with Guwahati Municipal Corporation.

### VAYU Mobile APP



Clean Air Asia (CAA) has developed a mobile app called VAYU which is available for free download in google play store. It is aptly named Value Air You Use to encourage people to take individual action for better air. VAYU provides information on air quality of 38 Indian cities. It also informs about the precaution one needs to take depending upon the

AQI. The app can be used as a precautionary measure to minimize the risk from air pollution. While travelling from one city to another one can also use the app to get advance information and prepare depending upon the AQI of the destination city.

However, the unique feature of the app is that it engages people to take action for better air quality. The app comes with a pledge feature that encourages people to walk or cycle, use public transport, not burn trash, turn off engines at red light and so on

So, with VAYU you can schedule your activities according to the air quality around you.

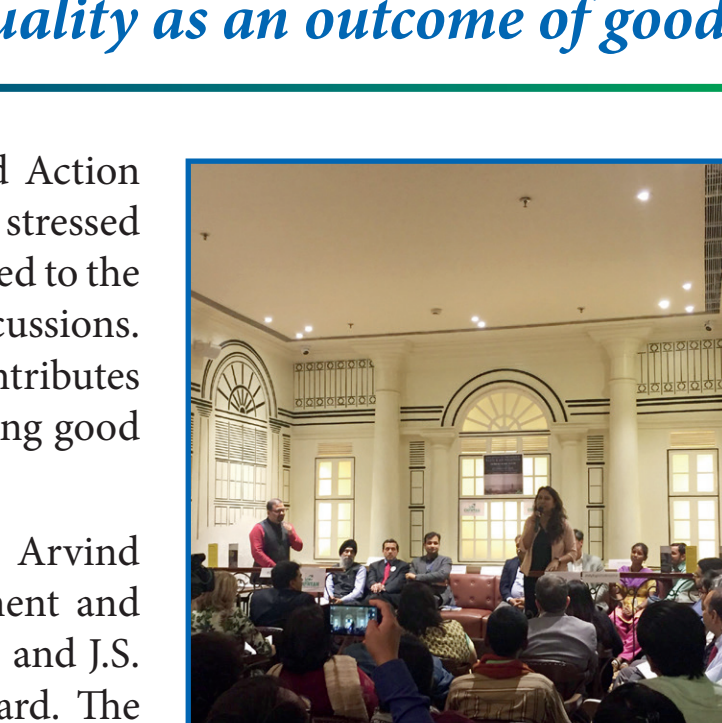
Download VAYU, keep yourself informed, help spread the message, encourage yourself and others to clean up the air and above all value air you use!

Download app: <https://play.google.com/store/apps/details?id=com.cleanairasiaindia&hl=en>

### Train for Clean Air: Clean Air for Kids Drawing & Poster Competition

As part of Train for Clean Air - Clean Air for Kids programme, CAA India organised a half day awareness programme on simple solutions that children can take to contribute towards better air quality at the Chiranjeev Bharati School in Gurgaon. The programme held on 31st January, 2018 engaged students with CAA's VAYU (Value Air You Use) app which has a pledge component to encourage simple action to promote better air quality. With the objective of generating innovative ideas from the students about their perception about tackling the problem of air pollution a painting competition on the theme Solutions for Clean Air was also held.

Following the event, VAYU recorded more than 100 downloads and +500 pledges.



### CAA emphasises the need to integrate better air quality as an outcome of good practices in waste management

At a panel discussion organized by Chintan Environmental Research and Action Group on February 22, 2018 in Delhi CAA India Director, Parthana Borah stressed the need for connecting air quality issues with waste management. She appealed to the community working in waste management to integrate air quality in their discussions. Bad waste management practices both at the city and in the rural areas contributes to air pollution and this needs to be taken into consideration when discussing good practices in waste management, she said.

Other speakers in this discussion includes Ashish Chaturvedi of GIZ, Arvind Kumar of the Lung Care Foundation, Suneel Pandey, Director, Environment and Waste Management Division, at The Energy and Resources Institute (TERI) and J.S. Kamyotra, former member secretary of the Central Pollution Control Board. The session concluded with a plan to take the discussion ahead as a citizens' movement and integrate air pollution in the waste management dialogue.



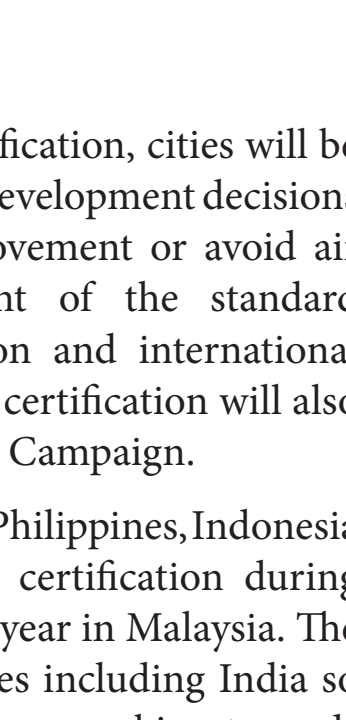
### CITIES FOR CLEAN AIR CERTIFICATION

The Cities for Clean Air Certification is an initiative of Clean Air Asia that seeks to address the challenges that cities face in improving air quality by making a clear business case that links air quality improvements to cities' economic and quality-of-life decisions. Taking a co-benefits approach allows cities to take into account all potential positive impacts of an action, which can include air pollution reduction, climate change mitigation and meeting development needs, among others.

Cities for Clean Air Certification is a voluntary standard that seeks to challenge, assist and recognize actions that cities take to address clean air.

This certification scheme will:

- recognize actions that cities take to address air quality,
- make it easier to establish new collaborations with public and private stakeholders, and
- increase opportunities for cities to learn from each other and collectively address issues.

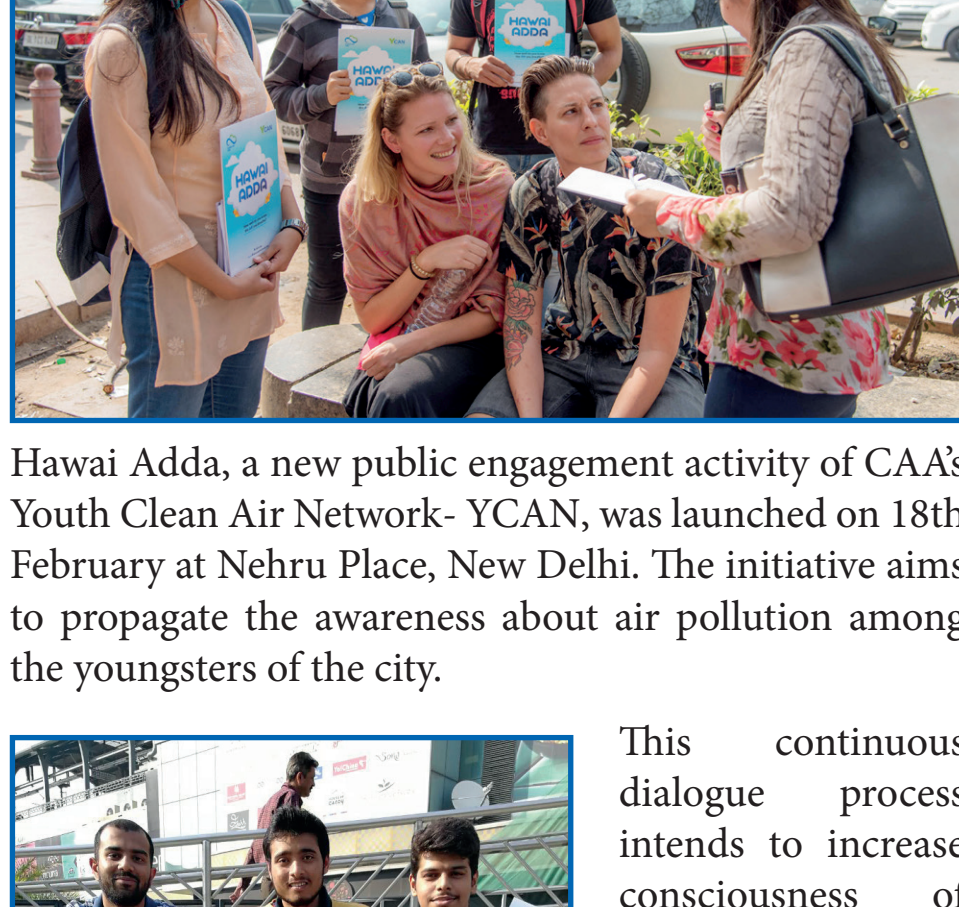


Through Cities for Clean Air Certification, cities will be guided through making informed development decisions that will lead to air quality improvement or avoid air pollution altogether. Achievement of the standard required will result in certification and international recognition. The city registered for certification will also become part of WHO's BreatheLife Campaign.

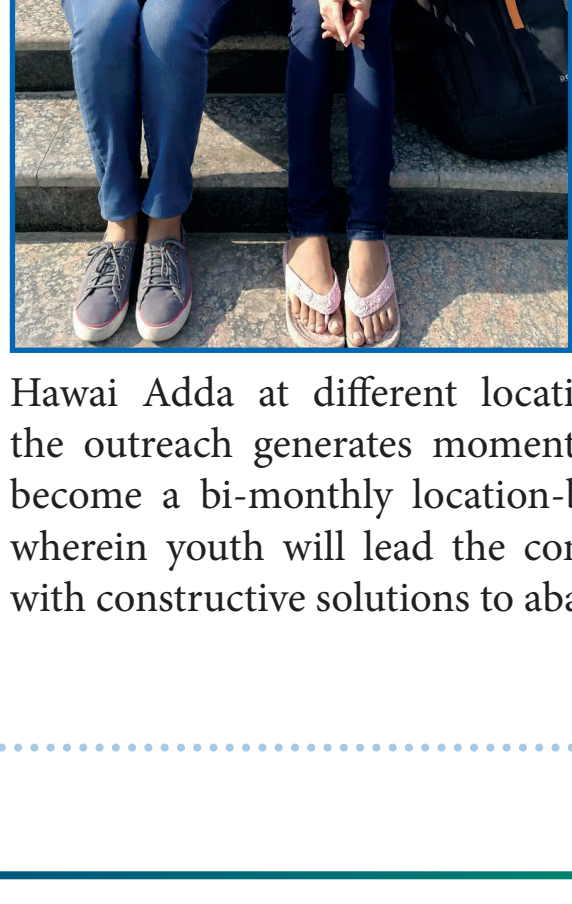
The program has been piloted in the Philippines, Indonesia and Nepal who will be provided certification during Batter Air Quality Conference this year in Malaysia. The program is now open to other cities including India so that by the end of 2018, 50 cities are working towards certification. CAA India has presented the certification programme in Bhubaneswar, Guwahati, Kurukshetra, Gurugram and at Clean Cooking Forum.

To know more about cities for clean air certification visit [www.cleanairasia.org/certification](http://www.cleanairasia.org/certification)

### Hawai Adda- YCAN takes air quality dialogue to the streets



Hawai Adda, a new public engagement activity of CAA's Youth Clean Air Network- YCAN, was launched on 18th February at Nehru Place, New Delhi. The initiative aims to propagate the awareness about air pollution among the youngsters of the city.



This continuous dialogue process intends to increase consciousness of youngsters on how everyday actions contribute to the air pollution. It also seeks to build a strong and active youth network that will contribute to better air quality action.

The YCAN committee members and volunteers are actively promoting Hawai Adda at different locations within Delhi. As the outreach generates momentum, the dialogue will become a bi-monthly location-based talk show event wherein youth will lead the conversation to come up with constructive solutions to abate air pollution.

### International NGO helps to check air pollution in Guwahati

SAUMYA MISHRA | JANUARY 19, 2018 12:33 HRS

The Guwahati Municipal Corporation (GMC) has partnered with Clean Air Asia (CAA) to bring down air pollution in the city.

Guwahati has been chosen to implement the air action plan initiative under which several measures will be undertaken by the GMC to improve the air quality index.

CAA is currently in the process of preparing a detailed action plan to implement the project. The GMC had conducted a workshop on January 9 and 10 where discussions and deliberations by experts were held on various aspects related to reduce pollution in the city.

[Read more .....](#)

### Global tie-up for clean air

Juthika Baruah Jan 10, 2018 00:00 IST

**Guwahati:** There has been an alarming rise in the level of air pollution in the city, a recent study has revealed.

Clean Air Asia, an international NGO, has tied up with the Guwahati Municipal Corporation (GMC) to improve the quality of air in the city.

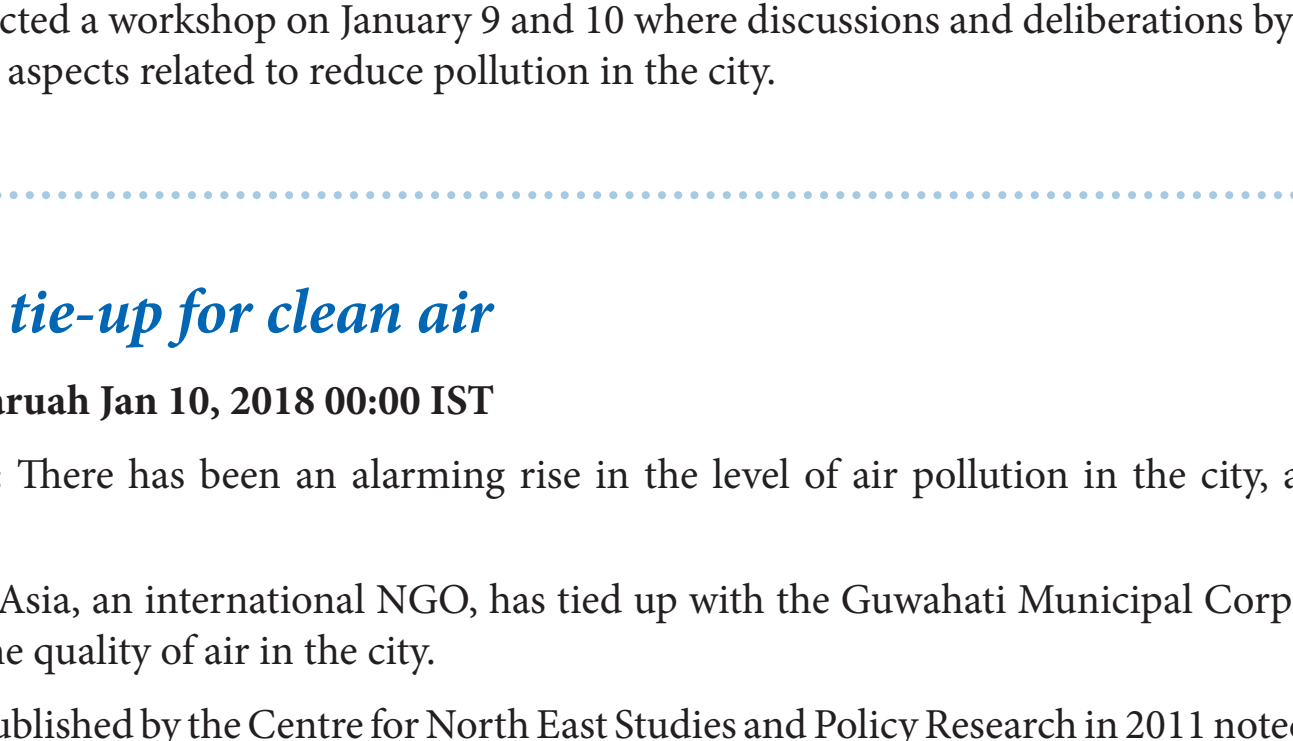
A report published by the Centre for North East Studies and Policy Research in 2011 noted that air pollution had increased in the city because of growth, traffic congestion, poor quality of fuel, inefficient engines, bad maintenance of motor vehicles, industrial waste and other urban activities like construction.

According to City Master Plan 2009 of Guwahati Metropolitan Development Authority (GMDA), the number of cars in the city is expected to increase to 66,942 in 2025 from 15,475 in 2004 - an increase of more than 300 per cent.

[Read more .....](#)

### Announcements

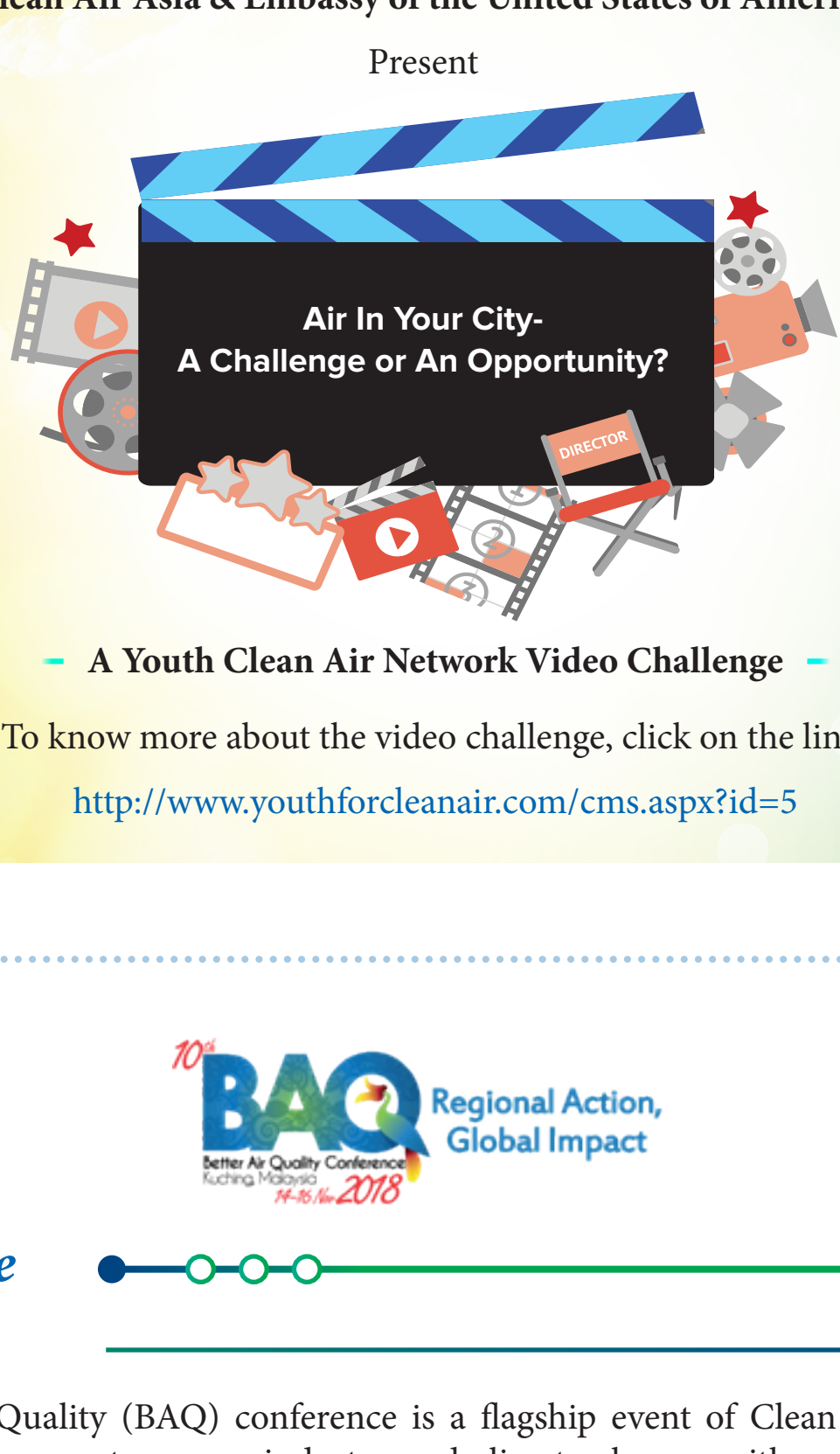
### Assomiya Pratidin



### YCAN Video Challenge

Clean Air Asia & Embassy of the United States of America

Present



- A Youth Clean Air Network Video Challenge -

To know more about the video challenge, click on the link:

<http://www.youthforcleanair.com/cms.aspx?id=5>

### Save The Date

The Better Air Quality (BAQ) conference is a flagship event of Clean Air Asia covering the key sectors of transport, energy, industry and climate change, with a particular emphasis on government policies and measures.

The conferences have become major regional events through the concerted efforts of the Clean Air Asia Partnership Members. Past BAQ conferences has been organized in Hong Kong (2002), Philippines (2003), India (2004), Indonesia (2006), Thailand (2008), Singapore (2010), Hong Kong (2012), Sri Lanka (2014) and Korea (2016). Now held every two years, the BAQ conference regularly attracts close to a thousand participants from Asia and the rest of the world.

This biennial event brings leading experts, policy and decision makers together to network, learn and share experiences on air quality management. Past BAQs have proven to influence policies, initiate new projects and establish partnerships.

JOIN US IN NOVEMBER 12-16, 2018 AT BORNEO CONVENTION CENTRE, KUCHING, SARAWAK, MALAYSIA.

Find out more on [www.cleanairasia.org](http://www.cleanairasia.org)

**Mail us:** [india@cleanairasia.org](mailto:india@cleanairasia.org)

**Like us:** [fb/cleanairasiaindia](https://www.facebook.com/cleanairasiaindia)

**Follow us:** [twitter/cleanairasia](https://twitter.com/cleanairasia)

**Visit us:** [www.cleanairasia.org](http://www.cleanairasia.org)

**Office:** Basement C-3, Green Park Extension, New Delhi - 110016

**Contact no.:** +91 11 65451100

To unsubscribe, send us an E-mail on [india@cleanairasia.org](mailto:india@cleanairasia.org)