



# LANDSCAPE NOTE

An Indicative Review of Green Economy and Environment-related  
Communication Efforts in Haryana

Submitted by



**SDGCAC**  
SUSTAINABLE DEVELOPMENT GOALS  
COORDINATION AND ACCELERATION CENTRE

# LANDSCAPE NOTE

**An Indicative Review of Green Economy and Environment-related Communication Efforts in Haryana**



**SDGCAC**

SUSTAINABLE DEVELOPMENT GOALS  
COORDINATION AND ACCELERATION CENTRE

**Submitted by: Mr. Pankaj Saini, Green Economy & Climate Friendly Transition Analyst**  
**Supervised by: Mr. Vikas Verma, Head-SDGCAC**  
**April 2026**

## Table of Contents

Executive Summary .....	2
2. Scope and Method.....	4
2.1 Methodological Note on Evidence Classification.....	5
3. Haryana Context: Why Communication Matters Now.....	6
3.1 Environmental Pressures.....	6
3.2 Policy Momentum.....	6
3.3 MSME and Investment Readiness .....	7
3.4 National Alignment.....	7
4.1 Thematic Mapping of Communication Efforts.....	8
4.2 Indicative Scheme Landscape Relevant to Green Economy and Environment.....	10
5. Assessment of Existing Efforts.....	11
5.1 Strengths and Good Practices .....	11
5.2 Patterns and Recurring Issues .....	12
6. Key Gaps and Challenges .....	14
7. Strategic Implications .....	15
8. Recommendations for a Green Economy Communication Strategy for Haryana.....	16
9. Conclusion .....	18
Sources and References .....	19

## Executive Summary

---

Haryana already has a visible base of environment- and green-economy-related communication activity across departments, district administrations, missions, and selected CSR-supported initiatives. The review suggests that communication efforts appear to be more credible where they are linked to visible implementation, measurable outcomes, or formal compliance systems rather than stand-alone awareness messaging. Examples include large-scale plantation mobilisation in the State, district-led water conservation initiatives, and enforcement-linked communication on pollution and waste management.

At the same time, the current communication landscape remains fragmented. Most efforts are programme-specific, department-specific, or event-driven, with limited convergence around a common statewide narrative on green economy, resource security, climate resilience, or citizen participation in sustainable transition. As a result, communication exists, but it does not yet function as a coherent strategic platform for shaping public understanding, behaviour, or institutional alignment around Haryana's broader green transition agenda. This is an analytical conclusion based on the reviewed initiatives and reporting structures rather than a claim drawn from a single official source.

The State also has an opportunity to build on recent policy momentum. Haryana's State Environment Plan 2025–26<sup>1</sup> and the Non-CO<sub>2</sub> Pathway Report have already been publicly launched, providing a stronger platform for linking departmental action, public messaging, and green transition priorities than was previously reflected in this note.

---

<sup>1</sup> Department of Environment, Climate Change & Water Resources, Government of Haryana, 'State Environment Plan 2025–26'

## 1. Introduction and Purpose

---

Effective communication is not peripheral to environmental governance – it is a structural enabler. Policies on renewable energy, air quality, waste management, afforestation, and water conservation can only deliver outcomes when the intended beneficiaries – citizens, industries, farmers, urban local bodies, and youth – are aware of them, understand their role, and are motivated to act.

Haryana occupies an important position in India's evolving green transition context. Located in and around the National Capital Region, home to a large industrial and MSME base, and facing persistent challenges relating to air pollution, groundwater stress, land degradation, and rising urban waste, the State has both strong incentives and growing policy momentum to strengthen environmental governance and public communication.

This Landscape Analysis has been prepared as a foundational background note to support the development of an integrated Green Economy Communication Strategy for Haryana. Its purpose is to map the current communication landscape, identify thematic and institutional patterns, diagnose fragmentation and structural weaknesses, and build the analytical rationale for a State-level strategy.

## 2. Scope and Method

This report is based on a structured review of compiled source material relating to visible communication efforts, outreach activities, IEC initiatives, campaigns, public engagement programmes, and other communication-relevant interventions in the green economy and environment domain in Haryana. The review covers both communication-specific initiatives and selected programme or scheme landscapes where these provide useful context for understanding the broader institutional base on which future communication efforts may build.

The analysis encompasses:

- Government departmental communication activities across the Department of Environment, Climate Change & Water Resources; HSPCB<sup>2</sup>; HAREDA; Forest Department/HFDC; Urban Local Body Department; and the IPR Department;
- Corporate CSR-linked programmes and communication-supported initiatives, including those associated with Hero MotoCorp and associated foundations<sup>3</sup>;
- Civil society and NGO initiatives, including WWF-India's partnership programmes<sup>4</sup> and district-level water conservation campaigns; and
- District-level and community-based initiatives such as the GuruJal water conservation effort in Gurugram<sup>5</sup> and large-scale plantation drives.
- An indicative review of relevant State Government schemes and programme heads, based on scheme details available through the OBAMAS portal, in order to understand the broader programme architecture relevant to green economy and environmental communication in Haryana.

The inclusion of the scheme landscape is intended only to provide contextual understanding of the State's existing programme base. It is not intended as a financial, budgetary, or performance assessment. Rather, it is used to examine whether communication efforts are supported by an underlying ecosystem of schemes, missions, and departmental interventions that could be more effectively connected through a convergent public narrative.

---

<sup>2</sup> HSPCB established 1974; 29 CAAQMS stations installed across all district HQs; online clearances via HROCMMS portal. Source: <https://hspcb.org.in/>

<sup>3</sup> The CSR Journal, 'Hero MotoCorp spent Rs 80.54 crores on CSR in FY25', 23 October 2025; also Hero MotoCorp Annual Reports (various years).

<sup>4</sup> WWF-India official website, <https://www.wwfindia.org/> – Forest and Biodiversity Conservation Division programmes. Specific 'Forest Heroes' programme details in Haryana require verification from WWF-India directly.

<sup>5</sup> Global Water Partnership (GWP), 'The Journey Towards Water Consciousness: GuruJal, Gurugram'. Available at: <https://www.gwp.org/>; also The Tribune India, 'Saving water responsibility of entire society: Haryana Governor', 21 March 2023 (75+ ponds restored).

## 2.1 Methodological Note on Evidence Classification

This note classifies evidence according to source strength and type. Claims and observations are drawn from:

- (a) official government publications, portals, notifications, annual reports, and departmental material;
- (b) corporate CSR reports and institutional publications, which are treated as self-reported unless independently corroborated;
- (c) media reports and public-domain coverage; and
- (d) analytical inferences or approximate assessments based on available material, where primary departmental confirmation is not available.

Where a data point, figure, or claim requires further validation from a primary source, this is explicitly indicated in the text or footnotes. The note also distinguishes, wherever relevant, between directly verified Haryana-specific initiatives, externally reported examples used for contextual illustration, and broader interpretive findings arising from the review.

## 3. Haryana Context: Why Communication Matters Now

---

### 3.1 Environmental Pressures

Haryana faces intersecting environmental challenges with direct implications for public health, agricultural productivity, urban liveability, and long-term economic resilience. Seasonal air quality deterioration, particularly during the October–February period, remains a recurring governance concern, driven by a combination of industrial emissions, vehicular pollution, construction dust, and crop residue burning<sup>6</sup>. Groundwater stress in parts of the State, degradation in environmentally sensitive landscapes, and growing urban solid waste volumes further reinforce the need for clearer public communication, behaviour-linked outreach, and more visible environmental governance.

These pressures are not only environmental in character; they also affect livelihoods, public health, service delivery, regulatory compliance, and the State’s long-term growth model. This suggests that communication is relevant not merely as an awareness function, but as a governance tool that can support compliance, public participation, programme uptake, and behavioural change across sectors.

### 3.2 Policy Momentum

Haryana’s communication needs are becoming more important because the State’s green policy and programme landscape is expanding. Recent initiatives and policy developments, including the State Environment Plan 2025–26; the Non-CO<sub>2</sub> Pathway narrative<sup>7</sup>; the Winter Action Plan for Air Pollution Control 2024–25; afforestation and plantation campaigns, including ‘Ek Ped Maa Ke Naam’ (EPMKN 2.0 launched for 2025–26)<sup>8</sup>; the Aravalli Revival Plan<sup>9</sup>; and active Plastic Waste Management rule enforcement.

This growing policy base creates a stronger case for strategic communication. As the number of schemes, plans, campaigns, and regulatory interventions increases, the need also grows for a coherent public-facing narrative that helps citizens, industries, local

---

<sup>6</sup> Haryana State Pollution Control Board, 'Winter Action Plan for Air Pollution Control 2024–25', September 2024. Available at: <https://hspcb.org.in/>

<sup>7</sup> HSPCB, 'A Dual Strategy Sprint Towards Sustainability: Non-CO<sub>2</sub> Pathways for Haryana'. Available on HSPCB official website.

<sup>8</sup> Government of Haryana, 'Ek Ped Maa Ke Naam 2.0' Campaign 2025–26 Action Plan', reviewed at Chief Secretary-level meeting, June 2025. Reported in The Tribune India, 11 June 2025.

bodies, and other stakeholders understand the State's direction, the relevance of these interventions, and their own role in implementation.

### 3.3 MSME and Investment Readiness

Haryana hosts a large MSME and industrial base whose green transition, covering energy efficiency, waste compliance, cleaner production practices, and technology adoption, is increasingly relevant to both environmental outcomes and ease-of-doing-business objectives. In this context, clear, accessible, and sector-specific communication can play an enabling role by helping enterprises understand compliance expectations, available support, and the practical relevance of transition-related measures.

At present, however, the communication interface available to such audiences appears limited, particularly where simplified guidance, sector-oriented messaging, or decision-useful public material is concerned. This creates a gap between policy intent and user-facing comprehension, especially for smaller enterprises that may not engage easily with long technical or regulatory documents.

### 3.4 National Alignment

Haryana's communication context is also shaped by broader national sustainability frameworks. India's updated Nationally Determined Contribution (NDC)<sup>10</sup>, Mission LiFE<sup>11</sup>, CPCB-linked environmental management systems, and nationally driven urban and waste-management programmes create an enabling policy context in which sub-national communication can serve as an important implementation support mechanism.

For Haryana, this creates an opportunity to position environmental and green-economy communication not as a peripheral awareness exercise, but as an integral part of governance, implementation support, and public engagement aligned with wider national priorities.

---

<sup>10</sup> Government of India, 'India's Updated Nationally Determined Contribution (NDC)', August 2022, submitted to UNFCCC.

<sup>11</sup> NITI Aayog / MoEFCC, 'Mission LiFE (Lifestyle for Environment)', launched by PM Modi at COP26, November 2021; portal: <https://merilife.nic.in/>

## 4. Current Communication Landscape

The existing green communication landscape in Haryana appears to reflect a multi-actor, multi-channel environment that has undergone a discernible shift from passive information sharing toward more active community engagement in some areas. This shift is most visible where communication is backed by tangible infrastructure or measurable outcomes. Available evidence indicates, however, that this shift has not been uniform, systematic, or convergent across the State’s full green agenda.

### 4.1 Thematic Mapping of Communication Efforts

The table below provides an indicative synthesis of visible communication efforts across key thematic areas in Haryana. It is intended to highlight broad patterns in the current landscape rather than to serve as an exhaustive inventory. The review suggests that communication efforts appear to be more effective where they are linked to visible implementation, regulatory systems, or public campaigns, and comparatively less developed where themes remain policy-led but lack a strong citizen-facing or behaviour-oriented interface.

*The table below synthesises existing communication efforts across key thematic areas.*

Theme	Key Initiatives	Principal Actors	Primary Channels	Communication Character
<b>Air Quality</b>	Winter Action Plan, seasonal enforcement, anti-stubble communication, public advisories	HSPCB, CPCB-linked systems, Agriculture Department, District Administration	Action plans, notices, media coverage, seasonal advisories	Regulatory and seasonal; relatively visible during high-risk periods but not sustained year-round
<b>Renewable Energy</b>	Solar and renewable energy promotion, policy-linked awareness, institutional communication	HAREDA, related departments, power-sector institutions	Websites, notices, policy communication, awareness material	Policy-oriented and institutional, with limited citizen-facing simplification
<b>Water Conservation</b>	District-level water conservation and restoration initiatives,	District Administration, local agencies,	Field campaigns, citizen	Strong district-level model, though visible

	local campaigns, technical-cum-community engagement	programme platforms such as GuruJal	engagement, local events, awareness drives	replication across the State remains limited
<b>Plantation / Green Cover</b>	Plantation drives, afforestation campaigns, district mobilisation, public participation campaigns	Forest Department, District Administration, allied agencies	Public campaigns, events, field mobilisation, media, social media	Strongest example of visible mass-participation environmental communication in the current landscape
<b>Pollution Control / Compliance</b>	Plastic waste, pollution compliance, clearances, monitoring, environmental enforcement	HSPCB and related authorities	Notifications, portal-based communication, compliance notices, reporting	Credible where linked to formal systems, enforcement, and reporting
<b>Waste Management/ Circularity</b>	Waste segregation, plastic waste, municipal campaigns, compliance-related outreach	Urban Local Bodies, HSPCB, local authorities	IEC campaigns, notices, local drives, media	Uneven across locations; stronger where linked to implementation and local enforcement
<b>Green Mobility / EVs</b>	EV readiness, charging infrastructure discourse, policy-linked references	Transport-related agencies, urban bodies, policy platforms	Policy reports, websites, limited public communication	Policy direction visible, but citizen-facing communication remains limited
<b>Cross-sector Green Narrative</b>	State-level policy messaging, green-economy discourse, inter-departmental themes	Environment-related departments, IPR system, mission platforms	Reports, speeches, launches, departmental communication	Emerging, but not yet consolidated into a unified public narrative

Overall, the thematic mapping suggests that Haryana does not appear to lack communication activity in the green domain. Rather, available evidence indicates that such activity remains uneven in depth, distributed across departments, and variable in its ability to reach different audiences in accessible and action-oriented forms. In the material reviewed, comparatively stronger examples are those where communication is anchored

in tangible public action, district leadership, or formal compliance systems; comparatively weaker instances are those where policy intent exists without a corresponding citizen-facing communication layer.

## 4.2 Indicative Scheme Landscape Relevant to Green Economy and Environment

A review of the State’s existing scheme architecture indicates that Haryana’s green economy and environmental agenda is supported by a dispersed but substantial programme base across multiple departments. Relevant schemes, programme heads, and budget-linked interventions are visible in areas such as sustainable agriculture, water conservation, forestry and plantation, renewable energy, pollution control, waste management, rural development, urban services, and transport-related transition. The significance of this landscape, from the perspective of this note, is that it suggests that the challenge may lie not in the absence of public action, but in the limited visibility of a unified public-facing narrative that connects these efforts to a broader green transition agenda. In communication terms, the scheme landscape provides an important foundation: it suggests that many themes central to a future Green Economy Communication Strategy already appear to have an operational base within the State, but are not yet consistently presented in a coherent and accessible manner to citizens, communities, or stakeholders.

S. No.	Broad Thematic Area	Illustrative Departmental Spread	Communication Relevance
1	<b>Sustainable Agriculture and Crop Diversification</b>	Agriculture, Horticulture, Allied Departments	Relevant for farmer outreach, behavioural change, and climate-resilient agriculture messaging.
2	<b>Water Conservation and Natural Resource Management</b>	Irrigation/Water Resources, Rural Development, District Administration, Related Agencies	Suitable for citizen awareness, community mobilisation, and local environmental stewardship.
3	<b>Crop Residue Management and Biomass-related Interventions</b>	Agriculture, Rural Development, Related Departments	Important for seasonal communication, farmer adoption, and air-quality-linked messaging.
4	<b>Forestry, Plantation, and Ecological Restoration</b>	Forest Department and Related Agencies	Strong potential for public participation, school outreach, and visible environmental action.

<b>5</b>	<b>Renewable Energy and Energy Transition</b>	Renewable Energy / Power-related Departments and Agencies	Useful for public messaging on clean energy, energy savings, and transition benefits.
<b>6</b>	<b>Pollution Control and Environmental Compliance</b>	Pollution Control Board and Related Regulatory Bodies	High relevance for compliance communication and credibility through enforcement-linked messaging.
<b>7</b>	<b>Waste Management and Circular Economy</b>	Urban Local Bodies, Rural Local Bodies, Pollution-related Agencies	Suitable for citizen behaviour change, segregation, recycling, and local cleanliness campaigns.
<b>8</b>	<b>Urban Environment, Sanitation, and Wastewater-related Interventions</b>	Urban Local Bodies, Public Health Engineering, Related Agencies	Relevant for quality-of-life messaging, local governance communication, and service visibility.
<b>9</b>	<b>Clean Mobility and Transport Transition</b>	Transport and Urban Transport-related Departments	Emerging area for citizen-facing communication on EVs and sustainable mobility.
<b>10</b>	<b>Cross-sector or Mission-mode Green Initiatives</b>	Multiple Departments / Mission Platforms	Useful for building a unified State-level green growth and sustainability narrative.

## 5. Assessment of Existing Efforts

### 5.1 Strengths and Good Practices

#### Action-backed communication generates trust

In Haryana, communication appears to be more credible where it is linked to visible implementation, compliance systems, or measurable on-ground action. A useful example is HSPCB's communication on plastic waste management, which is embedded within a formal regulatory framework that includes notifications, registrations, annual reporting, district action plans, inspections, and challan-based enforcement. This makes the communication more tangible for regulated entities than stand-alone awareness messaging alone.

#### GuruJal: A replicable district-level model

The GuruJal initiative in Gurugram represents a credible district-level model of environmental communication linked to institutional action. Established initially as a Special Purpose Vehicle for the District Administration Gurugram with support from Hero MotoCorp and the Raman Kant Munjal Foundation, the initiative combined administrative

leadership, cross-departmental coordination, technical interventions, citizen engagement, awareness activities, and field-based water restoration efforts. Its design demonstrates how environmental communication becomes more persuasive when backed by implementation structures and visible local results.

### **Community-facing programmes create local ownership**

A notable strength in Haryana's environmental communication landscape is the presence of programmes that connect technical issues with local participation. GuruJal's water-related testing, campaigns, expert onboarding, and pond-focused interventions suggest that district-level communication appears to be more effective where it translates abstract resource concerns into visible and locally relevant action. This model is potentially replicable in other districts where water stress, waste management, or landscape restoration require both technical credibility and public buy-in.

### **Existing communication channels provide a base, but remain fragmented**

Haryana already has a visible base of departmental, district-level, and programme-linked communication activity. However, these efforts currently function more as parallel streams than as parts of a unified communication architecture. The strategic opportunity is therefore to align existing assets into a more coherent statewide narrative on green economy and environmental action.

## **5.2 Patterns and Recurring Issues**

### **Event-centric communication without continuity**

Across departments and campaigns, communication intensity tends to rise around launches, observance days, seasonal interventions, or major public events, and then decline. This creates episodic visibility rather than a sustained communication cycle capable of building recall, trust, and behavioural change over time.

### **Policy and administrative material often substitutes for accessible communication**

In several areas, detailed policy documents, action plans, portal notices, or compliance-related material continue to function as the primary public-facing communication instruments. While such documents are administratively necessary, they are not designed as accessible IEC tools for diverse audiences such as citizens, farmers, MSMEs, youth, or local institutions.

### **Visible implementation drives stronger communication credibility**

The strongest communication examples in the current landscape are those linked to visible action on the ground, district-level programmes, or institutional enforcement systems. Communication appears more persuasive where it is backed by implementation rather than by messaging alone.

### **There is limited evidence of systematic audience segmentation**

There is limited evidence of systematic audience segmentation across the communication efforts reviewed. Most observed communication appears to be generic in nature rather than tailored to the different needs of regulated entities, rural communities, urban households, farmers, MSMEs, youth, or local governance actors. This appears to reduce the likelihood of action-oriented outcomes and may limit the overall effectiveness of outreach.

### **The current landscape appears to show limited digital convergence**

Departments and related actors do maintain digital channels and public communication touchpoints, but these do not yet appear to function as part of a coordinated editorial architecture. The current landscape appears to show limited digital convergence, with most communication efforts continuing to operate through department-specific or initiative-specific channels rather than a unified architecture. The result is fragmented visibility rather than cumulative narrative strength.

### **Emerging themes appear to be comparatively under-communicated**

Themes such as electric mobility, circular economy, green enterprise transition, and sustainable consumption are visible at the level of policy discourse, but remain less developed in citizen-facing communication compared to more established themes such as plantation, waste, or seasonal air pollution.

## 6. Key Gaps and Challenges

Based on the landscape and assessment above, the review suggests six significant communication gaps that appear to warrant strategic attention:

#	Gap	Systemic Consequence	Indicative Strategic Response
<b>G1</b>	No unified 'Green Haryana' brand identity	Public confusion; no cumulative brand equity	Develop a common public identity and visual framework
<b>G2</b>	No audience segmentation	Low scheme adoption; awareness without action	Translate policy material into simpler public-facing formats such as brief explainers and short videos
<b>G3</b>	Overreliance on policy documents	Low beneficiary awareness; compliance gaps	Convert policies into 1-page explainers, videos
<b>G4</b>	No public green-progress dashboard	No accountability loop; public disengagement	A regular green progress tracker to improve visibility of implementation and outcomes
<b>G5</b>	Siloed departmental messaging	Policy incoherence; duplication of effort	A coordination mechanism for message alignment across departments
<b>G6</b>	Weak comms on EV, circular economy	Slow EV/CE adoption; missed positioning	Targeted communication packages for emerging themes such as electric mobility

**Underserved audiences:** Underserved audiences include rural and peri-urban communities with low digital access, MSME owners requiring practical sector-specific guidance, and urban local body functionaries who often serve as last-mile communication intermediaries but lack standardised messaging tools.

---

## 7. Strategic Implications

The findings of this note point to several strategic implications for the design of a future Green Economy Communication Strategy for Haryana.

### 1. Invest in communication architecture, not only communication content

The recurring issue is not the complete absence of content, but the limited presence of a shared architecture within which content is produced and delivered. Without a common narrative, visual identity, audience framework, editorial rhythm, and institutional coordination mechanism, communication efforts are likely to remain fragmented and episodic.

### 2. Institutionalise coordination as a core communication function

A whole-of-government communication strategy will require governance arrangements that enable coordination across departments, themes, and channels. The review suggests that a suitable State-level coordination arrangement, along with a small content alignment mechanism, could be explored to support greater coherence across departmental communication efforts.

### 3. Anchor communication in evidence and verifiable progress

Because environmental communication can easily be perceived as symbolic or promotional, credibility will depend on linking public claims to verifiable, periodically updated, and clearly attributable evidence. A public-facing progress framework or periodic green progress tracker could be explored as a means to improve visibility of implementation, communicate outcomes more clearly, and reinforce public credibility.

### 4. Leverage visible existing platforms before creating new ones

Haryana already has identifiable communication assets that can be strengthened and aligned, including the Forest Department's capacity for public mobilisation, district-level models such as GuruJal, and field-level departmental networks. A phased strategy should first build on these visible and functioning platforms before investing heavily in entirely new mechanisms.

### 5. Address the crisis communication deficit

Seasonal air-quality episodes and related environmental stresses highlight the need for pre-designed, multi-agency, citizen-facing communication protocols. Such communication should not have to be assembled afresh each season. Pre-approved

crisis communication systems would improve consistency, responsiveness, and public confidence during high-risk periods.

## 6. Shift from isolated campaigns to a cumulative public narrative

The larger strategic requirement is to move from disconnected campaigns and departmental messaging streams toward a cumulative State-level narrative on green economy, environmental responsibility, and quality of life. This would allow individual schemes, programmes, and observance-linked campaigns to reinforce one another rather than remain isolated communication events.

## 8. Recommendations for a Green Economy Communication Strategy for Haryana

---

The findings of this note indicate the need for a structured, phased, and evidence-based communication strategy that can connect currently fragmented efforts into a coherent public-facing framework. The following recommendations are proposed:

**R1. Develop a unified State-level green narrative:** A common public narrative should be developed to connect dispersed efforts across environment, sustainability, resilience, resource security, public health, and green growth. This narrative should help position green transition as a governance and development priority rather than as a collection of isolated campaigns.

**R2. Build a shared communication architecture:** A common communication framework should be established across key themes such as air quality, water conservation, plantation, waste management, renewable energy, sustainable agriculture, green mobility, and pollution compliance. This should improve consistency, thematic integration, and cumulative visibility.

**R3. Move from event-based outreach to sustained campaigns:** Communication should shift from one-time observance-driven activity towards sustained campaign cycles with recurring content, follow-up messaging, and simple action prompts. This approach is considered necessary to build recall, trust, and behavioural change over time.

**R4. Prioritise audience segmentation and practical messaging:** Communication should be tailored for different user groups, including citizens, farmers, youth, MSMEs, local institutions, and regulated entities. Greater emphasis should be placed on practical, action-oriented, and user-friendly communication rather than generic messaging alone.

**R5. Anchor communication in visible action and existing programmes:** Communication should build on themes and interventions where visible implementation already exists, such as plantation, water conservation, waste management, crop residue management, and renewable energy adoption. Existing schemes and programme areas should be used more deliberately as anchors for public communication.

**R6. Strengthen district-level and local communication models:** Place-based communication models should be encouraged so that broader State-level messages can be translated into locally relevant formats. District-level pilots and visible local demonstrations can help make green communication more relatable and credible.

**R7. Strengthen digital convergence while retaining field outreach:** Digital platforms should be used more strategically through convergent messaging, but they should be complemented by field-based outreach, local institutions, schools, events, and community-facing communication formats. A blended approach will be necessary to reach diverse audiences effectively.

**R8. Adopt an evidence-based and phased implementation approach:** A future strategy should be implemented in phases, beginning with narrative development, audience mapping, and pilot communication efforts, and gradually expanding into broader campaigns and district-level adaptation. Public communication should be supported, wherever possible, by credible and visible evidence of progress in order to strengthen trust and legitimacy.

## 9. Conclusion

---

Based on the sources reviewed, Haryana appears to have the policy ambition, institutional actors, and communication assets to build a credible and sustained green economy communication programme. What the current landscape suggests is a gap in the architecture – the shared identity, the coordination mechanism, the audience-specific content, and the accountability infrastructure – needed to convert these existing assets into a coherent, sustained, and measurable communication programme.

The proposed Green Economy Communication Strategy for Haryana can offer an opportunity to address these structural deficits through a phased, institutionally grounded, and evidence-based approach. Investing in communication architecture at this stage, when policy momentum is strengthening and the green policy pipeline is expanding, would improve the visibility, coherence, and public impact of the State’s environmental efforts.

**Indicative next steps:** Subject to approval, the next step may be the preparation of a detailed Green Economy Communication Strategy for Haryana. Such a strategy may build on the findings of this landscape review and develop a phased approach for narrative development, audience targeting, institutional coordination, communication architecture, and implementation planning.

## Sources and References

### Government of Haryana Publications

1. HSPCB, Winter Action Plan for Air Pollution Control 2024–25 (September 2024). <https://hspcb.org.in/>
2. HAREDA, Draft Haryana Solar Power Policy 2023 (November 2023). <https://hareda.gov.in/>
3. Dept. of Environment, Climate Change & Water Resources, State Environment Plan 2025–26.
4. HSPCB, Non-CO<sub>2</sub> Pathways for Haryana. <https://hspcb.org.in/>
5. Government of India, India's Updated Nationally Determined Contribution (NDC), August 2022.

### International and National Reports

6. UNDP, Multi-Sectoral Action Plan for Air Pollution Mitigation in Gurugram 2025–2030 (February 2025).
7. ICCT, India's Public EV Charging Infrastructure Readiness – Haryana State (January 2024).
8. GeSI & Accenture, Digital with Purpose: Delivering a Smarter 2030.
9. Global Water Partnership (GWP), GuruJal Case Study. <https://www.gwp.org/>
10. Mercom India, Haryana's Draft Solar Policy Targets 6 GW (November 2023).

### Corporate and Civil Society Sources

11. Hero MotoCorp Annual CSR Reports (various years); CSRBox project pages.
12. GuruJal official website. <https://gurujal.org/>
13. WWF-India official website. <https://www.wwfindia.org/>
14. MoEFCC, Mission LiFE portal. <https://merilife.nic.in/>

### Media Reports

15. The Tribune India (various articles on EPMKN, GuruJal, Winter Action Plan, 2023–2025).
16. India CSR / DevDiscourse, Hero MotoCorp plantation drive record (2019, 2021).
17. Autocar Professional / Deccan Chronicle, Hero MotoCorp Ride Safe India (January 2026).

---

— End of Document —



**SDGCAC**

SUSTAINABLE DEVELOPMENT GOALS  
COORDINATION AND ACCELERATION CENTRE