

OCTOBER 2024
EDITION



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SUSTAINABILITY

"Swachhata Hi Seva 2024" Focussing on Integrate Cleanliness and Sustainability through Collective Responsibility

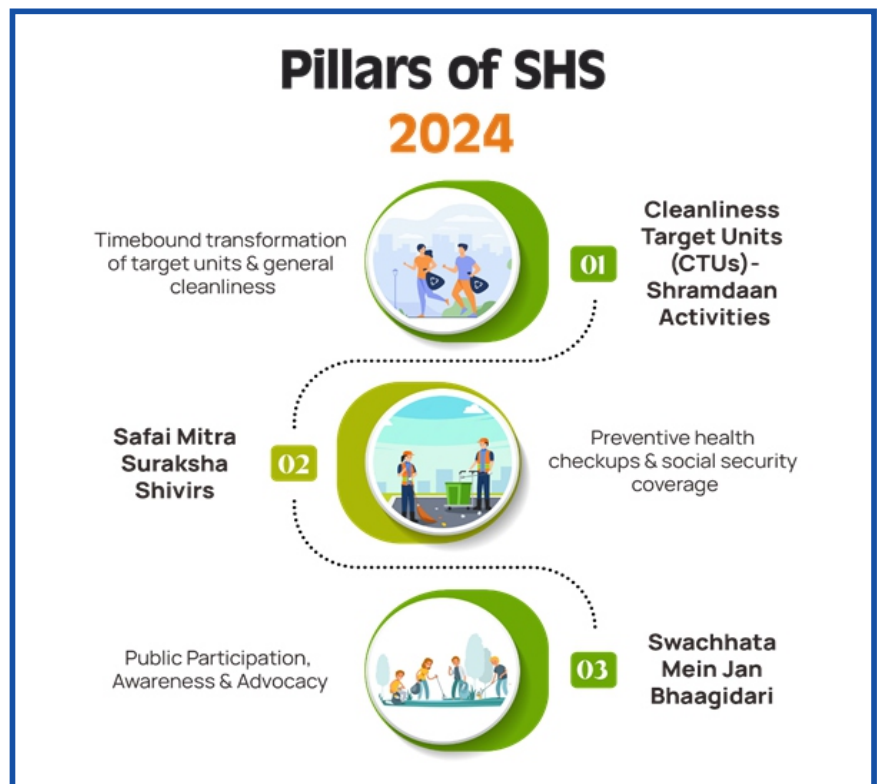
The "Swachhata Hi Seva" (SHS) campaign, has been initiated in 2017 under the Swachh Bharat Mission, and in 2024 it continues to thrive with the theme "**Garbage-Free India.**" It was launched by the Department of Science & Technology with the slogan "**Swachhata Mein Jan Bhaagidari**" which emphasizes collective responsibility for Hygiene and Environmental Stewardship.

This year's focus is on integrating cleanliness and sustainability while promoting mass public participation. The campaign features initiatives like Swachh Food Streets, the "Ek Ped Maa Ke Naam" campaign, SBM Cultural Fests, Waste to Art installations, and the Safai Mitra Suraksha Shivir.

The emphasis was on long-term environmental sustainability, aligning with India's commitment to the United Nations' Sustainable Development Goals (SDGs). The campaign



Source: <https://icar.org.in/swachhta-hi-seva-campaign-2024>



prioritizes waste management, recycling, and reducing single-use plastics. As India faces increasing urbanization and waste management challenges, the campaign promotes waste segregation at source, composting, and community participation in solid waste management.

KEY HIGHLIGHTS OF SWACHHATA HI SEVA 2024

Waste Segregation at Source

Promoting the separation of wet and dry waste at the household level.

Reduction of Single-Use Plastics

Encouraging the elimination of single-use plastics across all sectors.

Public Participation

Involvement of citizens, schools, NGOs, and corporate entities in cleanliness drives.

Sustainable Development Goals (SDGs) Alignment

Linking cleanliness efforts with global sustainability and environmental goals.

Community-Based Waste Management

Encouraging decentralized waste management systems and composting.

Behavioral Change Initiatives

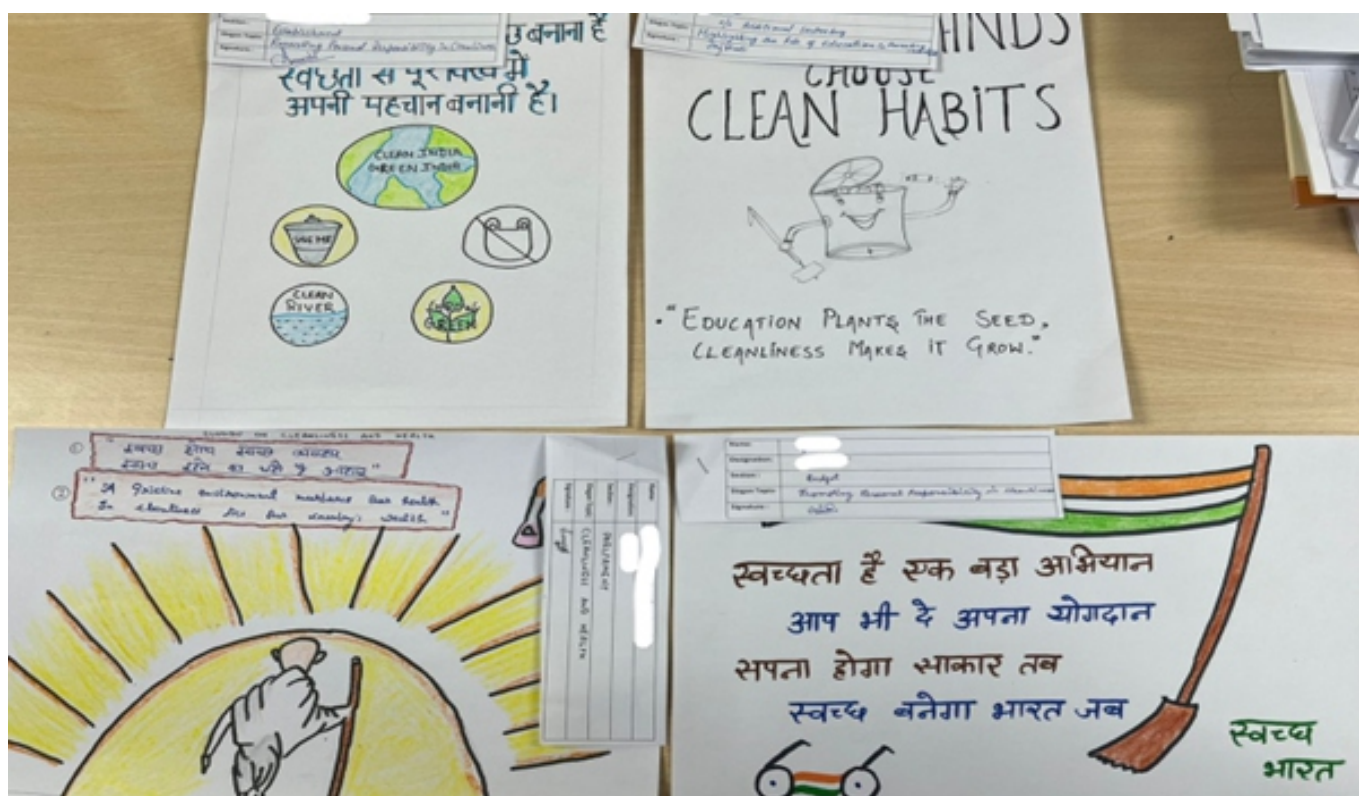
Focussing on long-term habit formation for a cleaner, greener India.



Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=2061020>

A key highlight was its alignment with the G20 agenda, in which India has taken a leadership role in promoting Sustainable practices globally. **Cleanliness drives organized at various levels have been intricately linked with the broader Sustainability Goals, promoting Water Conservation, Sustainable Agriculture, and the adoption of Clean Technologies.** This holistic approach ensures that cleanliness is not only about immediate surroundings but also about fostering a cleaner planet for future generations.

Public participation remains at the heart of SHS 2024 while actively engaging citizens through local governance bodies, schools, colleges, Non-Governmental Organizations (NGOs), community groups, and corporate entities. It has been instrumental in creating a strong sense of accountability toward environmental cleanliness. From rural households adopting bio-toilets to urban communities reducing waste through decentralized systems, the campaign has been a transformative force in India's evolving waste management landscape.



Source: <https://pib.gov.in/PressReleaseFramePage.aspx?PRID=2059135>

The campaign is a powerful reminder of the collective responsibility that individuals, institutions, and communities share as a whole. By focussing on behavioural change, widespread community engagement, and the adoption of innovative green technologies, the campaign not only addresses immediate cleanliness challenges but also lays the foundation for a more resilient, eco-friendly future.

CLIMATE CHANGE

'Mission Mausam', a Multifaceted Transformative Initiative is Set to Make India 'Weather Ready' and 'Climate Smart'

Mission Mausam was approved by the Union Cabinet in September 2024 and is going to be implemented through the Ministry of Earth Sciences (MoES), Government of India. **Its core aim is to make India "Weather Ready" and "Climate Smart" over the next two years, with a budget of Rs 2,000 crore.**



Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=2054427>



This initiative aims to improve India's weather and climate monitoring, modelling, and forecasting systems, thereby enhancing the ability to withstand and adapt to extreme weather and climate change impacts. **It focuses on deploying cutting-edge technologies such as next-generation radars, advanced satellite systems, and High-Performance Computing (HPC) infrastructure.** These innovations will improve both temporal and spatial resolution in weather observations, enabling more accurate forecasts.

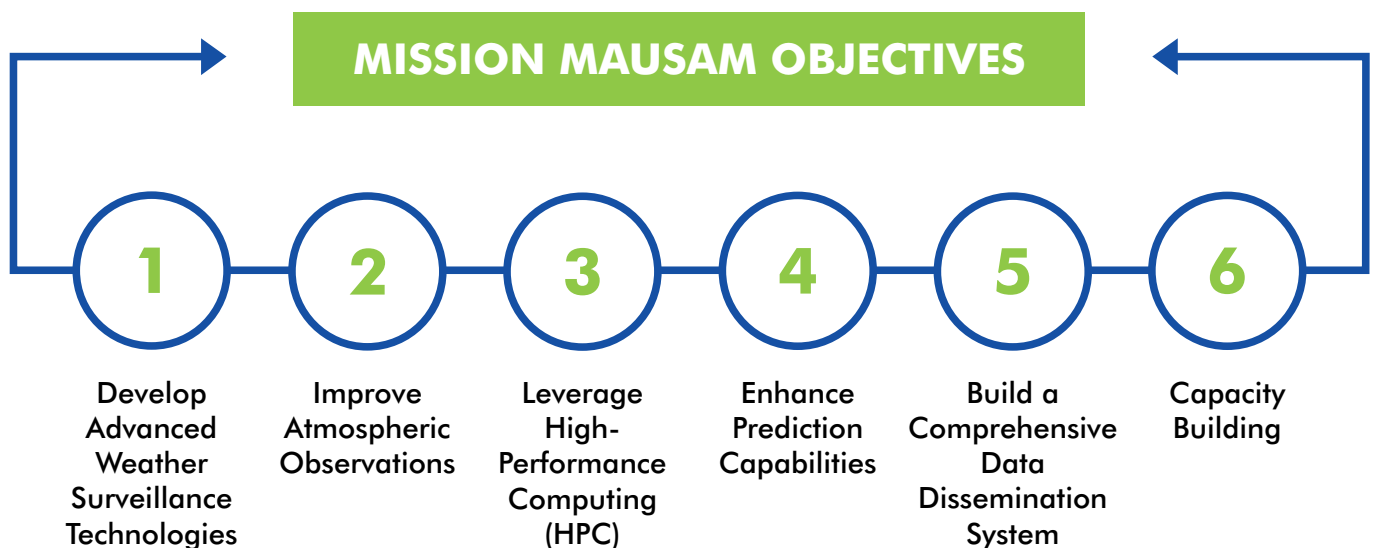
MISSION MAUSAM
Cabinet approves 'Mission Mausam' to create a more weather-ready and climate-smart Bharat with an outlay of Rs.2,000 crore over 2 years

BENEFITS

- ❖ A multi-faceted and transformative initiative to tremendously boost India's weather and climate-related science, research and services
- ❖ Will help better equip stakeholders, including citizens and last-mile users, in tackling extreme weather events and the impacts of climate change
- ❖ Mission focus to include improving observations and understanding for providing highly accurate and timely weather and climate information across temporal and spatial scales
- ❖ Mission to be implemented by 3 institutes of the Ministry of Earth Sciences:
 - India Meteorological Department
 - Indian Institute of Tropical Meteorology
 - National Centre for Medium-Range Weather Forecasting

Source: <https://sgttimes.com/cabinet-approves-mission-mausam-to-strengthen-indias-climate-resilience/>

It aims to establish an extensive network of Doppler Weather Radars (DWRs) that will also include Radio Sonde/ Radio Wind (RS/RW) stations, Wind Profilers, and Radiometers. This also includes unique testbeds for urban environments and ocean research, allowing better atmospheric data collection in different contexts. **Mission Mausam will focus on improving earth system models by utilizing Artificial Intelligence (AI) and Machine Learning (ML) to refine weather prediction capabilities.**



The integration of these advanced tools will enhance data-driven decision-making and improve responses to extreme weather events, such as floods and cyclones, benefiting crucial sectors like agriculture, defence, disaster management, and urban planning. In addition to this, the mission works for Capacity Building, Public Awareness, and the Development of a State-of-the-Art Data Dissemination system for last-mile connectivity. By ensuring timely and accurate delivery of weather-related information, it aims to empower citizens and stakeholders across various industries, improving preparedness and reducing the risks associated with climate-related disasters.



Source: <https://ssbcrackexams.com/what-is-mission-mausam-modi-govts-2000cr-project/>

The key implementing agency for the mission will be the India Meteorological Department (IMD). It will be assisted by the National Centre for Medium-Range Weather Forecasting (NCMRWF), and the Indian Institute of Tropical Meteorology. Besides this, additional support from other MoES Institutions and International Research Collaborations has also been garnered. It will position India as a global leader in weather and climate sciences, integrating both national expertise and global knowledge so that no weather event goes undetected. This enables timely interventions to mitigate climate impacts and safeguard communities across regions.

HOW AG GROUP CAN HELP YOU

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ENVIRONMENT

Ideas4LiFE Portal: Gains Momentum to Invite Ideas to Induce Behavioural Change to Support Environment-friendly Lifestyles

The Ideas4LiFE (Lifestyle for Environment) portal, launched on July 29th, 2024, at IIT Delhi, is gaining momentum as it invites innovative ideas aimed at promoting eco-friendly behaviour and lifestyle changes.



Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=2057810>

Originally set to close submissions by September 15th, the deadline has now been extended to October 15th, 2024. The portal, developed in partnership with UNICEF YuWaah, is centered around promoting sustainable practices by encouraging innovative products and services.

It focuses on seven key themes under Mission LiFE including Conservation of water and Energy to fostering healthy lifestyles. **It welcomes students, faculty, researchers, innovators, and institutions, intending to gather out-of-the-box ideas that align with India's vision of mindful and deliberate resource usage.**



Source: <https://missionlife-moefcc.nic.in/Download-Creatives-Save-Energy.php?id=MTY=>

HIGHLIGHTS FOR IDEAS4LIFE PORTAL

Platform for Eco-friendly Ideas

Fosters citizen contributions on Sustainable practices.

Collaboration with Government Programs

Works alongside Swachh Bharat Abhiyan and Atal Innovation Mission.

Behavioural Change Focus

Encourages grassroots-level shifts in environmental consciousness.

Inclusive Participation

Accessible to diverse groups for sharing practical solutions.

Aligned with Global Goals

Supports the Paris agreement and UN SDGs for climate action.

Influencing Policy and Action

Potential to drive policy development and large-scale environmental action.

Universities and technical institutes such as UGC, AICTE, and IITs are playing a pivotal role in spreading awareness of the initiative. Participants can submit their ideas at the portal and the most impactful entries will be awarded prizes in both individual and institutional categories to address global challenges like climate change and waste management.



Source: <https://ideas4life.in/lp/>

Through public engagement, the government hopes to inspire a collective movement toward an eco-conscious future, reinforcing the need for sustainable consumption to protect nature for future generations. **The impressive early response includes over 1000 submissions and a broad social media reach of 13.5 million, with 46.5 million impressions under the hashtag Ideas4LiFE.**



Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=2057810>

Initiatives like Swachh Bharat Abhiyan and Atal Innovation Mission (AIM) complement Ideas4LiFE in promoting Sustainability. The platform's accessibility encourages citizens from diverse backgrounds to share their perspectives, fostering an inclusive dialogue on environmental issues. With an increasing number of users and ideas being added daily, the Ideas4LiFE portal holds immense potential to influence policy formulation and grassroots action. This will advocate the importance of integrating sustainable practices into everyday life, which will eventually contribute to a healthier planet for future generations.

TOURISM

India Celebrated World Tourism Day with Launch of New Initiatives to Promote India as Global Tourism Destination

On World Tourism Day 2024, India highlighted the theme "Tourism and Peace," and launched initiatives designed to use tourism as a means of fostering cultural exchange, driving economic progress, and promoting peace building.

The Ministry of Tourism launched programs like Paryatan Mitra and Paryatan Didi, focussing on enriching tourist experiences in six destinations. These initiatives not only enhance the tourist experience but also empower local communities by creating employment opportunities and preserving cultural heritage.



Source: <https://pib.gov.in/PressNoteDetails.aspx?NotelD=153212&ModuleId=3®=3&lang=1>



Source: <https://pib.gov.in/PressNoteDetails.aspx?NotelD=153212&ModuleId=3®=3&lang=1>

The day also honoured the winners of the Best Tourism Villages Competition 2024, with 36 villages recognized for their efforts in sustainable tourism. These villages have demonstrated exemplary practices in preserving cultural and natural heritage while promoting responsible tourism. Recognizing such villages enhances community-driven tourism, where locals take pride in their heritage while attracting travellers seeking authentic experiences.



Source: <https://pib.gov.in/PressNoteDetails.aspx?NotelId=153212&ModuleId=3®=3&lang=1>

Additionally, the revamped Incredible India Content Hub and a new digital portal were launched to improve India's global visibility as a top travel destination. Another significant release was the Handbook for States and Union Territories, designed to streamline the process of granting industry status to the tourism and hospitality sectors, encouraging investment and infrastructure development.

KEY INITIATIVES TO ACCELERATE THE TOURISM SECTOR IN INDIA

Paryatan Mitra & Paryatan Didi Programs	Focused on enhancing tourist experiences by training locals to serve as ambassadors
Best Tourism Villages Competition	Recognizing 36 villages for Sustainable and responsible tourism practices
Incredible India Content Hub	A revamped digital portal to promote India's global tourism presence
Handbook for Industry Status to Tourism	Assisting States and Union Territories in granting industry status to the tourism sector
Dekho Apna Desh	Promoting domestic travel with a focus on lesser-known destinations
Swadesh Darshan 2.0	Developing niche tourism products and promoting India as a 365-day tourist destination
Vibrant Villages Program	Enhancing tourism infrastructure in Northern border villages
Travel for LiFE Initiative	Promoting Sustainable Tourism through mindful resource consumption.

These programs are pivotal in achieving India's goal of a USD 3 trillion tourism economy by 2047, positioning the country as a premier global destination. Apart from this, India continues to bolster domestic tourism through initiatives like Dekho Apna Desh and Swadesh Darshan 2.0, for promoting India as a year-round tourist destination. These initiatives highlight India's dedication to fostering a sustainable tourism ecosystem that benefits visitors and local communities alike while ensuring peace and prosperity in the sector.

HOW AG GROUP CAN BE A HELP

Get expert advice to prepare your unique tourism master plan
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E-MOBILITY

"PM E-DRIVE" Scheme is Approved to Revolutionize Electric Mobility in India

Recently, the Indian government has taken a decisive step to promote electric mobility across the country with the launch of the **PM Electric Drive Revolution in Innovative Vehicle Enhancement (PM E-DRIVE)** scheme. It was approved by the Union Cabinet and for the next two years, an allocation of **Rs. 10,900 Crore** has been granted.



PM E-DRIVE SCHEME

Total outlay of
₹10,900 crore
over **two years**.

Support for
24.79 lakh e-2W
3.16 lakh e-3W
14,028 e-buses



Source: <https://economyindia.in/pm-e-drive-scheme-approved-%E2%82%B910900-crore-to-boost-electric-mobility-says-ashwini-vaishnav/>

It focuses on promoting the adoption of Electric Vehicles (EVs) while enhancing the necessary infrastructure for a sustainable transition.

Subsidies will be available for two-wheelers (e-2Ws), three-wheelers (e-3Ws), electric buses, etc under the scheme. **An amount of Rs. 3,679 Crore will be used to provide incentives for 24.79 lakh electric two-wheelers, 3.16 lakh electric three-wheelers, and 14,028 electric buses.** Moreover, a notable Rs.500 Crore has been set aside for the procurement of Electric Ambulances, signaling a move towards greener healthcare solutions.




Source: <https://motomall.in/articles/news/pm-e-drive-scheme-india-replaces-fame-ii>

CATEGORY WISE INCENTIVES UNDER THE PM E-DRIVE SCHEME

<p>Total Outlay</p> <p>Rs.10,900 Crore over 2 years.</p>	<p>Incentives</p> <p>Rs.3,679 Crore for e-2Ws, e-3Ws, e-buses, and e-trucks.</p>	<p>e-Ambulances</p> <p>Rs.500 Crore allocated for greener healthcare solutions.</p>
<p>e-Vouchers</p> <p>Streamlined, Aadhaar-authenticated process for buyers.</p>	<p>Charging Infrastructure</p> <p>Rs.2,000 Crore for 88,500 fast chargers.</p>	<p>Vehicle Testing</p> <p>Rs.780 Crore to upgrade testing agencies.</p>
<p>e-Truck Incentives</p> <p>Special incentives for scrapping old trucks.</p>	<p>Public Transport Support</p> <p>Rs.4,391 Crore for procurement of 14,028 e-buses.</p>	<p>Sustainability Focus</p> <p>Promotes greener mobility and domestic manufacturing.</p>

Additionally, the scheme will also address critical infrastructure challenges related to electric vehicles in India. Thus, a total of Rs.2,000 Crore has been allocated for the installation of 88,500 fast chargers across urban areas and highways in the country. This development is expected to alleviate range anxiety and promote the widespread adoption of EVs. The scheme introduces e-vouchers to streamline the EV purchasing process. Buyers can receive Aadhaar-authenticated e-vouchers directly to their mobile phones, which will then be used to avail incentives.



Vocal for Local

Maximum Subsidy per EV

Category	2024-25	2025-26
Two-wheelers	₹10,000	₹5,000
Small three-wheelers	₹25,000	₹12,500
Large three-wheelers	₹50,000	₹25,000

Source: Ministry of Heavy Industries

...Phased Local Manufacturing

- ◆ Six-month compliance window
- ◆ Domestic assembly mandatory
 - ◆ Parts can be imported
- ◆ Regular monitoring of factories

Source: <https://economictimes.indiatimes.com/industry/renewables/pm-e-drive-scheme-to-have-phased-manufacturing-plan-to-push-ev-parts-production/articleshow/113534471.cms?from=mdr>

This digital approach simplifies the process, making EV purchases more accessible to consumers across the country. **Further efforts made under the scheme include the modernization of vehicle testing agencies, with Rs.780 Crore dedicated to upgrading their capabilities.** The initiative also encourages the scrapping of old trucks by offering additional incentives for purchasing electric trucks, a significant move to reduce pollution from heavy vehicles.

Thus, the scheme is poised to revolutionize India's electric mobility landscape by promoting domestic manufacturing, supporting public transportation, and integrating sustainable solutions in various sectors, from healthcare to logistics. This initiative aligns with the government's broader vision of reducing environmental impact and fostering a resilient, green economy through mass adoption of e-mobility.



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info@aggrp.in

www.aggrp.in

+91 9810046249

0124 4235267



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