

# Letter Writing Campaign Toolkit

## Take Real Action on Air Pollution and Deforestation

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### DISCLAIMER

#### Disclaimer

*We are not affiliated with any political parties, candidates, or government bodies. We are common citizens acting in our personal capacity, united by a shared concern about air pollution, deforestation, and their impacts on our health, livelihoods, and future generations. This campaign and all related materials are strictly non-partisan and issue-focused.*

*Our sole objective is to encourage informed, democratic engagement on environmental issues and to urge elected representatives and public institutions—irrespective of party or ideology—to take stronger, science-based action for a cleaner and greener India. Participation in this campaign is voluntary, and individuals are responsible for ensuring that their actions comply with applicable laws and regulations in their respective jurisdictions.*

*Nothing in this document should be construed as legal, financial, or professional advice. The organizers and contributors to this toolkit do not accept any responsibility or liability for any loss, damage, or consequences arising, directly or indirectly, from the use of this material or participation in any related activities. Each participant acts at their own discretion and risk and is solely accountable for the content of their letters, social media posts, and other actions undertaken as part of this campaign.*

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### Campaign Overview

**Campaign Title:** Letter Writing Campaign to Address Air Pollution and Deforestation in India

**Campaign Duration:** December 2025

**Primary Target:** Sending letters to PMO and MoEFCC

**Purpose:** This letter-writing campaign mobilizes citizens to write letters to the Government of India, specifically the Ministry of Environment, Forest and Climate Change, demanding urgent action on two critical environmental issues: air pollution and deforestation. The campaign aims to create public pressure for stronger environmental policies and implementation of existing regulations.

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# Campaign Goals & Targets

- **Target:** 5000+ letters
  - **Secondary Goal:** Achieve media coverage in 3+ major outlets
  - **Mode:** Physical letters only (India Post)
  - **Recipients:** PM, MoEFCC Secretary, Joint Secretary, and other government officials
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## Timeline

### Phase 1: Promotion

#### Offline Promotion:

- Start conversations in your immediate circles: friends, family, coworkers, and neighbours
- Share campaign posters (available in campaign resource folder)
- Invite people to join the WhatsApp group

#### Online Promotion - Social Media Guidelines:

Provide in your posts:

- Clear header about the campaign
- Objective statement
- Call to action and entry point
- Trust metrics (target numbers, participation rates)

#### Platform-Specific Strategies:

Platform	Strategy
<b>Instagram/Facebook</b>	Create reels with collaborators; post on stories with WhatsApp group link in bio; carousel posts featuring campaign posters; tag government and media handles
<b>WhatsApp</b>	Post on status and in various community groups; provide clear headers and CTAs; include group link
<b>Twitter/X</b>	Tweet about campaign with #hashtags; tag PM, GOI, and government leaders
<b>LinkedIn</b>	Share professional angle on environmental advocacy; highlight corporate and employee participation

#### Hashtags for All Posts:

#LettersForCleanAir #LettersForForests #TakeRealAction

# Phase 2: Letter Writing Campaign (Until Dec 30, 2025)

## Step 1: Prepare Your Letter

- Use provided templates (available in campaign resources) or write your own
- Ensure your letter addresses Air Pollution and/or Deforestation
- Customize templates according to recipient and your personal context
- Use formal, respectful tone appropriate for government correspondence

## Step 2: Include Required Details

Your letter envelope should include:

TO: [Ministry Address - see official address sheet]

FROM: Your Full Name

Your Address

Your City, State, PIN Code

Your Email

Your Phone Number (optional)

Mark envelope as: "URGENT - ENVIRONMENTAL POLICY"

You should send the letter to both Prime Minister Office (1) and MoEFCC(2)

### Address -

1- Shri Saurabh Shukla

Joint Secretary

Prime Minister's Office, South Block, Raisina Hill, New Delhi 110011

2 -Ved Prakash Mishra

Room no A- 232, Indira Paryavaran Bhawan, Jal Block 7th Floor, Jor Bagh Road, New Delhi 110003

## Step 3: Send Your Letters

- Use **India Post only** (not courier or private services)
- Keep postal receipt as proof
- Send your letters in December 2025

## Step 4: Document & Share

- Take photos/videos of yourself writing and posting the letter
- Upload media to campaign folder with your name as folder/file name in drive
  - ▣ Photos/Videos of the campaign
- Share on social media with campaign hashtags

- Include personal message explaining why this matters to you

### **Step 5: Social Media Amplification**

- Post on WhatsApp, Instagram, Twitter, LinkedIn, and Facebook
  - Tag government and media handles
  - Encourage friends and family to participate
  - Share campaign updates and progress
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## **Frequently Asked Questions (FAQs)**

### **Campaign & Participation**

#### **Q1: What is this letter-writing campaign about?**

A: This campaign mobilizes citizens to write letters to the Government of India, specifically the Ministry of Environment, Forest and Climate Change, demanding urgent action on air pollution and deforestation. The campaign aims to create public pressure for stronger environmental policies and implementation of existing regulations.

#### **Q2: Why focus on air pollution and deforestation?**

A: India faces severe environmental challenges:

- India ranks among the world's most polluted countries, with air quality consistently exceeding safe standards
- Millions of Indian citizens suffer from respiratory diseases linked to air pollution
- Deforestation threatens biodiversity, livelihoods, and climate resilience
- Forest cover loss accelerates climate change and reduces carbon sequestration capacity
- Both issues disproportionately affect vulnerable populations and children

#### **Q3: Can anyone participate in this campaign?**

A: Yes! Anyone concerned about environmental issues can participate, including:

- Individual citizens (domestic and diaspora Indians)
- Students and educational institutions
- Environmental and social organizations
- Corporate employees
- Youth groups and community organizations
- Families and friend groups

#### **Q4: What is the campaign trying to achieve?**

A: The campaign wants to influence the Government of India to take action towards :

- Strengthen enforcement of existing environmental regulations
- Implement stricter emission standards for industries and vehicles
- Increase funding for renewable energy and clean technology
- Accelerate afforestation and forest protection programs
- Establish more stringent penalties for environmental violations
- Prioritize air quality and forest conservation in policy decisions

## Letter Writing Process

### Q5: Should I write my own letter or use a template?

A: You can use the provided templates or write your own letter in your preferred language. You are free to customize the templates to reflect your personal concerns. Please ensure your letter addresses Air Pollution and Deforestation.

### Q6: What should my letter include?

A: Your letter should include:

- Your full name and contact information
- Clear statement of your concern (air pollution and/or deforestation)
- Specific actions you want the government to take
- Personal impact or local examples
- Your signature and date

### Q7: Should my letter be formal or informal?

A: Use a respectful, formal tone appropriate for government correspondence. However, keep it genuine and personal.

Avoid:

- Aggressive or hostile language
- Profanity or disrespectful tone
- Overly technical jargon

### Q8: Can I send multiple letters?

A: Yes! We recommend sending at least 2 letters: one to the PM and one to MOEFCC. You can also send to your local representatives, MPs, and MLAs.

You and all your family members can individually send the letters. There is no restriction of sending one letter per family/group.

### Q9: Should I use email instead of physical letters?

A: No. Physical letters carry more weight and demonstrate stronger commitment. For this campaign, we are focusing on physical letters only through India Post.

### Q10: Do I need to keep a copy of my letter?

A: Yes. Maintain records of:

- Date letter was written
- Date letter was sent
- Letter recipient name and address
- Copy of the letter content
- Proof of sending (postal receipt)

This helps track campaign progress and supports follow-up efforts.

## Mailing & Sending

### Q11: What are the correct mailing addresses?

A: All current addresses are provided in the official address spreadsheet (see campaign resources folder). Please send letters to as many officials as possible.

### Q12: When should I send my letters?

A: Send all letters between **December 15–30, 2025**. Keep your postal receipt.

### Q13: What should I write on the envelope?

A:

TO: [Official Address from address sheet]

FROM: Your Full Name

Your Address

Your City, State, PIN Code

Your Email

Your Phone Number (optional)

MARK: "URGENT - ENVIRONMENTAL POLICY"

## Social Media & Promotion

### Q14: How should I promote this campaign on social media?

A: Use these strategies:

- Share campaign hashtags consistently
- Post before/after campaign visuals and participation photos
- Share personal reasons for participation
- Tag environmental organizations and journalists
- Use platform-specific strategies (see timeline section)
- Encourage friends to participate
- Share campaign progress updates

### Q15: What hashtags should I use?

A: #LettersForCleanAir #LettersForForests #TakeRealAction

### Q16: Should I share my letter on social media?

A: Yes! Use the social media guidelines provided. Be creative in how you showcase your participation.

### Q17: What platforms should I prioritize?

A:

- **Twitter/X:** Immediate reach, journalist visibility
- **Facebook:** Community building, event organization
- **Instagram:** Visual storytelling, youth engagement
- **LinkedIn:** Professional networks, corporate participation
- **WhatsApp:** Group mobilization, direct messaging

## Campaign Organization

### Q18: How can I organize my community to participate?

A:

- Form a core team (3–5 organizers)
- Create local coordination groups
- Hold letter-writing sessions in your community
- For those unable to mail, collect their letters and mail on their behalf
- Provide templates and guidelines at community spaces (schools, offices, community centers)

### Q19: What should I do if I receive a government response?

A: Document the response completely and share with the campaign team:

- WhatsApp: Anjali (9560263966) or Sanjivini (9415878392)
- Email: [kanpurploggers@gmail.com](mailto:kanpurploggers@gmail.com) or [sustainablesundaysblr@gmail.com](mailto:sustainablesundaysblr@gmail.com)

### Q20: What if the campaign doesn't achieve immediate results?

A: Environmental campaigns often require persistence:

- Large numbers of letters create demonstrable public pressure
- Government response timelines vary
- Consider media outreach, petitions, or demonstrations
- Maintain momentum and public visibility
- Success may manifest as policy consideration rather than immediate action

### Q21 : Writing the letter in large numbers ? In need of funds. Could you help?

Kanpur Ploggers are happy to reimburse the cost of sending the letters if done in large numbers by school teachers, NGOs and other groups. Please contact Sanjivini (9415878392) [kanpurploggers@gmail.com](mailto:kanpurploggers@gmail.com) for this. Keep all your receipts.

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## Campaign Resources

All templates, posters, contact lists, and media folders are available in the shared campaign resource Google drive.

📁 Letter Writing Campaign

### What You'll Find:

- Letter templates (customizable)
    - 📁 Letter to PM & MOEFCC against Air Pollution and Deforestation
  - Campaign posters 📁 Posters
  - Official government contact addresses 📁 Addresses of Ministers etc
  - Media upload folder for campaign photos/videos 📁 Photos/Videos of the campaign
  - Social media guidelines and examples
    - 📄 Social Media & Other Promotional Guidelines.docx
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## Campaign Message Template

*Feel free to customize for your context:*

With purpose, we need persistence and perseverance to unlock solutions to environmental problems like air pollution and deforestation.

- ✓ Join the Letter Writing Campaign to the Government of India (December 15–31, 2025)
- ✓ Demand urgent action on air pollution and deforestation
- ✓ Addressed to PM & Ministry of Environment
- ✓ Physical letters via India Post only
- ✓ In democracy, numbers matter—join us!
- ✓ Target: 2,000+ letters

### How you can help:

🍀 Come together for a greener and safer environment. 🍀

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## Contact & Support

For campaign questions, coordination, or to report responses:

### WhatsApp Contacts:

- Sanjivini: 9415878392
- Anjali: 9560263966

**Email:**

- [kanpurploggers@gmail.com](mailto:kanpurploggers@gmail.com)
- [sustainablesundaysblr@gmail.com](mailto:sustainablesundaysblr@gmail.com)

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*Last Updated: 10th December 2025 , 1 pm*

**Remember: Our goal is collective action for environmental protection—not political affiliation. Every letter counts!**