

Communication Guide

NUDGING POLICY MAKERS TOWARDS A GREEN ECONOMY TRANSITION IN INDIA



Funded by
the European Union



iiED

Stichting International
Institute for Environment
and Development Europe



TARA

Scalable Solutions for People and Our Planet

MONTH & YEAR OF PUBLISHING

February 2025

AUTHOR

Drishika Sharma, Deputy Manager – Green Economy

ADVISORY SUPPORT

Dr Swayam Prabha Das, AVP & Lead – Policy Research & Planning

RESEARCH SUPPORTED BY

International Institute for Environment and Development (IIED) Europe & Green Economy Coalition (GEC)

DISCLAIMER

The guide is intended for national, sub-national and local Civil Society Organisations (CSOs) to engage with Policymakers across different levels in advocating for green and inclusive policies in India. It is published under a Creative Commons License, allowing for free distribution and use. It is not subject to copyright restrictions and can be freely shared and adapted.

ACKNOWLEDGEMENTS

The guide is commissioned by the International Institute for Environment and Development, Europe and Green Economy Coalition. It has benefited from input from civil society actors and networks through consultations aimed at understanding the green economy landscape, as well as their experiences working with government at various levels to gain insight into policymakers' approaches to a green economic transition.

PUBLISHER



The Society for Technology and Action for Rural Advancement (TARA)
B-32, Tara Crescent, Qutub Institutional Area, New Delhi - 110 016, India
tara@devalt.org

For more information regarding the project, write to us at policy@devalt.org



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Foreword

Climate change affects people, communities, ecosystems, and livelihoods differentially. For grassroots communities, it is crucial to understand and respond effectively to these evolving climate patterns. Strengthening grassroots communities' capacity to adapt and build resilience by equipping them with knowledge, tools, and resources is essential for bridging existing gaps and fostering more inclusive and equitable climate action.

Civil Society Organisations (CSOs), along with the government, play a vital role in building the adaptive capacity of grassroots communities to address the impacts of climate change and promote inclusive, sustainable development. They do this by aligning their efforts with national priorities and initiatives and by directly engaging with communities across all levels. Through capacity building, training, and local partnerships, CSOs and government agencies are creating awareness and building resilience across all levels. To accelerate and bring out a systemic change, it is essential for CSOs to engage with policymakers, the key actors in shaping society through informed and inclusive decision-making.

In an effort to build momentum and provide the CSOs a hands-on document, this communication guide has been developed with tailored communication material and advocacy tools. The communication guide intends to enhance the ability of CSOs to engage effectively with policymakers at the national, state and local levels, leading to shaping policies and accelerating India's transition toward a just, inclusive, and green economy.

The communication guide, *'Nudging Policymakers Towards a Green Economy Transition in India'* has benefitted from the multiple interactions with various stakeholders through consultations. The insights and narrative from the consultations have shaped the tools and the frameworks. This guide has been supported by Green Economy Coalition (GEC) and the International Institute for Environment and Development (IIED) Europe under the banner of Technology and Action for Rural Advancement (TARA), the sister organisation of Development Alternatives (DA).

It is our hope that it empowers CSOs to effectively advocate for a greener and more sustainable future in India.



Dr Swayam Prabha Das

AVP and Lead – Policy Research and Planning
Development Alternatives Group

Contents



INTRODUCTION

Page 10-19

WHERE ARE YOU NOW?

Understanding the Actor(s)
& Influencer(s)

Page 20-28

WHERE DO YOU WANT TO GO?

Designing a
Communication
Strategy for
Impactful Messaging

Page 29-32

HOW DO YOU GET THERE?

Tailored Advocacy and
Communication Strategies
for Policymaker Engagement

Page 34-52

ANNEXURES

Page 53-60

BIBLIOGRAPHY

Page 61-62

List of Figures

Figure 1: Scope of Green Economy

Figure 2: Principles of Green Economy

Figure 3: Some states of India working on green economy initiatives

Figure 4: Policy Governance Structure of India

Figure 5: Individual Roles and Governance Structure

Figure 6: Needs and Motivations of National Level Policymakers

Figure 7: Needs and Motivations of State Level Policymakers

Figure 8: Needs and Motivations of District Level Policymakers

List of Tables

Table 1: Audience Segmentation of Policymakers

Table 2: Theory of Change Framework Example

Table 3: Engagement Strategies for National Level Policymakers

Table 4: Engagement Strategies for State Level Policymakers

Table 5: Engagement Strategies for Local Level Policymakers



Executive Summary

The Communication Strategy Guide offers practical, tailored advocacy and communication strategies aimed at driving the transition towards a green economy in India. To support this narrative, the guide focuses on identifying actor(s) and influencer(s) who can help build societal demand for green economy practices. For this, Policymakers are identified as the actor whose power and support is essential for fostering a societal demand, while Civil Society Organisations (CSOs) are recognised as the influencer whose support is crucial to amplifying this demand.

Designed to support CSOs at the local, state, and national levels, this guide provides practical communication strategies to help them effectively engage with policymakers and drive India's green economy transition. It aims to equip CSOs with tools to influence policy decisions and advocate for sustainability among policymakers. The guide includes an overview of India's green economy transition, the role of communication in driving change, and the key stakeholders involved, including policymakers and CSOs.

The guide highlights case studies along with the example of Local Green Enterprises (LGEs), who play a vital role in fostering local economic growth, community empowerment, and job creation. However, the success of LGEs is closely tied to effective policymaking, capacity building, and access to finance—factors that all require strategic communication with policymakers. Additionally, the guide includes practical tools, such as flashcards, to help CSOs critically reflect and gain insights into how to effectively communicate with policymakers. Overall, the guide aims to provide CSOs with the knowledge and strategies necessary to influence policymakers at various levels of governance, ultimately contributing to the creation of a sustainable and resilient green economy that benefit both the people and the planet.



How to Navigate this Guide

The Communication Strategy Guide is designed to be user-friendly and flexible, enabling users to navigate the information based on their immediate needs and areas of interest. Here is how the guide can be explored:



Introduction & Actors in the Green Economy:

Provides an overview of India's green economy transition, key sustainability projects, the role of communication and advocacy strategies in driving the promotion of green economy practices, and the importance of policymakers and CSOs (who have been identified as an actor and influencer respectively) in transitioning towards this shift.

Advocacy & Interactive Communication

Strategies: Provides tailored strategies for CSOs to influence policymakers across governance levels, through usage of interactive scenarios and flashcards to refine communication and advocacy approaches. Blank spaces are provided for CSOs to record their insights and responses, fostering critical engagement and reflection.



Navigation: Sections can be read sequentially or independently, depending on specific needs. Each section is self-contained, providing relevant information for targeted areas of interest.

Persona-Wise Identification

Tailored for CSOs at the national, state, and district levels in India, focusing on how they can influence and engage with policymakers to adopt green economy policies and practices. Here is the persona wise identification:

National-Level CSOs: Engaged in high-level advocacy, policy development, and large-scale program implementation. The best bets include:

- Data-driven advocacy using research and evidence-based reports.
- Policy dialogues and consultations with ministries.
- Collaboration with think tanks & international organisations for policy influence.

State-Level CSOs: Bridge national policies with regional needs through state-specific interventions.

The best bets include:

- State-specific data and case studies for targeted advocacy.
- Multi-stakeholder workshops with state departments.
- Advocating for green economy budgets and policies at the state level.

District-Level CSOs: Focus on grassroots advocacy, community engagement, and local implementation of policies. The best bets include:

- Community dialogues and local success stories to influence policymakers.
- Engagement with district administrations for on-ground implementation.
- Pilot projects to showcase feasibility and impact of green initiatives.

Section 1

INTRODUCTION





India has adopted the target of achieving net zero carbon emissions by the year 2070⁽ⁱ⁾. Failure to meet the goal may lead to climate-related risks such as extreme weather events, water scarcity, economic disparity, etc. particularly affecting vulnerable populations and the ecosystem⁽ⁱⁱ⁾. Against this backdrop, the key transitional strategies to fulfil these commitments are promoting economy-wide decoupling of growth from emissions and developing an effective and innovative low – emission industrial system, in a manner that addresses social inequality and leads to development for all, thus, reflecting the growing attention to promoting green and circular economy in India.

The communication strategy on 'Nudging Policymakers towards a Green Economy Transition in India' intends to provide knowledge and tools to local, sub-national and national Civil Society Organisations (CSOs) on engaging and working with policymakers at the local/district, state and national level to foster a demand for a green economy.

What is a Green Economy?

Green Economy is defined as an economy that results in “improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities” (UNEP, n.a.). As a concept, green economy spans from low-carbon emissions to circular and resource efficient economy principles. The box below highlights the scope and benefits of adopting a green economy.

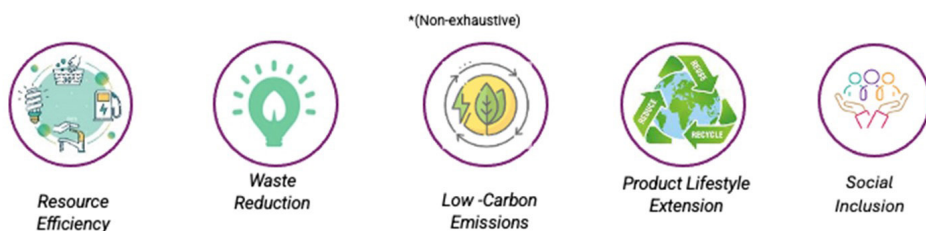


Figure 1: Scope of Green Economy

To understand the foundational framework for sustainable economic development, one that balances environmental responsibility, social equity, and economic growth, it is important to know the key principles of a green economy. These principles guide businesses, governments, and civil society organisations (CSOs) in transitioning toward a low-carbon, resource-efficient, and socially inclusive economy.



The key principles of green economy as outlined by the Green Economy Coalition (GEC) are outlined below:



Well-being: Prioritising human well-being and social equity alongside economic growth.



Planetary Boundary: Creating an environment which safeguard, restores and invests in nature



Justice: Ensuring accountable, transparent, and resilient institutions that promote inclusivity and equitable decision-making.



Good Governance: Guided by integrated, accountable, and resilient institutions that deploy sound science, economics, and local knowledge for adaptive strategies.



Energy Efficiency: Utilising resources efficiently to minimise waste and reduce energy consumption.

Figure 2: Principles of Green Economy



While these key principles provide a strong foundation for transitioning to a green economy, certain challenges hinder this effective implementation. Some of them are:

- **Lack of Strategic Communication and Stakeholder Engagement:** While dialogues and campaigns communicate the need for a green transition, they often fall short of providing a clear call to action for the green economy stakeholders. There is a lack of understanding of "who to influence" and "who can influence," which undermines the effectiveness of existing campaigns aimed at promoting a green and circular economy.
- **Policy and Regulatory Challenges:** Inconsistent or policies and regulatory frameworks within the different levels of government can create uncertainties, deterring investment in green sectors.
- **High Costs and Technological Dependence:** Significant investments are needed for renewable energy and sustainable technologies, while reliance on imports increases costs and slows indigenous innovation.

Overcoming these challenges requires coordinated efforts from government, industry, and civil society to create enabling policies, invest in sustainable technologies, and promote public awareness about the benefits of a green economy. A successful transition is both a demand and supply-side effort—without strong demand for green practices, policy and advocacy changes may remain limited. At the same time, industry manufacturers, financial institutions, and government agencies must be prepared to meet this demand with green products, sustainable practices, and policies that promote environmental responsibility. This combined approach is key to a strong and lasting green transition.

For example, Local Green Enterprises (LGEs), are Micro Small Medium Enterprises (MSMEs) that positively aim to affect the environment, community, society and the economy together. However, the success of LGEs depends on effective policymaking, inter-sectoral coordination, capacity building, access to finance, and public awareness. Tailored communication and advocacy strategies are essential to engage policymakers, ensuring that the unique needs and potential of LGEs are recognised and supported within policy frameworks.



Section 1.1

Importance of Using Communication Strategies for Policymakers

Effective communication strategies are essential when engaging policymakers in green economy projects. Policymakers at different levels—whether national, state, or district—face numerous demands, such as, managing economic growth, ensuring job creation, addressing social welfare concerns, responding, balancing competing interests from various stakeholders, including industries, political groups, and civil society organisations, etc. Limited resources, administrative complexities, and evolving policy priorities can influence how sustainability initiatives are addressed.

In this regard, clear, data-driven insights, engagement with the appropriate level of government, and alignment with existing policies are essential for integrating green economy initiatives and mechanisms into the policy framework.

Need for Strategic & Tailored Communication with Policymakers

Implementing strategic communication fosters a collaborative environment where CSOs feel informed and empowered to engage with green economy initiatives. Additionally, engaging with policymakers builds trust and encourages public participation, creating a broader base of support for green policies. It also accelerates the adoption of sustainable practices while ensuring initiatives remain resilient and scalable, contributing to a comprehensive green economy transition.



In India, several states are advancing towards green economy initiatives through programs that employed tailored communication to achieve significant policy impacts and benefits. Some case study examples are highlighted below:

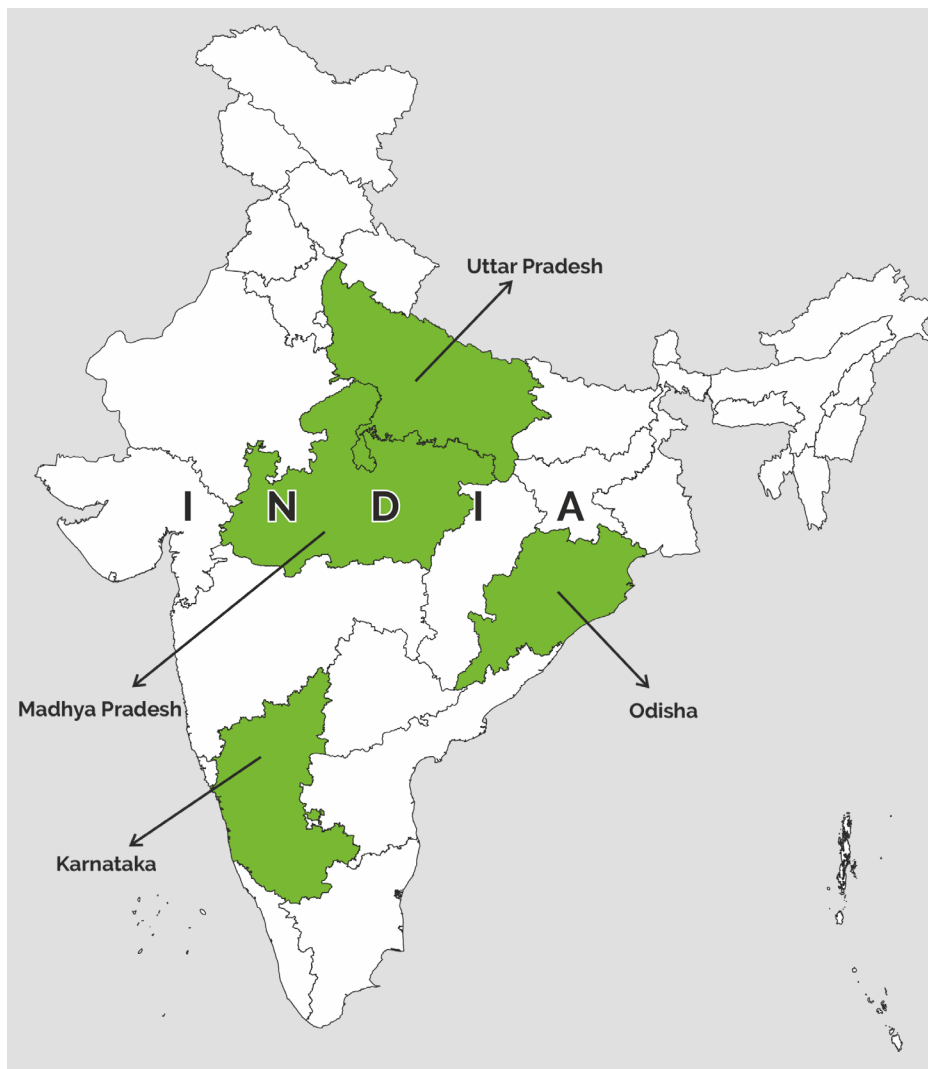


Figure 3: Some states of India working on green economy initiatives



1. **Uttar Pradesh:** In Mirzapur and Bhadohi districts of UP, Development Alternatives in collaboration of Uttar Pradesh State Rural Livelihood Mission (UPSRLM), is empowering women through e-rickshaw enterprises, driving both green economic growth and gender inclusion. UPSRLM, under the Department of Rural Development, Government of Uttar Pradesh, aligns with the Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) to reduce rural poverty by promoting self-employment and financial inclusion. It facilitates Self-Help Groups (SHGs), Village Organisations (VOs), and Cluster Level Federations (CLFs), offering financial aid, capacity building, and training to marginalised communities. Since its launch in 2018, the electronic-rickshaw program tackled women's mobility and employment challenges, enabling over 100 women to become e-rickshaw entrepreneurs by 2024, providing safe transport for 100,000+ women and girls to schools, colleges, and healthcare facilities. UPSRLM supports this initiative through low-interest loans and training programs, aiming to scale it to 1,000 women entrepreneurs across four districts by June 2025. Beyond economic benefits, the initiative advances the green economy by reducing carbon emissions, fostering solidarity groups and driving schools, and challenging societal norms by breaking gender barriers in public transport. This model highlights how government-backed grassroots initiatives can drive sustainable and inclusive green economic development.
2. **Karnataka:** The Clean Mobility Policy (2025-30) under the Transport Department aims to position the state as Asia's leading hub for clean transportation. The policy targets an investment of INR 50,000 crore and the creation of 100,000 new jobs in the clean mobility sector 2030⁽ⁱⁱⁱ⁾. Alongside this, to support the growing number of electric vehicles (EVs), the state plans to add 2,600 new charging stations through public-private partnerships^(iv) – an approach overseen by the Commerce and Industries Department which aims to foster a sustainable and future ready transportation ecosystem in the state.
3. **Odisha:** The state government has undertaken significant initiatives to promote sustainable urban development in Odisha. The Odisha Urban Infrastructure Development Fund (OUIDF), managed by the Housing and Urban Development Department (HUDD) was established with an initial corpus of INR 200 crore and is providing financial assistance to Urban Local Bodies (ULBs), statutory boards, Public Sector Undertakings (PSUs), and private investors to support sustainable urban



infrastructure projects^(v). OUIDF also aims to become financially self-sustainable to facilitate debt financing for urban infrastructure^(vi). In addition to OUIDF, Odisha has launched the Samriddhi City Scheme, allocating INR 408 crore to enhance economic hubs, smart city projects, and holistic city planning^(vii). This initiative emphasises investment, employment generation, and the development of future-ready cities, reflecting the state's commitment to sustainable urban growth.

4. **Madhya Pradesh:** The state under the Department of Farmer Welfare and Agriculture Development has implemented policies and programs to encourage sustainable agriculture practices. Since 2015, the Chhindwara district located in the southern part of the state has witnessed a shift to organic farming, benefitting the small-scale cotton farmers through an Organic Cotton Project. Through this project, 6,000 farmers have transitioned to organic methods, reducing reliance on genetically modified seeds and chemical pesticides while creating jobs and contributing to economic advancement. The initiative also emphasises biodiversity conservation by maintaining a balance between forests and agriculture, crucial for wildlife corridors that support India's largest tiger population^(viii).

Despite advancements in the green economy landscape, there remains a lack of an effective mechanism to communicate with policymakers in a way that amplifies and advances green economy principles.

Section 1.2

A Communication Strategy for CSOs to Advance Green Economy

Based on some successful case studies, the present guide communicates ways in which CSOs can effectively engage with policymakers to leverage the policies and schemes that support the green economy. The guide allows CSOs to:

1. **Navigate the Policy Landscape:** Gain an understanding of the policy landscape, such as the key stakeholders involved, and the decision-making process associated with the green economy policies.



2. **Tailor Communication Strategies:** Recognise the opportunities and mechanisms for influencing policy discussions and crafting evidence based/targeted messaging that aligns with the priorities of the policymakers.
3. **Strategic Partnerships:** Foster collaborative partnerships with policymakers, financial institutions, and other CSOs for adoption of policies and/or frameworks that drive sustainable economic practices and inclusive community engagement for India's green transition.

Are you an Actor or an Influencer?

An actor is someone whose power is crucial for fostering a demand, while an influencer is someone whose support is necessary for engaging with the actors to amplify the demand.

Who is the Actor and Influencer for this Guide?

A workshop on 'Fostering Societal Demand for a Green and Circular Economy in India' was conducted wherein social enterprises, civil society actors, industry representatives, research and academic institutions, and other key stakeholders gathered to discuss and outline pathways to strengthen the demand for a green and circular economy in India. Through co-working sessions, these participants identified policymakers as the actor and civil society organisations as the influencer who are best placed to influence them for a green economic transition.

**This guide emphasises the importance of identifying an actor and influencer to drive a greater demand for sustainable and green practices within the ecosystem.*



Section 1.3

Uniqueness of the Guide

This guide focuses on the need for a coordinated way of engaging with policymakers and aims to drive a holistic approach for a green economic transition, which is often missing in other directives. Some of the unique propositions of this guide are:

Identification of Stakeholders:

The guide defines policymakers as the actor to foster a green economy transition and CSOs as those whose influence is key to accelerating this systemic change.

Why it matters? Understanding who these stakeholders are and how they can influence other players in the ecosystem is central to building effective communication and advocacy efforts.

Tailored Stakeholder Engagement:

The guide recognises that policymakers require distinct approaches to foster the transition to a green economy, based on their specific interests, roles, and perspectives on this topic.

Why it matters? By addressing these differences, the guide enables the users to tailor their advocacy and communication strategies effectively.

Holistic Ecosystem Approach:

The transition to a green economy requires a systems-level perspective. Stakeholders such as policymakers, CSOs, industries, academic institutions, etc. play a pivotal role in influencing the transition for a green economy.

Why it matters? Emphasise the interconnectedness of stakeholders and provide strategies for engaging with them to support a broader, cohesive ecosystem for green economic change.

Section 2

UNDERSTANDING THE ACTOR(S) AND INFLUENCER(S)





The initial step for CSOs in effectively communicating with policymakers is to understand 'who' policymakers are, their roles, governance structure, and responsibilities in advancing the green economy, along with their needs and motivations within the climate and sustainability ecosystem. Section 2A explores these aspects while also detailing the segmentation of policymakers into committed, neutral, and resistant groups based on their stance on the green economy transition.

Section 2.1 A

Who are the Policymakers?

Policymakers are responsible for drafting, implementing and overseeing policies that governs a community, state or a nation. Their operations are at different levels, such as: district, state, national and international levels and they work within government institutions, legislative bodies, and administrative agencies. Policymakers identify societal issues, relating to the economy, environment, education, healthcare, and other arenas and formulate policies to address these challenges with each policymaker at different governance level, playing a distant role in shaping, implementing, and influencing these policies.

Through strategic policies, investment in green technologies, and international cooperation, policymakers drive systemic changes which mitigate climate risks and build resilience. They are instrumental in translating climate commitments into actionable policies, such as promoting renewable energy initiatives, enhancing energy efficiency, and implementing stricter environmental regulations. Their efforts are essential in mobilising resources and fostering sustainable practices across various sectors, ensuring a coordinated and effective response to climate challenges.

Policymakers, the identified actor for strengthening the demand for green economy practices, play a crucial role in addressing climate change by:

- **Formulating and Enforcing Regulations:** Policymakers develop, implement, and monitor environmental laws, emissions standards, and sustainability policies to ensure compliance and to drive systemic change.

¹ Innovative instruments refer to new financial mechanisms, policy tools, or technological solutions designed to address environmental challenges. These may include green bonds, carbon pricing mechanisms, blended finance models, and digital platforms that enhance sustainability efforts.



- **Fostering Innovation:** Policymakers design policies and incentives that drive the creation of innovative instruments¹, facilitating the adoption of green technologies and promoting low-carbon solutions.
- **Creating an Enabling Environment for Sustainable Development:** Policymakers shape economic and institutional frameworks which support green and circular economy initiatives, green investments, inclusive growth and others.

Section 2.2 A

Policymaker's Governance Structure

India's climate policy ecosystem operates across **three levels of governance—national, state, and district**—each playing a distinct role in policymaking and implementation. These levels work in tandem to formulate, implement, monitor, and enforce policies that align with national climate goals and international commitments.

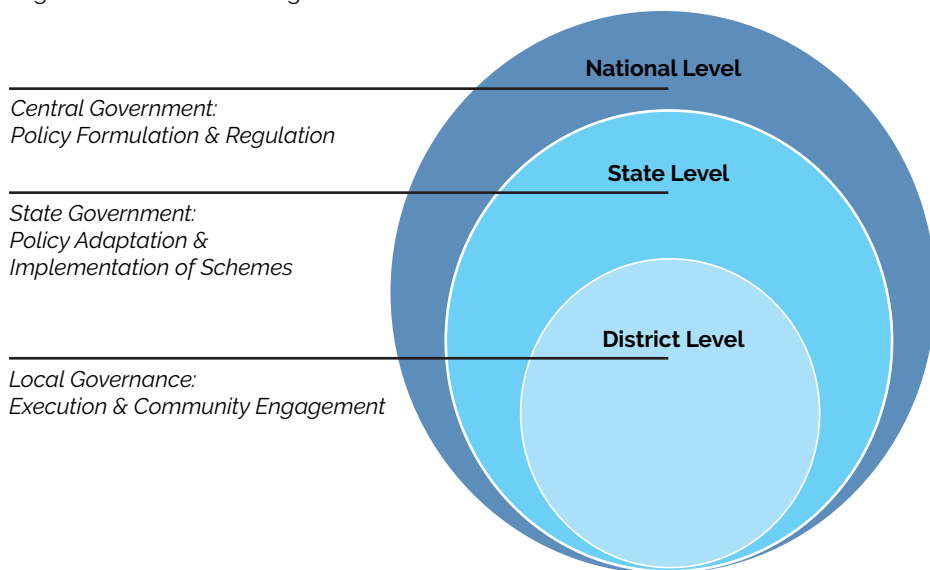


Figure 4: Policy Governance Structure of India

Figure 4 outlines India's broad policy governance structure, while Figure 2 details the roles of each level of government in policymaking, highlighting the relevant ministries, departments, and other key stakeholders involved.



National Level

At the national level, the central government is responsible for setting the overarching policy framework for climate action, environmental protection, and sustainable development.

Includes:

1. Ministries (MoEF&CC, Finance, NITI Aayog, etc.): Drafts national policies, frameworks, and financial mechanisms.
2. Regulatory Bodies (CPCB, RBI, SEBI, etc.): Sets environmental & financial regulations, monitor compliance.
3. National Policy Frameworks (e.g., NAPCC, NEP): Provide overarching guidelines for sustainable development.
4. Funding Mechanisms (GCF, GEF, CSR Funds, National Adaptation Fund, etc.): Facilitate resource mobilisation for implementation.

State Level

At the state level, the state government ensures policy implementation of state-led initiatives and needs.

Includes:

1. State Departments (Environment, Finance, Energy, etc.): Customise national policies to regional needs.
2. State Pollution Control Boards (SPCBs): Enforce environmental norms at the state level.
3. State Action Plans (SAPCCs): Develop state-specific climate & sustainability strategies
4. State-Level Incentives & Funds: Provide financial support for green initiatives

District Level

At the district level, the district administration is responsible for implementing policies as well as collecting and reporting data back to the national & state governments.

Includes:

1. District Administration (District Magistrate, Local Authorities.): Implement policies at the grassroot level
2. Panchayati Raj Institutions, Community Based Organisations & Urban Local Bodies: Execute national & state level programs, ensure community participation

Figure 5: Individual Roles and Governance Structure



Together, these three governance levels ensure a multi-tiered approach to climate policymaking—where national strategies set the direction, states adapt and implement them, and districts translate them into local action. Across all levels of governance, civil society organisations (CSOs, NGOs) and local enterprises play a crucial role in identifying policy gaps, advocating for policy changes, and mobilising communities for effective implementation.

Section 2.3 A

Policymaker's Needs and Motivations

Policymakers at different levels—national, state, and district—have unique motivations and needs shaped by their specific roles and responsibilities. Below are some of the identified needs and an explanation of why these needs are crucial for policymakers in driving effective green economy policies.

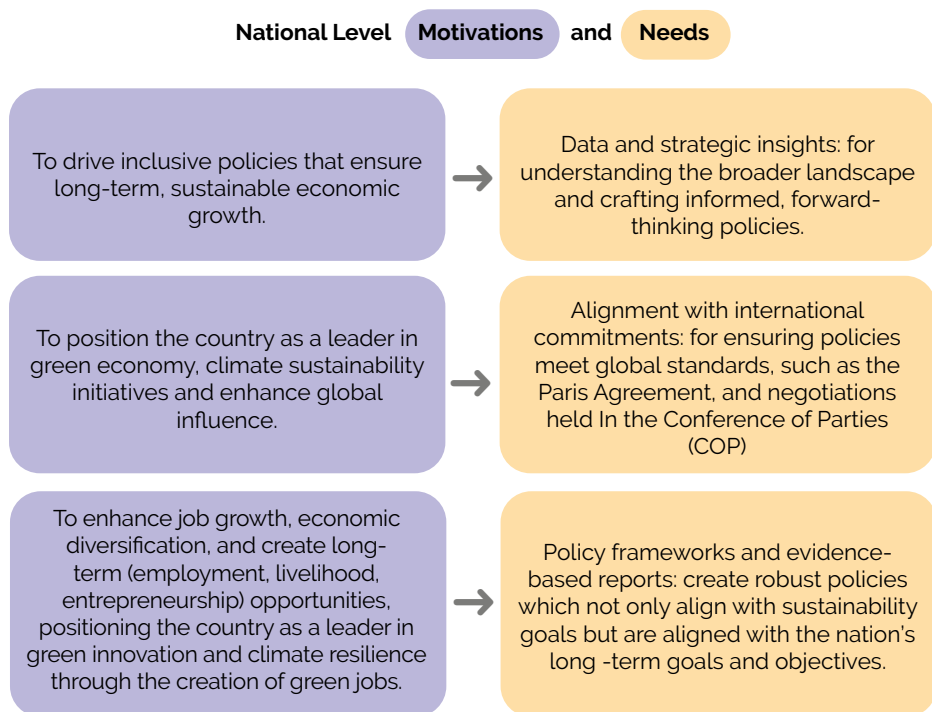


Figure 6: Needs and Motivations of National Level Policymakers

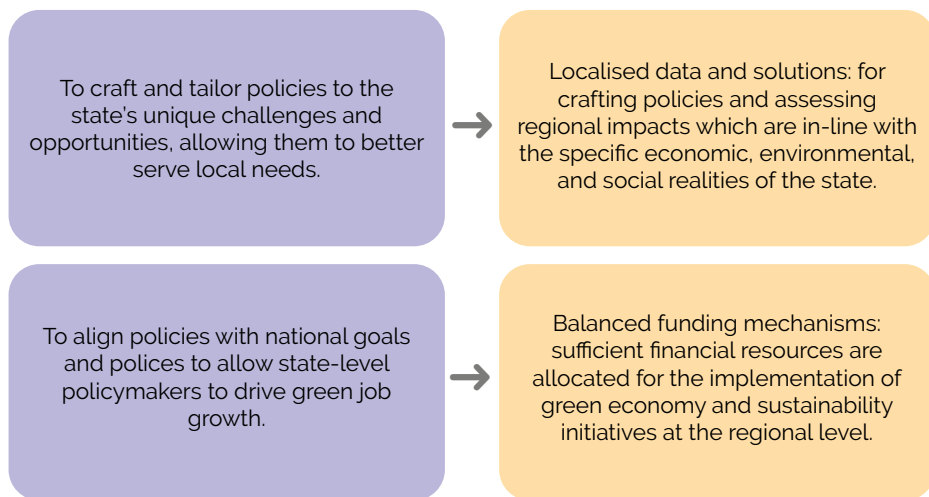
**State Level Motivations and Needs**

Figure 7: Needs and Motivations of State Level Policymakers

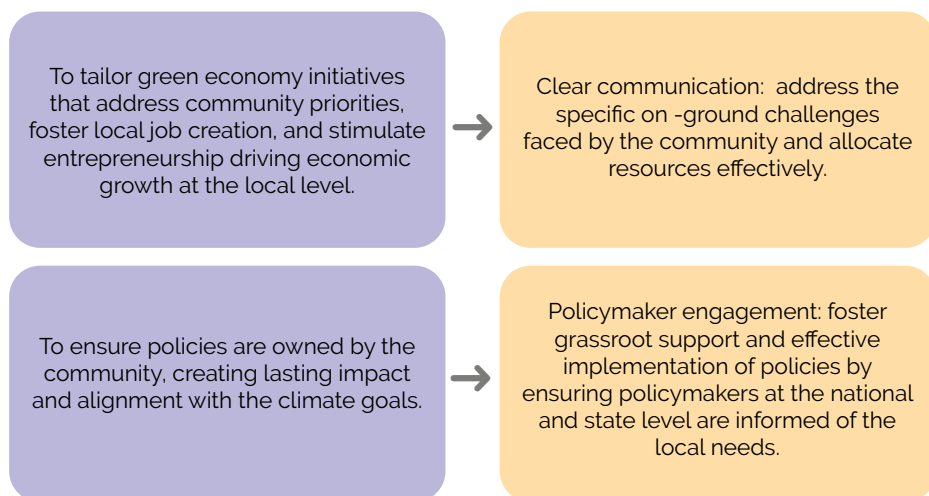
District Level Motivations and Needs

Figure 8: Needs and Motivations of District Level Policymakers



Section 2.4 A

Audience Segmentation of Policymakers

To effectively engage with policymakers in strengthening and advancing the green economy agenda, it is crucial to establish connections with those who are already inclined toward or show openness to green economy policies. Engaging with receptive policymakers increases the likelihood of meaningful dialogue, collaboration, and policy action. To achieve this, audience segmentation of policymakers becomes an essential strategy. By segmenting policymakers based on their level of awareness, interest, and commitment to green economy practices, targeted communication approaches can be developed to effectively influence and persuade them towards green economy policies and practices. The table below highlights the segmented policymakers:

What is Audience Segmentation?

Audience segmentation is the process of grouping people based on their shared characteristics. These groups or segments allow to create targeted communication strategies or campaigns which are more likely to be effective as they resonate with the people who understand the issue and take action to support this cause^(xi).

How were the Policymakers Segmented?

Virtual consultations were conducted with CSOs working in collaboration with government officials at the national, state, and district levels. These consultations aimed to gain insights into policymakers' perspectives on the green economy by assessing their commitment, capacity, and willingness to adopt green economy strategies. Policymaker segmentation was carried out through targeted questions on green economy, focusing on their understanding of the term, the challenges CSOs face in engaging with them, and the level of government support available for green economy projects to drive demand for this transition.

**Table 1:** Audience Segmentation of Policymakers

Category	Definition	Relevant Ministries (non-exhaustive)
Committed Policymakers	Have actively transitioned toward green initiatives, advocate for sustainability, and integrate green policies into governance. Their actions need to be amplified.	Ministry of Environment, Forest and Climate Change (MoEF&CC), Ministry of New and Renewable Energy (MNRE), Ministry of Power, Ministry of Agriculture and Farmers Welfare (MoA&FW), Ministry of Urban and Rural Development (MoRD), Ministry of Jal Shakti, Ministry of Finance, and others.
Neutral Policymakers	Open to green economy policies but lack strong proactive efforts. They support sustainability, however, do not prioritise it in governance.	Ministry of Heavy Industries and Public Enterprises, Ministry of Coal, Ministry of Petroleum and Natural Gas, Ministry of Commerce, and others.
Uncommitted Policymakers	Resistant to transitioning towards a green economy, often due to economic reliance on high-carbon industries, or prioritisation of other development areas.	Case dependent - the roles of ministries can shift over time in response to evolving policies, national priorities, financial allocations.

Section 2 B

CSOs for Advocating Green Economy

CSOs, the identified influencer, compose of non-governmental organisations (NGOs), Community-Based Organisations (CBOs) and advocacy bodies which address a wide range of social, economic, and environmental issues on a daily basis^(x). Currently, there are more than 22,000 registered CSOs^(xi) in India that work at the district, state and national level with communities, policymakers, financiers, think tanks and other experts towards eradicating poverty and mitigating and adapting to the risks arising from climate change.



Through a workshop conducted on Fostering Societal Demand for Green and Circular Practices, social enterprises, civil society actors, industry representatives, research and academic institutions, and other key stakeholders collaboratively identified **CSOs as the influencer for amplifying the demand for green practices through policymakers**. The rationale of this thinking is as follows:

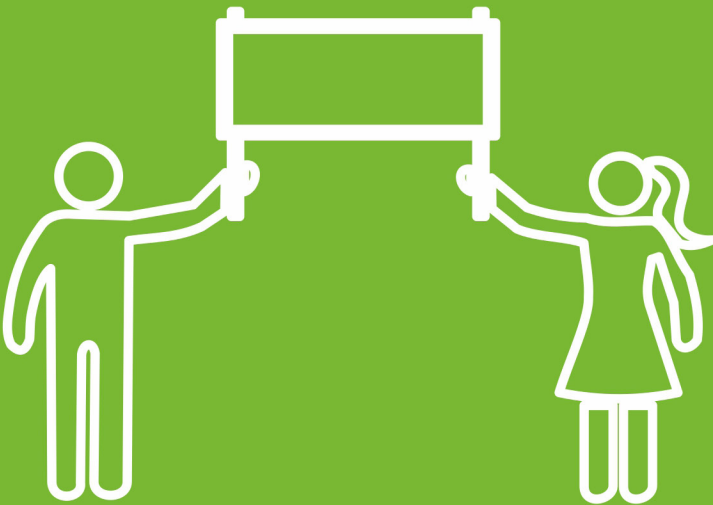
- CSOs grassroots connections not only enable a deep understanding of local perspectives and effective representation of marginalised voices but also ensure these voices reach and resonate with policymakers.
- CSOs role as intermediaries aims to bridge the gap between communities and institutions, also offers practical suggestions or solutions that policymakers can use to develop policies that are inclusive and equitable, benefiting all sections of society, especially marginalised groups.
- CSOs track policy implementation, assess its impact on local communities, and ensure policymakers remain committed to delivering sustainable and effective solutions.
- CSOs work with multiple stakeholders, such as, government bodies, private sectors, research institutions, etc., and foster a multi-sectoral collaboration to scale up green economy initiatives and practices.

Keeping in mind the above factors, the guide seeks to harness the potential of CSOs as influencers in India's transition for a green economy.

The Guide allows CSOs to produce and disseminate valuable sustainability messaging to policymakers at different levels of governance for generating a greater demand for an inclusive green and circular economy.

Section 3

DESIGNING A COMMUNICATION STRATEGY FOR IMPACTFUL MESSAGING





Crafting an effective communication strategy is essential for CSOs to engage policymakers and drive the green economy agenda. A well-structured approach ensures that messaging resonates with the decision-makers, fostering policy shifts and change to green economy practices. To achieve this, a Theory of Change (ToC) serves as a guiding framework, helping CSOs define their goals, map out interventions, and measure impact, ensuring their communication efforts are strategic and results oriented.

What is Theory of Change?

A Theory of Change (ToC) is a structured framework that outlines the pathway from activities to impact by defining inputs, outputs, outcomes, and long-term change. It helps organisations clarify their goals, map out necessary steps, and identify the conditions required to achieve the desired transformation.

Why is ToC Important for a Communication Strategy?

In the context of engaging policymakers at the national state and district level, a ToC serves as a strategic roadmap for CSOs, ensuring their communication efforts are intentional, measurable, and impactful. It helps CSOs to:

- Align their messaging with policymakers' priorities.
- Identify key interventions that can drive policy shifts.
- Track progress and refine their engagement strategies over time.

By using a ToC framework, CSOs define clear objectives and measurable steps toward influencing policymakers at different levels in favour of a green economy. This framework acts as a stepping stone in understanding what CSOs need to achieve, how they communicate, and what success looks like. It ensures that their advocacy efforts are targeted, strategic, and results-driven, ultimately fostering a more sustainable and policy-responsive green transition. A theory of change links communication activities to larger goals, guiding CSOs – the planners to collaborate on a process that starts with defining goals. By working backward from these goals or impacts, CSOs identify medium and short-

term outcomes that help achieve the goals and then propose specific communication strategies to reach those goals^(xiii). With this clarity, CSOs are better equipped to identify and leverage opportunities to influence policy decisions, advocate for green economy priorities, and track progress over time.

Steps for Creating a Theory of Change:

Step 1: Long – Term Outcomes	Step 2: Intermediate Outcomes	Step 3: Early Outcomes	Step 4: Action Strategies
IMPACT	OUTCOMES	OUTPUTS	INPUTS

Highlighted below is an example of a Theory of Change that emphasises the importance of tailored communication strategies by CSOs to effectively advance a green economy agenda with policymakers

**Table 2:** Theory of Change Framework Example

Inputs	Outputs	Outcomes	Impact
Development of tailored communication strategies for different policymaker segments (national, state, district)	Policymakers gain awareness of green economy benefits and their role in driving sustainability	Policymakers integrate green economy principles into national, state, and local policy discussions	Green economy policies and practices embedded into the national, sub-national and local levels leading the transition towards a green and sustainable future.
	CSOs adopt strategic engagement techniques to influence policy decisions	CSOs become trusted advisors in shaping green economy policies	
	Policymakers access relevant, evidence-based information on the green economy through tailored policy briefs, reports and case-studies.	Policymakers push for pilot projects, funding mechanisms, and regulatory reforms supporting sustainability	
	Strengthened dialogue and collaboration between CSOs, government, and the private sector	Collaborative projects and policy implementation become more participatory and inclusive	
	Greater public and media support for green economy policies	Public and other stakeholders encourage ambitious climate actions	

In this table:

- Inputs are activities and resources that initiative and drive change.
- Outputs are immediate, tangible results of the activities, such as awareness, engagement, and resource access.
- Outcomes are changes in behavior, practices or systems as a result of the outputs, leading to collaboration and partnerships.
- Impacts are the long-term desired goals of the ToC framework, wherein a nationwide shift towards a green economy is achieved.

Section 4

TAILORED ADVOCACY & COMMUNICATION STRATEGIES FOR POLICYMAKER ENGAGEMENT





With the role, needs, motivations, and key policymakers to engage with have been highlighted in the previous sections, this section of the guide focuses on how CSOs at the national, state, and local levels can effectively influence policymakers at various levels of governance to drive the transition toward a green economy in India through tailored communication strategies. This section includes interactive elements² such as flashcards and proposed scenarios to help CSOs understand how they can influence policymakers.

Section 4.1

Advocacy Strategies for Implementation

Having explored and highlighted the needs and motivations of policymakers, the following tailored strategies outline how CSOs can effectively influence policymakers to adopt and implement a green economy transition in India, ensuring that their actions are impactful and aligned with the goal of creating lasting change.

² The content in the interactive elements has been enriched by insights gathered from consultations with CSOs who work closely with government officials at various levels.

**Please Note:**

- When engaging with policymakers at the national, state and district level it is necessary to generate evidence-based reports that provide policymakers with clear, actionable items to integrate green economy principles into the national, state and local level policies.
- At each level of the engagement strategy, it is important to engage with policymakers (national, state, district) on a regular basis, through dialogues, roundtables, workshops, webinars, one-on-one meetings, briefings, site visits, to showcase your work and findings within the green economy arena.
- Linking the proposed projects with the economic benefits such as job-creation and long-term growth makes the approach of applying green economy policies more approachable and lucrative to policymakers. These are also relatable terms and highlight the benefits of green economy.
- Structure messages to highlight opportunities, solutions, and shared benefits, using simple language that avoids jargon and is easily understood by policymakers.
- Incorporate values-based messaging by emphasising intergenerational equity, economic resilience, and social justice, while highlighting how green initiatives align with national or regional priorities like climate commitments and fostering local industries.

**Table 3:** Engagement Strategies for National Level Policymakers

Policymaker Level	Engagement Strategies	How it can be done	Type of CSOs
National Level	Data – Driven Advocacy	<p>» Gather and present government data/ reports on the benefits of transitioning to a green economy, focusing on job growth, employment generation, sustainable growth and long-term resilience.</p> <p>» Documents to be prepared: policy briefs, issue briefs and case studies that support and advocate for the implementation of green economy policies.</p>	Focused on economic, social, and environmental impacts of green economy
	Leveraging Global Commitments	<p>» Highlight the opportunities that arise from aligning national policies with global standards, such as access to climate finance, international partnerships, and the promotion of green economy initiatives</p> <p>» Documents to be prepared: position papers, fact sheets, white papers, and press releases</p>	Focused on international climate policy and global cooperation initiatives.
	Cross – Sector Alliances	<p>» Unite private sector, industries, state and local governments to form coalitions advocating for green economy policies, this makes a strong case to policymakers that green economy policies are widely beneficial and have a multi-stakeholder and multi-sector backing.</p> <p>» Documents to be prepared: Partnerships frameworks, Memorandums of Understanding (MoUs), collaboration reports.</p>	Focused on stakeholder engagement and policy advocacy
	Public Awareness Campaigns	Campaign raises public awareness about the need for green economy policies. Through the usage of media and social media platforms, a demand for this can be amplified.	Media centric, environment advocacy groups, media involved grassroots organisations

**Table 4:** Engagement Strategies for State Level Policymakers

Policymaker Level	Engagement Strategies	How it can be done	Type of CSOs
State Level	Localised Data, Solutions and Sustainability Metrics	<ul style="list-style-type: none"> » Gather and present region-specific data which reflect the state's unique realities and needs » Development of sustainability metrics and reporting mechanisms to track green economy progress at the state level. » Documents to be prepared: State-specific policy briefs, case studies, local impact assessments, monitoring and evaluation reports 	Focused on regional development. Environmental sustainability, and data analysis.
	Balanced Funding Mechanisms	<ul style="list-style-type: none"> » To allow for sufficient allocation of financial resources for initiatives aimed at state level, engage with state finance departments to propose green investment incentives, funds to support the regional sustainability projects. » Documents to be prepared: Funding proposals, financial analysis reports, state-specific policy briefs, advocacy letters. 	Focused on sustainable finance, economic development and climate advocacy at the regional level.
	Public-Private Partnerships (PPP) Advocacy	<ul style="list-style-type: none"> » To facilitate dialogues, multi-stakeholder workshops, webinars between the state and local government bodies and private sector players to build on a mutually beneficial green initiative. » Documents to be prepared: Case-studies of successful PPPs, internal collaboration reports, memorandums of Understanding (MoUs) 	Focused on stakeholder engagement and policy advocacy
	Policy Innovation and Pilot Programs	<ul style="list-style-type: none"> » To test and replicate green economy models in states, such as: green bonds, eco-friendly transportation systems, green energy grids by providing data, research, and technical expertise. » Documents to be prepared: Project proposals, feasibility studies, monitoring and evaluation reports. 	Research-based, innovation and CSOs.

**Table 5:** Engagement Strategies for District Level Policymakers

Policymaker Level	Engagement Strategies	How it can be done	Type of CSOs
District Level	Clear Communication	<ul style="list-style-type: none"> » Provide clear, actionable recommendations for addressing the local challenges through green economy solutions. » Focus on methods to directly improve the local quality of life, such as job creation and others. » Documents to be prepared: community feedback reports, policy briefs focusing on local challenges. 	Community-based organisation, local green businesses, media advocacy, grassroots and local environment organisation.
	Success Stories	<ul style="list-style-type: none"> » Demonstrate the practical benefits of green policies and their potential for replication at the district level. » Documents to be prepared: Case studies, success story reports with testimonial videos/pictures. 	
	Grassroot Media-Based Campaigns	<ul style="list-style-type: none"> » Leverage towards local media campaigns utilising both traditional media (radio, television) and digital platforms (social media, community blogs) to raise awareness about green economy transitions. » Documents to be prepared: Media campaign materials, social media content plans, press releases, radio or television scripts. 	
	Partnerships with Local Leaders	<ul style="list-style-type: none"> » Engage with local leaders, including community heads, religious figures, and local influencers to garner their support for green economy-initiatives. » Documents to be Prepared: Partnerships proposals, engagement plans. 	



Section 4.2

Communication Strategies for Implementation

Communication strategies refer to planned approaches used to convey messages effectively to a specific audience. These strategies focus on selecting the right channels, tone, and content to achieve the goal of effectively engaging policymakers and encouraging them to adopt green economy practices and policies. The points below highlight tailored communication strategies, including the context that different levels of policymakers focus on, the preferred language for communication, the frequency with which formal communication between policymakers and CSOs takes place – this can be on submitting policy briefs, conducting meetings, or organising workshops, etc. , and the mode of delivery, which describes the methods or platforms that can be used to convey relevant messages.

National Level

Context: Communication strategies emphasise data-driven policy briefs, research reports, national conferences, workshops, panels, and one-on-one meetings with key decision-makers. Policymakers at the national level require evidence-based messaging aligned with national goals and global commitments like the Paris Agreement, focusing on long-term planning, sustainable growth, and climate policy alignment.

Language: English (Primarily) and Hindi (when needed).

Frequency: Bi-monthly or quarterly, depending on policy urgency.

Mode of Delivery: Formal emails, policy briefs, video conferences, participation in TV debates, national media outlets, and interviews.



State Level:

Context: Communication strategies include localised data, case studies, workshops, regional policy dialogues, and media outreach focused on state-specific issues. Policymakers at the state level prioritise regional concerns.

Language: Regional/ Local languages

Frequency: Monthly or as needed during state-level policy shifts.

Mode of Delivery: Regional newspapers, Local radio stations, regional TV channels, social media, face-to-face meetings, town halls, and state-specific webinars.

District Level:

Context: Communication strategies include community-based dialogues, grassroots advocacy, and sharing local success stories of green economy initiatives. District policymakers focus on tangible, on-the-ground impacts, such as local economic development and sustainable practices.

Language: Local language

Frequency: Weekly or as required during key policy debates or local elections.

Mode of Delivery: Local newspapers, Community radio, social media, local TV or cable channels, door-to-door outreach, and community meetings.

Section 4.3

Interactive Tools

This section introduces an interactive element, using flashcards to present scenarios, key concepts, and strategic questions that encourage CSOs to think critically about effective communication and advocacy for green economy policies. Blank spaces at the end of each question is provided to allow CSOs to reflect, discuss, and document their responses, strengthening their understanding and refining their communication strategies. Below are the scenarios presented. The answers to these questions are on the next page.

Flashcard 1 Question:

What key priorities and concerns should you consider when national policymakers are evaluating policies for a green economy transition?



Flashcard 2 Question:

How should you communicate with national policymakers in a professional and effective manner to discuss green economy policies?



Flashcard 3 Question:

What should you be aware of when engaging with national policymakers on green economy issues?

Flashcard 1 Answer:

National policymakers are primarily focused on how green economy policies can align with the country's broader strategic goals, such as economic growth, job creation, energy security, and fulfilling international climate commitments like the Paris Agreement and others. They want to understand the economic and social benefits of green initiatives, as well as their potential to support long-term sustainability and global competitiveness. Your communication should emphasise these aspects and present data-driven arguments to demonstrate the feasibility and benefits of green policies.

Flashcard 2 Answer:

When communicating with national policymakers, adopt a professional tone and approach that includes clear, concise, and well-researched information. Focus on providing evidence-based arguments in the form of policy briefs, research reports, and presentations. Face-to-face meetings, policy briefings, and high-level discussions at conferences and workshops are ideal, as they allow you to build relationships and foster trust. Additionally, supplement these interactions with digital tools like emails, webinars, and social media, but keep the focus on formal, data-driven communication.

Flashcard 3 Answer:

When engaging with national policymakers, be mindful of their current priorities, political sensitivities, and the broader political landscape. Understanding their positions on environmental issues, their goals related to economic development, and any upcoming elections or budget cycles helps you tailor your approach. Be aware of the existing political dynamics and competing policy agendas, ensuring that your messaging aligns with the policymaker's focus and supports national and international climate goals.

Flashcard 4 Question:

How can you effectively structure your communication to influence national policymakers on green economy policies?



Flashcard 5 Question:

What other strategies can you use to advocate for the green economy transition at the national level, beyond direct communication with policymakers?



Flashcard 6 Question:

When meeting a policymaker with limited time to discuss green economy policies and practices, what will your approach be?

Flashcard 4 Answer:

To structure your communication effectively, focus on presenting clear, actionable, and data-driven messages. Highlight how green economy initiatives can contribute to national priorities, such as sustainable economic growth, energy transition, job creation, and climate resilience. Use evidence-based reports, case studies, and policy briefs that can directly inform the policymaker's decisions.

Flashcard 5 Answer:

Beyond direct communication, you can organise national-level events such as conferences, workshops, and roundtable discussions to bring together key stakeholders and build broad-based support for green economy policies. Forming coalitions with businesses, academia, and other civil society organisations can amplify your advocacy efforts. Using media platforms to raise public awareness through press releases, op-eds, and social media campaigns helps create pressure for policy change. Additionally, you can collaborate with international organisations to secure climate finance and global support, helping to strengthen the case for green economy initiatives.

Flashcard 6 Answer:

Focus on delivering clear, impactful messages with key facts and figures. Use a straightforward narrative that highlights the immediate economic benefits of green policies and how they align with the policymaker's priorities, such as job creation or reducing energy costs. Stick to one main point that resonates with their priorities.

Flashcard 7 Question:

What specific regional issues should you consider when engaging with state policymakers on green economy policies?



Flashcard 8 Question:

What should be your approach to communicating with state policymakers to ensure your message about the green economy resonates with them?



Flashcard 9 Question:

What factors should you keep in mind when engaging with state policymakers regarding green economy issues?

Flashcard 7 Answer:

State policymakers are often focused on regional issues such as agriculture, local industries, energy availability, and economic development. They are particularly concerned with how green economy policies can address specific local challenges like water scarcity, pollution, and unemployment. When engaging with them, focus on demonstrating how green economy solutions can directly improve the state's economic resilience, create local jobs, and address environmental issues that impact the community. Tailor your approach to highlight the state's unique needs and how green policies can provide sustainable solutions.

Flashcard 8 Answer:

When communicating with state policymakers, ensure your approach is clear, localised, and focused on practical solutions. Use regional data, case studies, and examples that demonstrate the potential benefits of green economy policies specific to the state's economic, social, and environmental context. Communication should be respectful and concise, avoiding jargon and technical terms. You may want to consider using informal meetings, public policy forums, and regional workshops, where policymakers can actively engage with the issues and see the direct relevance of the green economy to their constituencies.

Flashcard 9 Answer:

When engaging with state policymakers, be aware of the state's political climate, economic priorities, and ongoing regional challenges. Understanding their stance on local issues, such as energy policies, land use, and sustainable development, helps you position your message effectively. Additionally, be mindful of budget constraints and political pressures that may influence decision-making. Building relationships with local influencers, including business leaders, NGOs, and community groups, can strengthen your engagement and ensure the message is aligned with state priorities.

Flashcard 10 Question:

How should you structure your communication to make sure state policymakers understand the need for green economy policies?



Flashcard 11 Question:

What additional methods can you use to advocate for green economy transition at the state level beyond direct communication with policymakers?



Flashcard 12 Question:

A policymaker is hesitant about adopting green economy policies due to concerns about their feasibility. What's your strategy?

Flashcard 10 Answer:

Communication focused on making a compelling case for how green economy policies benefit the state. Structure your message around clear, localised data that shows the economic, social, and environmental advantages specific to the state. Make the case for green economy initiatives in terms of cost savings, long-term economic growth, job creation, and alignment with state development goals. Emphasise the immediate and tangible benefits of adopting these policies, while presenting them as feasible and aligned with the state's broader policy priorities. Always link your recommendations to the state's current development agenda.

Flashcard 11 Answer:

Beyond direct communication, you can use several methods to advocate for green economy policies at the state level. Organise regional dialogues, roundtable discussions, and workshops that bring together local stakeholders, including businesses, academia, and community groups. Additionally, leverage local media to raise awareness, using press releases, op-eds, and social media campaigns to reach a wider audience. Building coalitions with local organisations and aligning with other green economy advocates can increase pressure on policymakers. Additionally, offering technical assistance and resources to help state agencies implement green economy initiatives can further strengthen your advocacy efforts.

Flashcard 12 Answer:

Organise policy dialogues, workshops, and consultations that bring together experts, industry leaders, and local stakeholders. This allows the policymaker to engage in discussions that address practical aspects of green economy policies and share experiences from other regions or countries.

Flashcard 13 Question:

A policymaker in an urban area focuses on renewable energy and waste management, while another in a rural area is more interested in sustainable agriculture and water conservation. How do you tailor your communication to these different policymakers?



Flashcard 14 Question:

A policymaker complains about the lack of coordination between sectors, making it difficult to implement green economy policies. What do you propose?



Flashcard 15 Question:

A policymaker is concerned about the sustainability of green economy practices. They fear that these policies may only bring short-term benefits. How do you reassure them?

Flashcard 13 Answer:

For the urban policymaker, focus on renewable energy solutions, emphasising on clean energy projects that drive economic growth in the energy sector, create green jobs, and enhance energy security. Highlight the environmental benefits of urban waste management initiatives, such as improved waste-to-energy systems, reducing landfill use, and promoting recycling. Urban sustainability policies also addresses air quality, urban transport (electric vehicles, public transit), and energy efficiency in buildings. For the rural policymaker, emphasise sustainable agriculture practices, illustrating how green economy policies can promote soil conservation, reduce water usage, and improve crop yields. Focus on economic benefits like increased farm profitability, reduced dependence on chemical inputs, and enhanced food security. Additionally, stress the importance of community health by reducing pesticide use, improving water quality, and fostering better land management practices. For both urban and rural policymakers, highlight how green economy policies not only contribute to environmental sustainability but also drive long-term economic development and enhance local well-being.

Flashcard 14 Answer:

Propose the establishment of a cross-sectoral task force that includes representatives from various sectors (environment, energy, agriculture) and work towards a unified policy roadmap. Highlight the importance of a coordinated approach to avoid policy fragmentation and ensure that all green economy initiatives complement one another.

Flashcard 15 Answer:

Show how green economy practices and policies can be self-sustaining in the long term, focusing on innovation, technology, and job creation in emerging sectors. Present case studies which demonstrate the resilience of green economy projects and their potential to create sustainable livelihoods and enhance economic stability.

Flashcard 16 Question:

What should you keep in mind when initiating a conversation with local policymakers about green economy initiatives?



Flashcard 17 Question:

How can you ensure your message resonates with district-level policymakers who are focused on immediate, tangible outcomes?



Flashcard 18 Question:

What alternative advocacy methods can you use to influence district-level policymakers towards a green economy transition?

Flashcard 16 Answer:

When initiating a conversation with local policymakers, be mindful of their time constraints and the local context. Many local policymakers may be dealing with urgent, on-the-ground issues, so it's important to present practical, actionable solutions that can be implemented at the local level. Bring concrete data, such as local case studies, showing the impact of green policies in similar regions. Highlight how green economy initiatives can be aligned with their existing priorities, whether it's economic development, public health, or environmental preservation. Tailor your messaging to show how these initiatives directly benefit their constituents.

Flashcard 17 Answer:

To ensure your message resonates, focus on short-term, visible benefits. For example, showcase how green economy policies like local renewable energy projects, waste recycling programs, or sustainable agriculture techniques can immediately improve community conditions. Use examples of success stories from similar districts or localities that show quick, measurable results. Highlight how these projects can lead to economic growth, job creation, and improved local infrastructure, making it clear that green economy initiatives are both practical and beneficial for the community's immediate needs.

Flashcard 18 Answer:

In addition to direct communication, consider using grassroots mobilisation as an advocacy method, involving the local community in supporting green economy initiatives. Organise community-led campaigns, educational workshops, and collaborative events that engage the public and build pressure on policymakers to act. Leverage local media—such as community radio, newspapers, and social media—to raise awareness and generate support for green policies. By showing that the community backs these initiatives, you can create a compelling case for policymakers to prioritise green economy policies.

Section 5

ANNEXURES



A. Abbreviations

Abbreviation	Full-Form
CPCN	Certificate of Public Convenience and Necessity
CSO	Civil Society Organisation
CLF	Cluster Level Federation
CBO	Community-Based Organisation
COP	Conference of Parties
CSR	Corporate Social Responsibility
DAY-NRLM	Deendayal Antyodaya Yojana - National Rural Livelihoods Mission
EV	Electric vehicles
GEF	Global Environment Facility
GCF	Green Climate Fund
GEC	Green Economy Coalition
HUDD	Housing and Urban Development Department
IIED	International Institute for Environment and Development
LGEs	Local Green Enterprises
MoU	Memorandum of Understanding
MSME	Micro Small Medium Enterprises
MoA&FW	Ministry of Agriculture and Farmers Welfare
MoEF&CC	Ministry of Environment, Forest and Climate Change
MNRE	Ministry of New and Renewable Energy
MoRD	Ministry of Urban and Rural Development
NAPCC	National Action Plan on Climate Change
NEP	National Energy Policy

Abbreviation	Full-Form
NGO	Non-Governmental Organisation
OUIDF	Odisha Urban Infrastructure Development Fund
PSUs	Public Sector Undertakings
PPP	Public-Private Partnerships
RBI	Reserve Bank of India
SEBI	Securities and Exchange Board of India
SHGs	Self-Help Groups
SAPCC	State Action Plans
SPCB	State Pollution Control Boards
TARA	The Society for Technology and Action for Rural Advancement
ToC	Theory of Change
UNEP	United Nations Environment Programme
ULBs	Urban Local Bodies
UPSRLM	Uttar Pradesh Rural Livelihood Mission
VO	Village Organisations

B. Glossary

Category	Definition
Documentation	Advocacy Letters and Community Radio: Tools used to influence policymakers and raise public awareness on critical social and environmental issues.
	Case Studies: Detailed examinations of real-world examples to highlight successes, challenges, and lessons learned in policy and program implementation.
	Collaboration Reports: Documents detailing joint efforts, shared goals, and progress in multi-stakeholder initiatives.
	Community Feedback Reports: Reports capturing local community perspectives, concerns, and recommendations to inform policy and program decisions.
	Fact Sheets: Concise, data-driven documents providing essential information on a specific topic for quick reference by stakeholders.
	Financial Analysis Reports: Assessments of financial feasibility, cost-effectiveness, and sustainability of projects or policies.
	Funding Proposals: Documents prepared to secure funding, outlining financial needs, projected impacts, and implementation strategies.
	Issue Briefs: Short, focused documents summarising a specific policy issue, including key facts and recommendations.
	Local Impact Assessments: Evaluations of how policies or projects affect local communities, used to inform decision-making.
	Memorandums of Understanding (MoUs): Formal agreements outlining collaboration terms between organisations, governments, or private entities.
	Monitoring and Evaluation Reports: Reports used to assess project effectiveness, measure progress, and ensure accountability.
	Partnership Frameworks: Structured agreements defining roles, responsibilities, and goals in collaborative efforts.
	Partnership Proposals: Strategic documents outlining potential collaborations and engagement strategies.
	Policy Briefs: Concise documents summarising key policy issues, evidence, and recommendations for decision-makers.

Category	Definition
Documentation	Position Papers: Documents outlining an organisation's stance on a particular policy issue, supported by research and analysis.
	Press Releases: Official statements issued to the media to communicate important updates, events, or policy changes.
	Project Proposals: Documents outlining objectives, scope, methodology, and expected outcomes of a project.
	White Papers: In-depth reports analysing complex policy or technical issues, often used to guide decision-making.

Category	Definition
Regulatory and Governance Frameworks	Certificate of Public Convenience and Necessity (CPCN): A regulatory authorisation required for businesses, especially in public utilities and transportation, to operate in a specific area, ensuring that services meet public needs.
	National Energy Policy (NEP): A policy framework aimed at ensuring energy security, efficiency, and sustainability while promoting renewable energy and reducing carbon emissions.
	Reserve Bank of India (RBI): India's central bank responsible for regulating monetary policy, controlling inflation, overseeing financial institutions, and ensuring economic stability.
	State Pollution Control Boards (SPCBs): Regulatory bodies responsible for monitoring, controlling, and preventing pollution at the state level, ensuring compliance with environmental laws and standards.

Category	Definition
Frameworks and Action Plans	Conference of the Parties (COP): The annual meeting of countries that are part of the UNFCCC, where global climate commitments, policies, and action plans are negotiated.
	National Adaptation Plan on Climate Change (NAPCC): India's national framework for addressing climate change, consisting of eight missions focused on sustainable development and resilience-building.
	State Action Plan on Climate Change (SAPCC): State-specific climate strategies aligned with the NAPCC, addressing regional climate challenges and implementing targeted interventions.
	United Nations Framework Convention on Climate Change (UNFCCC): A global treaty aimed at combating climate change by stabilising greenhouse gas emissions and fostering international cooperation on climate action.

Category	Definition
Finance and Funding Mechanisms	Climate Finance: Financial resources and instruments used to support climate mitigation and adaptation efforts, provided by governments, private entities, and international organisations.
	Green Climate Fund (GCF): A global fund established under the UNFCCC to support developing countries in adapting to and mitigating climate change through innovative financing solutions.
	Global Environment Facility (GEF): An international funding mechanism that provides grants and financial support for environmental projects in areas such as biodiversity, climate change, and land degradation.

Category	Definition
Business and Economic Development	Corporate Social Responsibility (CSR): A business practice where companies voluntarily contribute to social, environmental, and economic development, often through sustainability initiatives and community engagement.
	Micro, Small, and Medium Enterprises (MSME): Businesses classified based on their investment and turnover, playing a vital role in economic growth, employment generation, and industrial development.
	Public-Private Partnerships (PPP): Collaborative agreements between government and private sector entities to finance, develop, and operate infrastructure projects and public services.

C. Development Alternatives & Green Economy Collaboration

In 2010, Development Alternatives (DA) and its sister entity, TARA (Society for Technology and Action for Rural Advancement), began their formal engagement with the Green Economy Coalition (GEC). Through this global partnership, the formal taxonomy of Local Green Enterprises (LGEs) was developed between 2016 and 2018. In the Indian context, LGEs are micro and small enterprises that adopt circular production practices, contribute to the local economy by generating employment, and ensure the localised distribution of profits. These enterprises are also inclusive, offering equal representation to disadvantaged groups such as women, Scheduled Castes, Scheduled Tribes, Other Backward Classes, and Persons with Disabilities. As responsible producers and service providers, LGEs embody the principles of LiFE (Lifestyle for Sustainable Development), promoting self-reliance through entrepreneurship. They also align with the Atmanirbhar Bharat (Self-Reliant India) initiative.

Examples of LGEs facilitated by Development Alternatives include women-run e-rickshaw enterprises in Mirzapur and Bhadohi districts of Uttar Pradesh, fly-ash brick enterprises in Bihar, and around 30 rural enterprise clusters established under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI). A contextual financial analysis was conducted by DA on the above-mentioned sectors, and the insights from these analyses

were for dialogues on green economy and foster financial reforms at the state, national, and international levels.

The Green Economy Barometer Reports published in 2018-19 by DA assess India's progress toward a green economy across five key areas: Reforming Finance, which evaluates green investments and government spending; Greening Economic Sectors, focusing on sustainability in industries like energy, manufacturing, and agriculture; Valuing Nature, ensuring environmental costs and benefits are included in economic decisions; Investing in People, which examines human capital development for green initiatives; and Ensuring Inclusiveness, assessing how policies benefit marginalized groups. The reports offer recommendations to enhance India's transition to a green economy, including supporting green MSMEs, promoting decentralized service models, and creating a more inclusive, sustainable future.

DA also coordinated towards MAP-SA (Mainstreaming Alternative Perspectives Towards Sustainable Economies) as a South-Asian partner for the Green Economy Coalition. It is a dialogue hub and provides a forum for asking questions and initiating discussions on topics of relevance to green economy. MAP-SA gets its information through contributions from the like-minded organisations and civil society networks at local, national and international level, and is in that sense, a platform by the ecosystem for the ecosystem.

*Scan the QR Code to Explore the
work done by DA & TARA with GEC*



Section 6

BIBLIOGRAPHY



- i Ministry of Science and Technology, Government of India. (2023). [India is committed to achieve the net zero emissions target by 2070](#). Press Information Bureau.
- ii Intergovernmental Panel on Climate Change. (2022). [Climate change 2022: Impacts, adaptation, and vulnerability](#).
- iii Economic Times. (2024, September 25). [Karnataka unveils clean mobility policy with ₹50,000 crore investment to create 1 lakh jobs](#).
- iv Reuters. (2024, September 25). [India's Karnataka plans tax waivers, hybrid cars incentives for EVs](#).
- v Odisha Urban Infrastructure Development Fund (OUIDF). (2019). [Annual report of OUIDF - 2019](#).
- vi Odisha Urban Infrastructure Development Fund (OUIDF). (n.d.). [Objectives](#).
- vii Swarajya. (n.d.). [Odisha to invest Rs 408 crore for urban infrastructure development and future-ready cities under Samriddhi City Scheme](#).
- viii Mongabay India. (2019, August). [How going organic brought hope to MP's cotton farmers and the wildlife around them](#).
- ix Henderson, A. (2023, January). [Audience segmentation: How to perfect it for your marketing](#).
- x Asian Development Bank. (2009). [Civil society organisation: Sourcebook](#).
- xi NGO DARPAN (n.d.), Government of India. [NGO DARPAN](#).
- xii United Nations Sustainable Development Group. (n.d.). [Theory of change](#).

Technology and Action for Rural Advancement (TARA)

B-32, Tara Crescent, Qutub Institutional Area, New Delhi – 110016, India

Tel: +91 11 2654 4100, 2654 4200, Fax: +91 11 2685 1158

Email: tara@devalt.org, Website: www.tara.in