Revised Outcome Target Structure

Air Pollution Category

Air Pollution (Controlled & Attributable Environments)

OUTCOME TARGET (Revised)

≥15% verified reduction in $PM_{2.5}$ exposure within **clearly defined commercial, institutional, or residential pilot zones**, measured over **3 months**, relative to baseline, using fixed-location monitoring.

INDICATIVE IMPACT (New)

Commercial / Institutional Pilots

- **>10 µg/m³ reduction** in annual mean indoor or near-source $PM_{2.5}$
- **>20% reduction in exposure-hours** for >1,000 daily occupants
- Equivalent to **>10 tons of $PM_{2.5}$ exposure reduced per large facility per year**

Residential / Community pilots

- **>20% reduction in indoor $PM_{2.5}$ exposure** during peak pollution hours
- Significant reduction in household or local emission sources (solid fuel use, DG sets, waste burning)
- Benefits **more than 1,000 residents** per pilot cluster

Key shift: *Impact is measured as exposure reduction within defined populations, not as citywide tonnage claims.*

POLICY ALIGNMENT- Unchanged

- National Clean Air Programme (NCAP): city and airshed-level PM reduction through scalable interventions
- SDG 11.6: reducing per-capita environmental impact of cities, including air quality
- India's Air Quality Standards (NAAQS): movement toward compliance in controlled zones
- Mission LiFE: solutions that reduce pollution without relying solely on behaviour change.

Revised Objective – Air Pollution

To achieve and independently verify a ≥15% reduction in $PM_{2.5}$ exposure within clearly defined commercial, institutional, or residential environments over 3 months, through **technology-led and system-level interventions**. Impact must be measured using a **robust baseline–endline monitoring framework**, with defined physical boundaries, population coverage, and controls to isolate intervention-driven outcomes from meteorological variation.

Water Pollution Category

Water Pollution (Revised, Results-Based & Attributable)

OUTCOME TARGET (New)

≥20% verified reduction in pollution load (BOD, COD, TSS and/or nutrients) at **defined source points or SME / urban discharge clusters**, measured in **kg/day**, over **3 months**, relative to baseline, through treatment, reuse, or discharge-prevention interventions.

Focus is on pollution prevented from entering natural water bodies, not on downstream river quality alone.

INDICATIVE IMPACT (New)

- **Min 5 tonnes/day reduction in BOD/COD/TSS load** across pilot clusters
- **>10 million litres/day (MLD)** of wastewater newly treated, reused, or prevented from discharge
- **>20 SMEs or facilities** transitioned from partially compliant / non-compliant to compliant discharge
- Significant reduction in **toxic and organic load** entering drains, nalas, or tributaries feeding rivers

Impact is expressed as verified load reduction and compliance transition - fast, measurable, and scalable.

POLICY ALIGNMENT (Refined)

- **National Mission for Clean Ganga (NMCG)**: pollution abatement by source control
- **National Water Policy & CPCB discharge norms**: industrial and urban effluent compliance
- **Swachh Bharat Mission (Urban 2.0)**: wastewater and fecal sludge management
- **SDG 6.3**: improving water quality by reducing pollution and untreated wastewater

One-line Definition:

Water Pollution: Rewarding verified reductions in wastewater pollution loads at source and cluster levels—preventing untreated discharge into rivers before it happens.

Revised Objective – Water Pollution

To achieve and independently verify a **≥20% reduction in wastewater pollution load** (measured in BOD, COD, TSS and/or nutrients) at **clearly defined source points or SME / urban discharge clusters** within 3 months, through treatment, reuse, or discharge-prevention interventions that directly reduce the volume and toxicity of effluents entering natural water bodies.

PRIZE

Land Pollution Category

Land / Waste Pollution (Revised, Results-Based & Attributable)

OUTCOME TARGET (Revised)

≥40% verified reduction in waste sent to landfill within clearly defined urban clusters or large areas, through segregation, recovery, recycling, or processing interventions—contributing toward the sustainable diversion of waste at scale (eventually 15,000 tonnes over 3 years), measured in tonnes/day over 3 months, relative to baseline.

*The focus is on **waste diversion at the source and system-level recovery**, not on downstream landfill remediation alone.*

INDICATIVE IMPACT (New)

- >5 tonnes/day of waste diverted from landfills across pilot sites
- >50% segregation efficiency achieved within defined waste streams
- >50,000 users (residents or employees) covered under improved waste systems
- Significant reduction in mixed waste, open dumping, and secondary pollution (leachate, burning)

*Impact is expressed as **verified diversion and recovery rates within defined systems**, ensuring attribution and scalability.*

POLICY ALIGNMENT (New)

- Solid Waste Management Rules, 2026: source segregation, processing, and scientific disposal
- Swachh Bharat Mission (Urban 2.0): waste processing and landfill reduction targets
- Circular Economy frameworks: material recovery and resource efficiency
- SDG 11.6 & SDG 12.5: reducing waste generation and improving waste management

One-line Definition:

Land/Waste Pollution: Rewarding verified diversion of waste from landfills through measurable improvements in segregation, recovery, and circular waste systems.

Revised Objective – Land / Waste Pollution

To achieve and independently verify a ≥40% reduction in waste (15,000 tonnes over 3 years) sent to landfill within clearly defined facilities or urban clusters over 3 months, through interventions that improve segregation, enable material recovery, and strengthen circular waste management systems, with outcomes measured through a robust baseline–endline framework.