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Kapil Joshi | **Updated:** Tuesday, July 01, 2025, 07:24 PM IST



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Operation 2030 is a climate awareness campaign started in 2025 by the PrashantAdvait Foundation. It came out of a growing concern that, while climate reports and warnings have been around for years, they haven't really changed how most people think or act. The campaign isn't about new technologies or political promises—it's about helping people see the reality of where things stand and asking them to respond with seriousness. It especially speaks to young people and working adults, encouraging them to question the way we live and the direction we're heading as a society.

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The campaign is bringing to attention the fact that the world has already crossed the 1.5°C temperature rise that earlier global agreements had marked as a red line. It points out that we're now seeing averages that touch 1.75°C—and that this has serious consequences. According to the campaign, once the temperature crosses a certain point, there are feedback effects in nature—like melting ice or dried forests—which make the problem worse on their own, even if emissions stop.

The campaign is critical of how governments and large systems have responded so far. It points to the gap between climate goals and what has actually been achieved. For example, the target was to reduce global emissions by 43% by 2030. But as of 2025, the Foundation claims there has been little to no real reduction. In some cases, emissions may have gone up.

Operation 2030 also talks about climate justice. It brings attention to the fact that the top one percent of the global population is responsible for nearly a quarter of all emissions, while the bottom 50% contribute very little—yet suffer the worst effects. The message is that climate change is not just an environmental issue, but also a human one, where the poor are paying for the actions of the rich.

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One major concern raised is how climate-related topics are slowly being erased from public education and mainstream conversation. The campaign claims that in some places, including developed countries, climate science is being pushed out of schools and colleges, and public conversations are being filtered or avoided altogether.

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The Foundation does not offer technical solutions. It instead focuses on making people think seriously. It urges people to pause and reflect: Who are we looking up to? What kind of lifestyles do we admire? Are the choices we make aligned with a planet that can survive?

It also questions the growing obsession with escape—whether in the form of space missions or blind faith in innovation—while basic environmental realities are ignored. The idea is not to fear the future, but to face it honestly.

At its core, Operation 2030 is about bringing climate urgency to people's attention in a simple but direct way. It avoids jargon, pushes no ideology, and speaks to the basic need for honesty in how we live—because the consequences of delay are already visible.

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