



World Environment Day 5th June, 2023

Mass Mobilisation for Mission LiFE

Ministry of Environment, Forest and Climate Change

Government of India

About LiFE – Lifestyle For Environment

LiFE was introduced by Prime Minister Narendra Modi at CoP26 in Glasgow as an India-led global mass movement for **”mindful and deliberate utilization, instead of mindless and destructive consumption”** to protect and preserve the environment.

LiFE was also a cover page item of CoP27 in Egypt.

LiFE is part of India’s **updated Nationally Determined Contributions** to propagate a healthy and sustainable way of living based on the ancient Indian traditions and values of conservation and moderation.

LiFE highlights Indian traditions and love for nature and draws upon this to nudge individual and community behavior.

“This word is LiFE, which means ‘Lifestyle For Environment’. Today, there is a need for all of us to come together and take Lifestyle For Environment forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle.”

Prime Minister Shri **Narendra Modi** at **COP 26**



LiFE Theme-wise Creatives



Scan the QR Code to know more

Use public transport wherever possible

पब्लिक ट्रांसपोर्ट का प्रयोग करें

[f](#) [m](#) [t](#) [e](#) [i](#) [g](#)

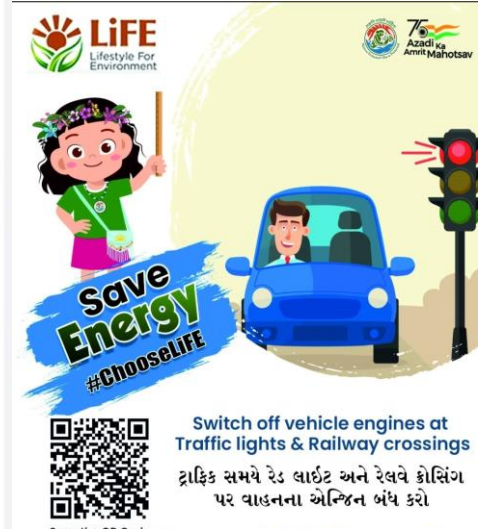
English



Assamese



Bengali



Gujarati



Kannada



Malayalam



Marathi

Mission LiFE Video (Hindi)



Proposed Events by MoEFCC for WED 2023

1 lakh Mass Mobilisation events in the run up to and on WED

Awareness Activities:

- **Nukkad Natak Competition** through *“Dharti Kare Pukaar”*
- **Ideation Hackathon and Youth Conclave**
- Creation of **Facebook Page on LiFE** to capture Local Initiative
- **Popularize LiFE videos** in Eco-Clubs and Youth Groups
- **Online summer training camps** by NMNH with UNDP
- **Felicitation of Winners** of Quiz , Hackathon

Illustrative LiFE Activities:

1. **Bicycle Rally**
2. **Pond Cleaning**
3. **Plastic Waste Collection Drives**

Priority Tasks

- **Principal Chief Conservator of Forest (PCCF) to be the Nodal Officer from Forest Department**
- **State Environment Secretary to be the Nodal Officer from MoEFCC**
- Working out a Plan of Action (PoA) with Calendar of Events
 - Finalizing Action Plan for events to be held *before* June 5th
 - Finalizing Action Plan for events to be held *on* June 5th

Mass Mobilization (contd.) – Environ Secy

- Coordinate with Chief Secretary for mobilizing key Ministries.
- Illustrative list of Ministries:
 1. Ministry of Rural Development
 2. Ministry of Panchayati Raj
 3. Revenue Department
 4. State Pollution Control Boards
 5. State Education Departments
 6. Higher Education Departments
 7. Food & Civil Supplies
 8. Urban Local Bodies
 9. Department of Youth Affairs and Sports
- Designating Nodal Officers from each Ministry
- Designating Nodal Officers for each event

Illustrative Action Points

Forest Department

1. Enforcing ban on Single-Use Plastics in all PAs and Zoological Parks.
2. Organize Plastic Cleanup Campaigns inside all PAs, Zoological Parks, and buffer zones with community members, schools, and other institutions.
3. Co-branding Mission LiFE through entry tickets of National Parks and PA's / Zoological Parks.
4. Download and use LiFE creatives from <http://missionlife-moefcc.nic.in/index.php>
5. Promote bicycle routes and organise cycling rallies in Zoological Parks.
6. Organise LiFE oriented programmes for neighbourhood schools.
7. Organise soil and moisture conservation initiatives with local community.

Illustrative Action Points contd.

Forest

Department

8. Drive to ensure 100% Ujjwala Connection in neighbouring villages.
9. Sensitizing Visitors to the Zoo/ National Parks/ Sanctuaries about LiFE
10. Popularise the use of cloth bag instead of Plastic bags through [Thaila ATMs](#).
11. Anicuts / Water Harvesting Structures inside Forests / Parks / Sanctuaries
12. Cleaning of wetlands.
13. Building rainwater harvesting structures
14. Replace diesel / petrol vehicles with EV in Zoological Parks
15. Promote walking in nearby places, offices, instead of use of vehicles

Illustrative Actions contd.

1. Ministry of Home Affairs

1. **LiFE centres** for collecting old clothes, Books and utensils in Police Lines.
2. Organizing **Bicycle Rallies** to promote LiFE.
3. Construction of **Water Harvesting Structures** in Police Lines.
4. Special Awareness Campaign on **Switching off Engine at Red Lights**

2. M/o Higher & Technical Education

1. Awareness workshops regarding sustainable practices and Mission LiFE.
2. Making College and University campuses Plastic free.
3. Creating less paper or Digital Campuses to avoid use of paper.
4. Avoid food wastage in Hostels and Cafeterias - promote serving of small portions.
5. Setting up composting centres in neighbourhoods.

Illustrative Actions contd.

3. Ministry of Education	<ol style="list-style-type: none">1. Activating network of Eco Clubs to undertake Awareness Campaigns in May.2. Setting up Book Banks in Schools.3. Declaring Plastic Free Schools in each Panchayat.4. Each student to enroll at least 5 individuals in neighbourhood to take pledge on LiFE on 5th June .5. All Eco Clubs to organize Exhibition of eco-friendly daily use articles
4. Department of Personnel and Training / General Administration	<ol style="list-style-type: none">1. DOPT to spearhead the Mission LiFE Pledge Initiative – to intimate all Central Ministries /Departments /State Governments/Training Institutes to take pledge on Mission LiFE on 5th June

Illustrative Actions contd.

- | | |
|--|---|
| 5. Department of Food and Civil Supplies | <ol style="list-style-type: none">1. All the Mess and Cafeterias in Training Institutes to start serving in small portion to ensure minimum food wastage2. All Mess and Cafeterias to set up composting centres. |
| 6. Ministry of Panchayati Raj | <ol style="list-style-type: none">1. Launch campaign to convert Green and Clean Panchayats to LiFE Villages2. All Public Representatives to be asked to take Pledge on 5th June3. Prepare Panchayat Wise Compilation of Unique Best Practices on LiFE4. Cleaning of Village Pond(s) through public participation on WED. |

Illustrative Actions contd.

- 7. Urban Development Department**
1. Undertake a special drive in May to create awareness on Mission LiFE and convert the shortlisted ULBs under SBM 2.0 into **LiFE ULBs** as per the laid down criteria i.e.:
 - (i) Municipality has established the following facility :
 - (a) Segregation of dry and wet wastes at homes
 - (b) Planting trees under Nagar Van Yojana to reduce the impact of pollution
 - (c) Collection Centres for old clothes
 - (ii) All public places in the ULB are free of any littered waste
 2. Publicize the social media **creatives** on Mission LiFE at the **Metro Stations** and **broadcast LiFE messages** through the **public address system** within the Metro Trains.
 3. Setting up **Plastic Collection Centre** in Residential Area involving RWAs.
 4. Providing **Digital Panel** for display of Social Media Creatives and Videos on LiFE in ULBs.
 5. All Public Representatives to take Pledge on 5th June
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Illustrative Actions contd.

8. Ministry of Youth Affairs and Sports

1. **Month-long awareness campaign** on LiFE through sports icons, NYK, and NSS volunteers.
2. **Organize workshops** in partnership with UNICEF
3. All the NYK and NSS volunteers to take pledge on 5th June
4. **Sport Events** may be co-branded with LiFE.
5. Promote **bicycle rallies** as Sport events.
6. Encourage Sports Icon to change their Social Media Handles to LiFE Hour on 5th June and this may be given wide publicity in the month of May

9. Public Health Engineering Department / Department of Water Resources

1. Launch “**Zero Leak Campaign**” for fixing such leakage points across the country in rural and urban areas
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Illustrative Actions contd.

10. Ministry of Women & Child Development

1. Promote LiFE Actions for households - (urban and rural) such as :
 - i. Cutting food into smaller pieces to speed up Cooking.
 - ii. Using copper bottomed pans/ cast iron pans .
 - iii. Cleaning the stove regularly .
 - iv. Using biomass cookstoves instead of wood .
 - v. Covering pots and pans (other utensils) while cooking.
 - vi. Soaking rice and lentils.

11. Self Help Groups (M/o Rural Development)

1. Awareness campaign on LiFE during the SHG capacity building sessions.
2. SHGs to offer priority in lending to members that are LiFE-compliant (eg., separating waste at source, not using single-use plastic items, setting up community rain-water harvesting plants, spreading the message of LiFE in the community).

Illustrative Actions contd.

**12. Ministry of
Agriculture &
Farmers'
Welfare**

1. Conducting workshops to promote LiFE Actions in Agriculture such as :
 - i. Using agricultural residue for mulching and composting .
 - ii. Increased awareness of the importance of Soil Organic Matter and use of Soil Organic Carbon.
 - iii. Line sowing to reduce seed requirement per hectare and improve water use efficiency .
 - iv. Switch from water intensive crops to water efficient crops (eg. Millets)
 - v. Using animal waste to produce biogas for cooking purposes and the leftover slurry as organic fertilizer.

Illustrative Actions contd.

13. State Public Sector Undertakings

1. Conduct detailed sessions on LiFE for employees and leadership.
 2. Launch a campaign declaring Declare Corporate Offices Plastic Free.
 3. Utilise retail outlets for promoting the Message of LiFE.
 4. Highlight sale of environment friendly products by women SHGs at outlets.
 5. Showcase LiFE Actions and display LiFE creatives at select outlets.
 6. Include a section on LiFE in company's Annual Reports outlining all the environment friendly actions undertaken at the organization level.
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Mass Mobilization of Mission LiFE Through SPCBs and PCCs

State Pollution Control Boards

1. **Leading & Partner SPCBs** identified for seven Mission LiFE themes
2. **Mobile App on Best Practices** for industries, commercial areas, home, communities, success stories of best practitioners; interactive tools
3. **Public Outreach** by all States & UTs
 - Logo & creatives on SPCB & PCC websites, letterhead, green vehicles
 - Radio jingles, videos in cinema halls
 - Awareness drives in schools & colleges
 - LiFE messages on tickets
 - Thaila ATMs & eco-tip booklets by Tamilnadu
4. Nature camps on Mission LiFE by Mizoram
5. **Workshops** and conferences with Stakeholders
6. **Hackathon** on seven theme on grassroot challenges by all SPCBs and PCCs

Mass Mobilization of Mission LiFE Through SPCBs and PCCs

State Pollution Control Boards

Other key actions underway:

- Campaigns for improving environmental performance of industries; **best performing units** to be commended on WED
- Campaigns for '**Zero Leakage**' from industrial areas
- Campaigns with **commercial entities/startups/service providers** to promote circular economy & Mission LiFE goals
- **Plastic free working** in SPCBs, PCCs and CPCB; self-evaluation criteria for plastic reduction
- One month **cleanliness drive at beaches** by Coastal States
- Compilation and display of Best Available Technologies on websites of SPCBs and PCCs

LiFE Pledge

- I pledge to make all possible changes in my daily life to protect the environment. I also commit to continuously motivate my family, friends and others about the importance of environmentally friendly habits.
- मैं प्रतिज्ञा करता/करती हूँ कि पर्यावरण को बचाने के लिए अपनी दैनिक जीवन में हर संभव बदलाव लाऊंगा/लाऊंगी। मैं यह भी वचन देता/देती हूँ कि अपने परिवार, मित्रों और अन्य लोगों को पर्यावरण के अनुकूल आदतों और व्यवहारों के महत्व के विषय में सतत रूप से प्रेरित करूंगा/करूंगी।

Reduce E-Waste
#ChooseLiFE

87%
Uploading

Prefer Cloud Storage over a pen drive / hard drive

पेन ड्राइव/हार्ड ड्राइव पर क्लाउड स्टोरेज को प्राथमिकता दें

Scan the QR Code to know more

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Reduce Waste
#ChooseLiFE

Donate old clothes and books

पुराने कपड़े और किताबें दान करें

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Say No To Single-Use Plastic
#ChooseLiFE

Keep Water Bodies and public spaces clean

विहिरी, तलावासारख्या पाणी साठण्याच्या जागा आणि सार्वजनिक ठिकाणे स्वच्छ ठेवा.

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conserve Water
#ChooseLiFE

Pre-soak heavy pots and pans before washing them

जास्त खराब झालेली भांडी घासण्यापूर्वी भिजवून ठेवा

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save Energy
#ChooseLiFE

Switch off vehicle engines at Traffic lights & Railway crossings

लाल बत्ती और रेलवे क्रॉसिंग पर वाहन के इंजन बंद कर दें

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Reduce Waste
#ChooseLiFE

Donate old clothes and books

पुराने कपड़े और किताबें दान करें

Scan the QR Code to know more

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Thank you!