

Action Plan of Mission LiFE (January- August 2023)

In Phase I:- Display of LiFE logo and creatives on 5,000 Retail outlets to sensitize the consumers on the themes of “Save Energy“ and “Conserve Water” of Mission LiFE. 5,000 Retail Outlets across India distributed among three OMCs as per following count: (Awareness)

- i. IOCL-2,000 (urban ROs) 500 Rural ROs
- ii. BPCL-1,000 (Urban Ro) , 500 (Rural RO)
- iii. HPCL-1,000 Urban , 500 Rural ROs

These numbers would be reviewed after 6 months after taking up feedback from ROs/ OMCs.

2. Organizing LiFE events, nukkadnatak, drawing competitions, poster competitions, distribution of seed balls, discussions and talks at schools, Anganwadis, slum areas etc. (Creativity)

3. Distribution of T-shirts, caps made up of waste plastic, jute bags, toiletries with logo of Mission LiFE. (Awareness)

4. Replacement of conventional lights by LED bulbs at schools, offices, villages and Anganwadis. (Conservation)

5. Social Media campaign. Digital display of LiFE logo at prominent places. (Awareness)

6. Distribution of creative/templates with #chooseLiFE logo to promote the message of Mission LiFE. (Awareness)

7. Recycling of single use plastics through EPR (Extended Producers Responsibility) (Scientific Innovation)

8. Creating awareness about Stress management and wellness. (Awareness)