

Consulate General of India
Guangzhou

Proposed Action Plan by CGI, Guangzhou for the focused one-week campaign for promotion of Mission LiFE in the month of April 2023

| S. No. | Details of proposed activities | Date |
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| 1. | <p>Focused one-week Social Media Campaign on the seven themes of Mission LiFE:</p> <p>CGI, Guangzhou is running a Social Media Campaign on the seven themes of Mission LiFE on the official social media pages of the Consulate (Facebook, Twitter, Instagram), as well as on the local official Chinese social media pages of the Consulate as <i>Facebook, Twitter and Instagram are banned in China, therefore, Chinese social media platforms- Wechat and Weibo and important source of social media platforms for the Consulate.</i> The theme selected for each day is as follows:</p> <p>24 April: Save Energy; 25 April: Save Water; 26 April: Say no to Single Use Plastic; 27 April: Adopt Sustainable Food Systems; 28 April: Reduce Waste; 29 April: Adopt Healthy Lifestyles; 30 April: Reduce E-Waste.</p> <p>Through the social media campaign, the Consulate has also urged our followers on social media to undertake these activities and post images/ videos of the same on their social media account, in order to create wider outreach and awareness.</p> | 24-30 April 2023 |
| 2. | <p>A Special Briefing on Mission LiFE for all the officials of the Consulate by Consul General Shri Shambhu Hakki. During the briefing, Consul General highlighted the key points from Hon'ble Prime Minister's vision of making Mission LiFE a mass movement towards an environmentally conscious lifestyle. He also briefed the officials about the various ways to combat climate change</p> | 26 April 2023 |

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| | and urged all the officials to undertake at least one activity from the list of 75 actionable points under 7 themes of Mission LiFE as shared by Ministry. | |
| 3. | As a concluding event of Mission LiFE, the Consulate is planning to organize a Briefing-cum-Exhibition for Indian Community based in South China. | 30 April 2023 |
