



ज्ञान-विज्ञान विमुक्तये

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University Grants Commission

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Subject: Encouragement for Participation in 'Call for Ideas for LiFE' Initiative - A Nationwide Campaign Promoting Sustainable Lifestyles

आदरणीय महोदया/महोदय,

As you must be aware, the Mission LiFE (Lifestyle for Environment) initiative was launched as a global mass movement by the Hon'ble Prime Minister of India and the UN Secretary-General in October 2022 (brochure attached). The initiative aims to encourage behavioral changes in citizens to adopt sustainable lifestyles through simple, environment-friendly choices in their daily lives. LiFE seeks to harness the global impact of individuals' sustainable actions to combat climate change. A comprehensive list of 75 individual actions has been identified across seven themes: Save Water, Save Energy, Reduce Waste, Reduce E-Waste, Say No to Single-Use Plastics, Adopt Sustainable Food Systems, and Adopt Healthy Lifestyles.

To translate the vision of Mission LiFE into practical actions, MoEFCC is launching 'A Call for Ideas and Technologies' from academic institutes, research scholars, students, and faculty. The objective is to generate innovative ideas and technologies that contribute to sustainable and environment-friendly lifestyles. This opportunity provides a platform for young minds to actively participate and contribute to the global LiFE movement in real-time.

Event Details:

- **Launch Event:** Scheduled for 29th July 2024 at Dongra Hall, IIT Delhi.
- **Submission Period:** Ideas will be received through a web portal (<https://ideas4life.nic.in/>) from 15th July 2024, within a period of one-month for submissions.
- **Awards:** Winners will be announced on 7th September 2024 (Swachh Vayu Diwas).

A detailed repository of documents, concept notes, social media creatives, materials, and short videos on Mission LiFE is available on the Mission LiFE Portal: <https://missionlife-moefcc.nic.in>.

In view of the above, all Higher Education Institutions are requested to encourage their students, faculty and research scholars to participate in the initiative 'Call on Ideas for LiFE' through <https://ideas4LiFE.nic.in>. Further, students from Universities and Colleges located in Delhi are invited to join the launch event, scheduled for 29th July 2024 at Dongra Hall, IIT Delhi.

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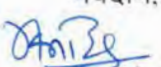
We look forward to your active participation in making Mission LiFE a grand success.

सादर,

संलग्नक: उपरोक्तानुसार

To:

- The Vice Chancellors of all Universities
- The Principals of all Colleges

भवदीय,

(मनिष जोशी)



LIFE

Lifestyle for
Environment





LiFE

Lifestyle for
Environment

An India-led global mass movement to nudge individual and community action to protect and preserve the environment



Ministry of Environment,
Forest and Climate Change
Government of India



NITI Aayog

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



Transitioning from throwaway culture to a circular economy is imperative

Environmental degradation and climate change impact ecosystems and populations across the globe

Without timely action, 800 million to 3 billion people are projected to experience chronic water scarcity due to droughts at 2°C warming.¹

Global economy could lose up to 18% of GDP by 2050 without urgent action by all²

Several policy reforms have been implemented globally to address environmental degradation and climate change. Actions required at the level of individuals, communities and institutions, despite their enormous potential, have received limited attention.

Changing individual and community behaviour alone can have a significant impact on the environmental and climate crises.

1 According to the United Nations Environment Programme (UNEP), if 1 out of 8 billion people worldwide adopt environment-friendly behaviours in their daily lives, global carbon emissions could drop upto 20 per cent³

2 The 2020 UNDP report 'The Next Frontier: Human Development and the Anthropocene' says that, "Humans wield more power over the planet than ever before. In the wake of COVID-19, record-breaking temperatures, and spiralling inequality, it is time to use that power to redefine what we mean by progress, where our carbon and consumption footprints are no longer hidden."⁴



DID YOU KNOW?

Circular economy can generate around INR 14 lakh crore of additional cost savings by 2030.⁵

India has rich experience in implementing large-scale behavioural change programmes

While the world is focusing on policy and regulatory measures to address the environmental crisis, India has demonstrated success in harnessing the power of collective action to solve complex problems.



Swachh Sagar Surakshit Sagar campaign aimed to remove approximately 15,000 tonnes of waste from 75 beaches in 75 days.⁶

The **Swachh Bharat Mission (SBM)** led to the construction and use of over 100 million toilets in rural India within a span of 7 years.⁷



Ujjwala Scheme increased households with LPG connections from 62 percent in 2015 to 99.8 percent⁸ in 2021





LiFE is an India-led global mass movement

LiFE was introduced by Prime Minister Narendra Modi—at COP26 in Glasgow on 1 November 2021—as a mass movement for “mindful and deliberate utilization, instead of mindless and destructive consumption” to protect and preserve the environment.

It aims to nudge individuals and communities to practice a lifestyle that is synchronous with nature and does not harm it.

Those who practice such a lifestyle are recognised as **Pro Planet People**

India is the first country to include LiFE in its Nationally Determined Contributions:

“India will put forward and propagate a healthy and sustainable way of living based on its traditions and the values of conservation and moderation, including through a mass movement for LiFE, as a key to combating climate change.”

LiFE builds upon India's environment-friendly culture and traditional practices

The average carbon footprint per person in India is 1.8 tonnes per year, as compared to the global average of 4.5 tonnes⁹.



Several unique water harvesting techniques, contextual to local conditions, are practised across India. These include the step wells of Gujarat and Rajasthan, the underground tanks (tankaa) of Tamil Nadu, the check dams (johads) of Rajasthan and the Zabo system of Nagaland that deposit the water in pond-like structures on terraced hillsides.

Clayware, for example, are commonly used for cooking and serving purposes. Across the country, street and public food establishments continue to serve food in plant-based biodegradable utensils (sal tree leaves) and tea in clay pots (kulhad).



Several traditional Indian practices such as adaptive architectural forms that minimise electricity consumption and hand-washing and sun-drying of clothes, as well as a dietary preference for plant-based foods and millets can serve as foundations for LiFE.

The background is a light green color with a subtle, organic texture. On the left side, there are four vertical bars of varying heights and colors: a grey bar at the top, a dark brown bar, a thin white bar, and an orange bar at the bottom.

MISSION

LiFE

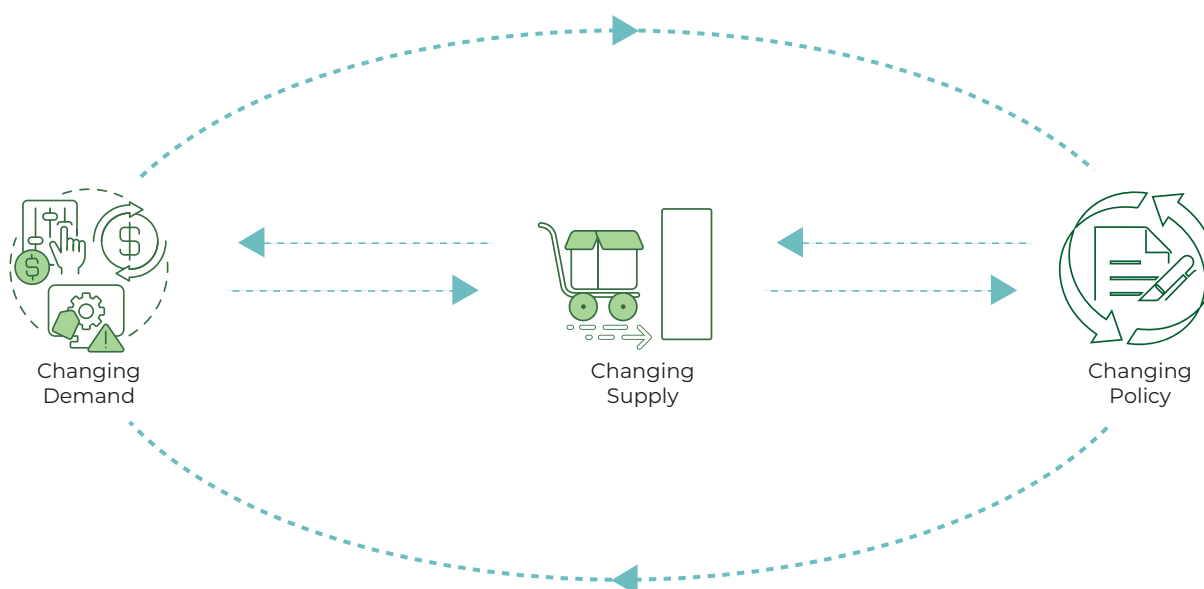
Mission LiFE seeks to translate the vision of LiFE into measurable impact.

It is designed with the objective to mobilise at least one billion Indians and other global citizens to take individual and collective action for protecting and conserving the environment in the period 2022-28.

Within India, at least 80 percent of all villages and urban local bodies are aimed to become environment-friendly by 2028.

As a global programme, Mission LiFE envisions three core shifts in our collective approach towards sustainability

-  **Change in Demand (Phase I):** Nudging individuals across the world to practice simple yet effective environment-friendly actions in their daily lives.
-  **Change in Supply (Phase II):** Changes in large-scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised demands.
-  **Change in Policy (Phase III):** By influencing the demand and supply dynamics of India and the world, the long-term vision of Mission LiFE is to trigger shifts in large-scale industrial and government policies that can support both sustainable consumption and production.



The mission will be incubated, curated and piloted by NITI Aayog and subsequently implemented by the Union Ministry of Environment, Forest and Climate Change, in a non-linear and non-sequential manner. While a proceeding phase will organically feed into the next phase of Mission LiFE, all phases are equally simultaneous in nature.



DID YOU KNOW?

Installing water-efficient fixtures (taps and showers) can reduce water consumption by 30 - 40%.¹⁰

Mission LiFE 2022-23

In 2022-23, Mission LiFE will focus on Phase I, Change in Demand, by nudging individuals, communities and institutions to practice simple environment-friendly actions (LiFE actions) in their daily lives. **In view of Mission LiFE being launched in the 75th year of India's independence, a comprehensive and non-exhaustive list of 75 individual LiFE actions across 7 categories is identified** such that most actions are:

- Specific and measurable
- Easy to practice by individuals, communities and institutions, with minimal supply-side dependencies
- Non-disruptive to ongoing economic activity, and, in fact, promoting economic activity in the foreseeable future

List of Actions

Energy Saved	
1	Use LED bulbs/ tube-lights
2	Use public transport wherever possible
3	Take the stairs instead of an elevator wherever possible
4	Switch off vehicle engines at red lights and railway crossings
5	Use bicycles for local or short commute
6	Switch off irrigation pumps after use
7	Prefer CNG/ EV vehicle over petrol/ diesel vehicles
8	Use carpooling with friends & colleagues
9	Drive in the correct gear. Keep your foot off the clutch when not changing gears
10	Install a solar water or solar cooker heater on rooftops
11	Switch off appliances from plug points when not in use
12	Use biogas for cooking and electricity needs
13	Keep temperature of Air Conditioners to 24 degrees
14	Prefer pressure cookers over other cookware
15	Keep your electronic devices in energy-saving mode
16	Use smart switches for appliances which are used frequently
17	Install community earthen pots for cooling water
18	Defrost fridge or freezer regularly
19	Run outdoors instead of on a treadmill
Water Saved	
20	Adopt cultivation of less water intensive crops like millets
21	Participate in recharge of rural water bodies through Amrit Sarovar Scheme
22	Practice crop diversification. Move from rice & wheat cultivation to pulse & oil seed cropping system.

23	Use efficient water saving technologies (like micro-irrigation, bunding, farm ponds, zero tillage, direct seeded rice, alternate wetting and drying and others)
24	Create rainwater harvesting infrastructure in home/ schools/ offices
25	Use drip irrigation systems created with waste materials, wherever possible
26	Reuse water from washed vegetables to water plants and other purpose
27	Pre-soak heavy pots and pans before washing them
28	Do not discard unused stored water every time there is fresh water coming in taps
29	Use buckets instead of hose pipes to water plants/ floors/ vehicles
30	Fix leaks in flushes, taps and waterpipes
31	Use water-efficient fixtures for taps, and showerheads, and toilet flush units
32	Invest in a water meter for your house to measure water consumption regularly
33	Reuse water drained out from AC/RO for cleaning utensils, watering plants and others
34	Prefer a water purification system that wastes less water
Single Use Plastic Reduced	
35	Use cloth bag for shopping instead of plastic bags
36	Carry your own water bottle wherever possible
37	Reuse glass containers/ packaging plastic items as storage boxes
38	Participate in and mobilize participation for clean-up drives of cities and water bodies
39	Prefer using non-plastic eco-friendly cutlery during gatherings and events
40	Turn off running taps when not in active use
41	Use menstrual cups instead of sanitary napkins
42	Use recycled plastic over virgin plastic, wherever possible
43	Use steel/ recyclable plastic lunch boxes and water bottles
44	Cut the packaging bags used for milk, buttermilk, etc. only partially to avoid plastic bits from mixing into biodegradable waste
45	Opt for bamboo toothbrushes and neem combs
Sustainable Food Systems Adopted	
46	Include millets in diets through Anganwadi, Mid-Day meal and PD scheme
47	Compost food waste at home
48	Create kitchen gardens/ terrace gardens at homes/ schools/ offices
49	Prepare organic manure from cow dungs and apply to farms
50	Prefer locally available and seasonal foods
51	Use smaller plates for daily meals to save food wastage
Waste Reduced (Swachhata Actions)	
52	Contribute cattle waste, food waste, and agricultural waste to biogas plant (provided under GOBARDHAN)
53	Practice segregation of dry and wet waste at homes
54	Use agricultural residue, animal waste for composting, manuring and mulching

55	Recycle and reuse old newspapers, magazines
56	Feed unused and uncooked vegetables leftovers to cattle
57	Set printer default to double-side printing
58	Repair, reuse and recycle old furniture
59	Buy paper products made from recycled paper
60	Donate old clothes and books
61	Do not discard waste in water bodies and in public spaces
62	Do not let pets defecate in the public places
Healthy Lifestyles Adopted	
63	Encourage use of millets in food and indigenous herbs and medicinal plants for nutrition and well being
64	Prefer consuming natural or organic products
65	Start biodiversity conservation at community level
66	Plant medicinal plants such as neem, tulsi, giloy, mint, curry leaves, ashwagandha, curry leaves etc. within household premises
67	Practice natural or organic farming
68	Plant trees to reduce the impact of pollution
69	Avoid purchasing products/souvenirs made from skin, tuskers and fur of wild animals
70	Create and volunteer at community food and cloth banks, and at animal shelters
71	Initiate and/or join green clubs in your residential area/ school/ office
E-Waste reduced	
72	Repair and use electronic devices over discarding the devices
73	Discard gadgets in nearest e-recycling units
74	Use rechargeable lithium cells
75	Prefer cloud storage over a pen drive / hard drive

Key Performance Indicators and Targets

The key performance indicators and corresponding targets of Mission LiFE, from 2022-28, are as follows. These are indicative targets and may be subject to change.

Results Framework Matrix							
Key Performance Indicator	Unit	Target Value					
		Year I	Year II	Year III	Year IV	Year V	Total Value at the end of Year V
Number of Pro Planet People	Million	150	400	650	900	1000	1 Billion
Number of LiFE Villages	Thousand	77	206	335	463	515	515,000
Number of LiFE ULBs	Hundred	5	15	24	33	37	3700
Number of LiFE Districts	No.	115	306	498	690	766	766

(Details of project implementation in view of the above objectives and targets are included in the Mission LiFE Guidelines, to be released soon.)

Impact

When estimated against a business-as-usual scenario by 1 billion Indians in 2022-23 to 2027-28, the impact of LiFE actions can be significant, as demonstrated below with select examples:





**GLOBAL
MISSION
LiFE**

LiFE and a Sustainable Development Goals (SDGs)

The SDGs focused on sustainable cities and communities (SDG 11), responsible production and consumption (SDG 12), climate change (SDG 13), life on land (SDG 15), and life under water (SDG 14) emphasize that all individuals ensure that their lifestyles are in sync with the resources available on the planet.

Further, research from the New Climate Economy highlights that bold environmental action could create as many as 65 million jobs by 2030 (SDG 8: Decent Work and Economic Growth).

SDG 12 entails decoupling economic growth and environmental degradation and demands more efficient and environmentally friendly management of resources, including improving energy efficiency, sustainable infrastructure, access to basic services, and providing green and decent jobs to ensure a better quality of life for all. The societal responsibility towards SDG 12 goes beyond businesses, to involve individual consumers as active participants in the process of achieving this goal.

Given the global commitment to achieving the SDGs by 2030, it is important to note that Mission LiFE contributes directly and indirectly to almost all the SDGs.



Mission LiFE for the world

Global Call for Ideas and Papers

Ideas and research proposals are invited from leading global scholars on how environment-friendly actions can be adopted by individuals, communities and institutions in a measurable and attributable manner. The top 5 ideas will be acknowledged at an international LiFE conference in June 2023.

LiFE Compendium of Global Best and Traditional Practices

NITI Aayog and MoEFCC, in partnership with United Nations India, will create a comprehensive repository of traditional and contemporary best practices from around the world that facilitate the adoption of environment-friendly lifestyles by individuals and communities.

Partnering with other countries

MoEFCC and the Ministry of External Affairs, with the support of NITI Aayog, will coordinate efforts to continually identify and build capacity of countries worldwide to implement Mission LiFE for their respective populations.

Proposed International LiFE Day

By demonstrating the impact of sustainable lifestyles, Mission LiFE will endeavour to mobilise the global community to adopt LiFE and eventually towards getting the proposed International LiFE Day announced by the UN General Assembly.

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उपस्थास्ते अनमीवा अयक्ष्मा अस्मभ्यं
सन्तु पृथिवि प्रसूताः ।
दीर्घं आयुः प्रतिबुध्यमाना वयं
तुभ्यं बलिहृतः स्याम ॥

“We aspire to live long, our children too should live long and be free from sickness and consumption. We are reared in the lap of the Mother Earth. May we have a long life [provided] we are watchful, alert and sacrifice our all for Her.”

Atharva Veda (A.V.) 12.1.62



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