



PRESS INFORMATION BUREAU
(Research Unit)
Ministry of Information and Broadcasting
Government of India



Mission LiFE – Lifestyle for Environment
(Ministry of Environment, Forest and Climate Change)

November 09, 2022

“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 Narendra Modi](#)

What is Mission LiFE?

Mission LiFE is an India-led global mass movement to nudge individual and community action to protect and preserve the environment. At the 26th session of the Conference of the Parties (COP26) to the United Nations Framework Convention on Climate Change (UNFCCC) held in Glasgow, United Kingdom, [India shared the mantra of LiFE - Lifestyle for Environment - to combat climate change.](#) **India is the first country to include LiFE in its Nationally Determined Contributions (NDCs).**



Launch of Mission LiFE

Prime Minister Shri Narendra Modi attended a bilateral meeting with UN Secretary-General, H.E. Mr Antonio Guterres and subsequently launched Mission LiFE at the Statue of Unity, Ekta Nagar, Kevadia, Gujarat on [October 20, 2022.](#)¹

During the launch, the Prime Minister remarked, “The mantra of Mission LiFE is ‘Lifestyle for Environment’. It connects the powers of the people for the protection of this earth and teaches them to utilise it in a better way.” Elaborating further, he said, “Mission LiFE makes the fight against climate change democratic, in which everyone can contribute within their capacity. It inspires us to do all that can be done in our everyday life to protect the environment.”

¹ <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1869466>



Objectives of Mission LiFE

- Mission LiFE seeks to translate the vision of LiFE into measurable impact.
- Mission LiFE 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 preserving the environment in the period 2022 to 2027.
- Within India, at least 80% of all villages and urban local bodies are aimed to become environment-friendly by 2028.²
- It aims to nudge individuals and communities to practise a lifestyle that is synchronous with nature and does not harm it.² Those who practice such a lifestyle are recognised as ‘**Pro Planet People**’.

Here’s why it is crucial for the world:

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

Nearly 3 billion people are projected to experience chronic water scarcity due to droughts at 2°C warming

It is estimated that global economy could lose up to 18% of GDP by 2050 without urgent action by one and all

² <https://www.niti.gov.in/sites/default/files/2022-10/Brochure-10-pages-op-2-print-file-20102022.pdf>

Implementation Mechanism

The ideas and ideals of LiFE will be implemented as a mission-mode, scientific and measurable programme. It seeks to demonstrate India's commitment to walk the talk on climate change by taking the following steps:

- Coordinated and concerted actions by Ministries/Departments
- Compiling a comprehensive and non-exhaustive list of 75 LiFE actions for individuals, communities and institutions
- Conducting a baseline survey to gain insight into the baseline level of all LiFE action indicators against which success can be measured
- Identification of Key Performance Indicators (KPIs) and impact of LiFE actions
- Creation of LiFE Dashboard

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



Change in Demand (Phase I): Nudging individuals across the world to practice simple yet effective environment-friendly actions in their daily lives

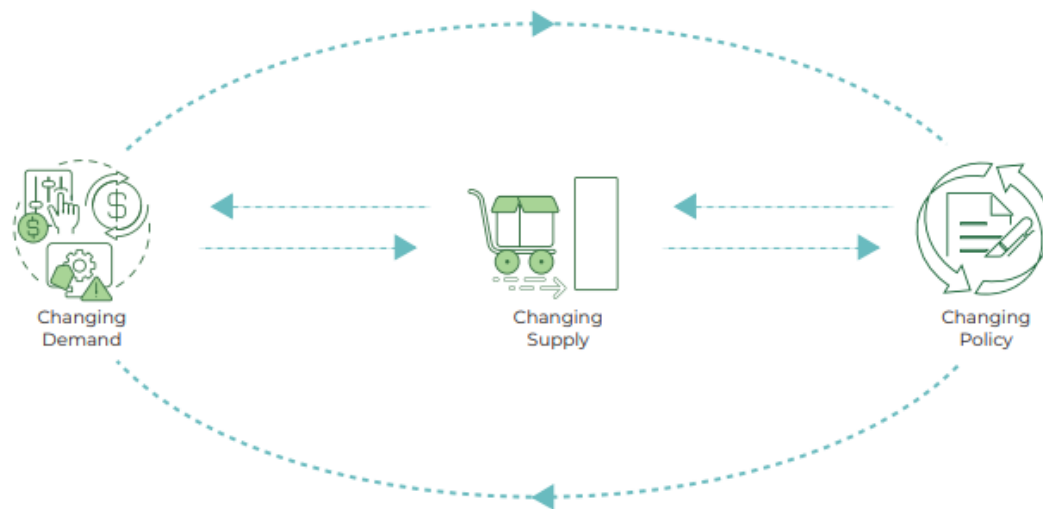


Change in Supply (Phase II): Changes in large-scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised demands



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

Here's how it works:



LiFE builds upon India's environment-friendly culture and traditional practices. An outline is given below:

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



- Many 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 is 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).



Mission LiFE 2022-23

In 2022-23, Mission LiFE will **focus on Phase I, Change in Demand**, by nudging individuals, communities and institutions to practise 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 has been compiled across seven categories.**

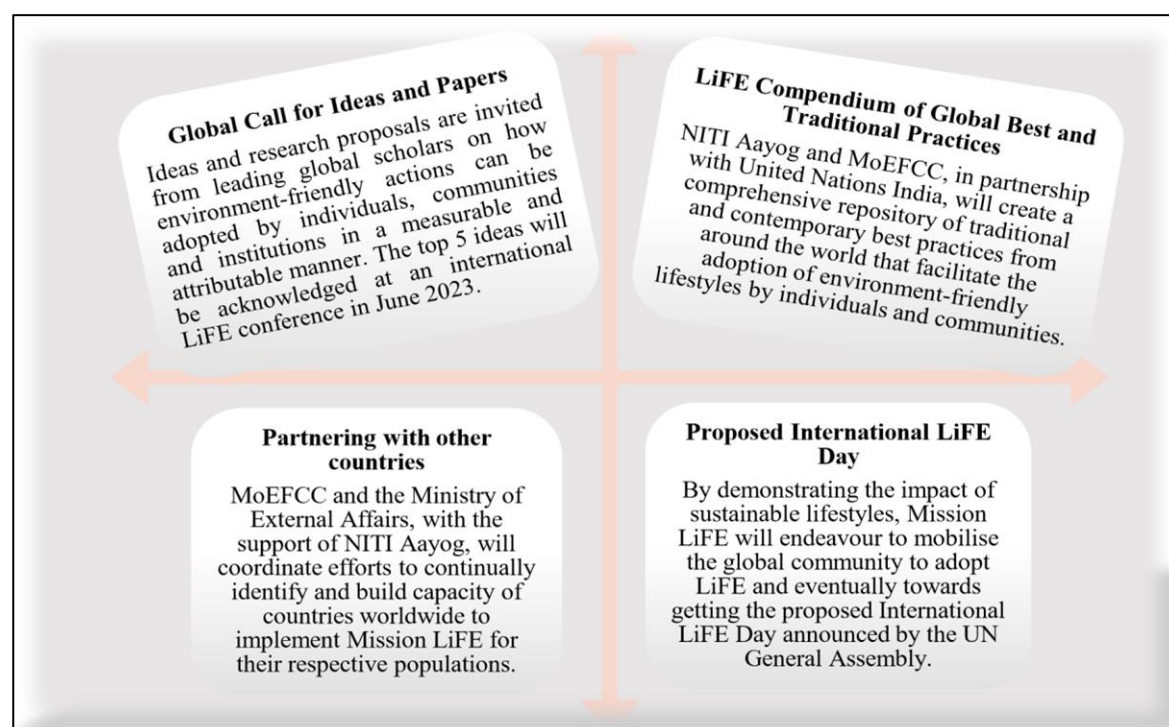
To know more about the list of 75 actions earmarked under Mission LiFE, click [here](#).

Impact of Mission LiFE

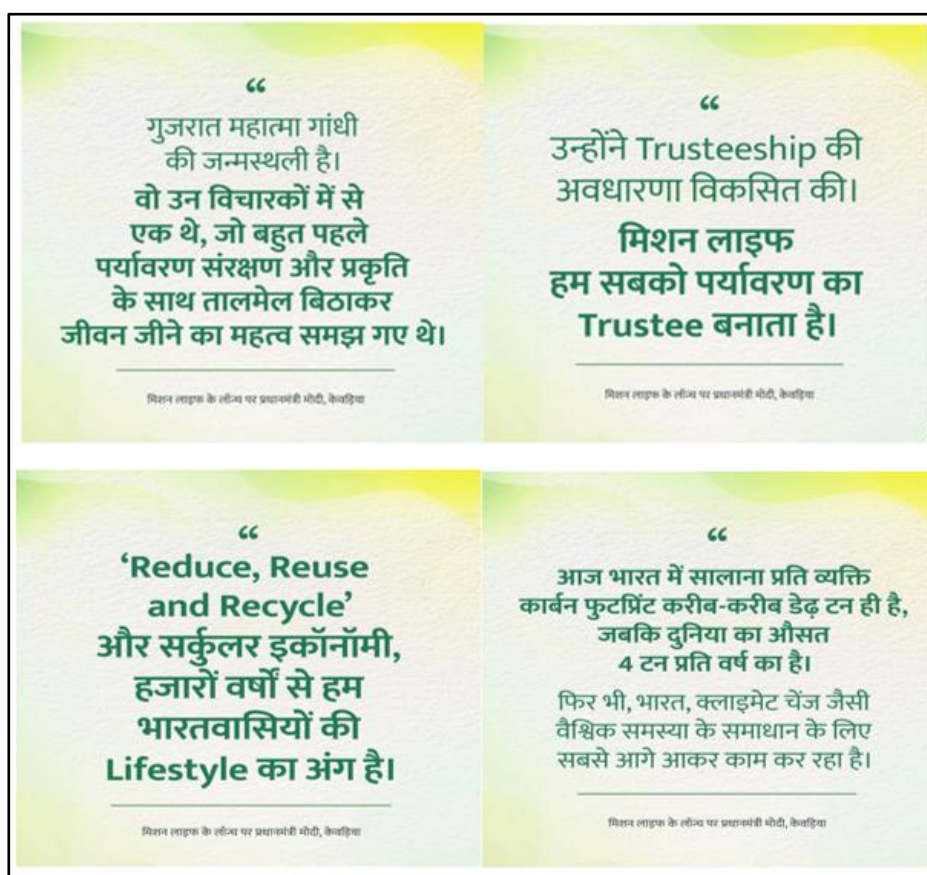
When estimated against a business-as-usual scenario by one billion Indians in 2022-23 to 2027-28, the impact of LiFE actions can be significant, as demonstrated below with select examples:



Mission LiFE for The World



Trusteeship For LiFE – [An Indian tradition](#)



References

- PIB Press Release on [PM launches Mission LiFE at Statue of Unity in Ekta Nagar, Kevadia, Gujarat](#) dated October 20, 2022.
- PIB Press Release on [World leaders congratulate the Prime Minister for the initiative and pledge support](#) dated October 20, 2022.
- PIB Press Release on [Lifestyle Change to Save the Environment](#) dated April 7, 2022.
- <https://www.niti.gov.in/sites/default/files/2022-10/Brochure-10-pages-op-2-print-file-20102022.pdf>
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