



Research Unit
Press Information Bureau
Ministry of Information and Broadcasting
Government of India



World Environment Day 2023

India roots for adopting an environment-friendly lifestyle under Mission LiFE

(Ministry of Environment, Forest & Climate Change)

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“It is very important to organize our efforts to protect the climate and environment. We will be able to give a safe environment to our coming generations only when every citizen of the country makes a united effort to maintain the balance of water, air and land...”

- [Prime Minister Narendra Modi](#)

The theme for World Environment Day 2023 (June 5) is solutions to plastic pollution under the campaign #BeatPlasticPollution. World Environment Day is an occasion which brings together millions of people across the globe for awareness and action for the environment.

The world is being inundated by plastic. More than [400 million tonnes of plastic](#) is produced every year, half of which is designed to be used only once. Of that, less than 10 per cent is recycled. An estimated [19-23 million tonnes](#) ends up in lakes, rivers and seas. Today, plastic clogs landfills leaches into the ocean and is combusted into toxic smoke, making it one of the gravest threats to the planet.



Even more harmful is microplastics which are tiny plastic particles (less than 5mm) that result from both breakdown of larger plastics and commercial product development. Microplastics find their way into the food we eat, the water we drink and even the air we breathe. Many plastic products contain hazardous additives, which may pose a threat to our health.

Realising this threat from plastic pollution, a concerted effort is needed from governments, companies and other stakeholders to manage and solve this crisis. This underscores the importance of this World Environment Day mobilizing action from every corner of the world. World Environment Day 2023 is offering hope that one day, plastic pollution will be history.¹

¹<https://www.worldenvironmentday.global/about/theme-host#>

Why is plastic so popular?

It is not surprising that plastic is so commonplace: it is relatively cheap to produce, durable, flexible and easy to transport. Made from fossil fuels, it began to be mass-produced during the Second World War. As fossil fuel extraction fed plastic production, everything from household

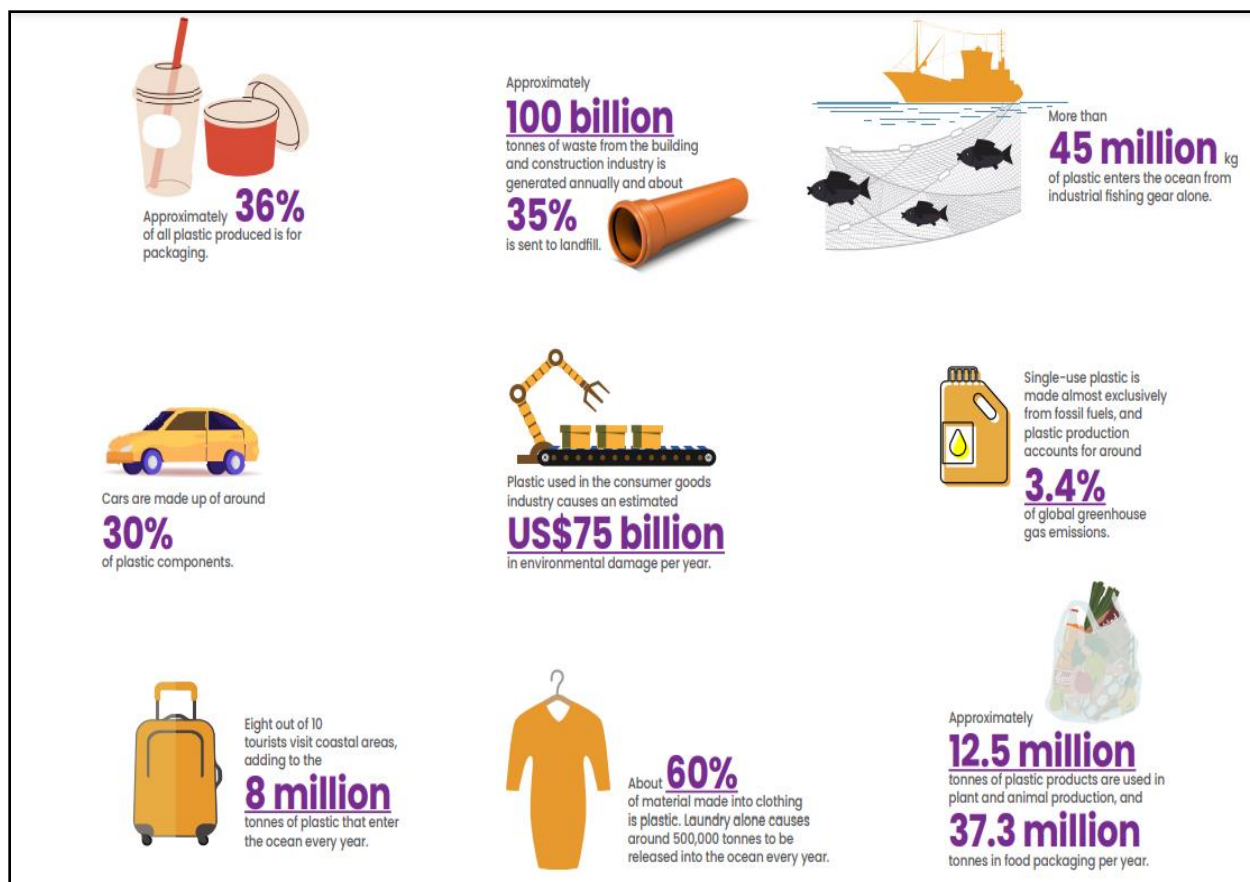
appliances to medical devices were produced using plastic.

Plastic production has surged over the past 50 years and is expected to double over the next 20 years. If no action is taken plastic pollution is set to triple by 2060. For this reason, it is important to transition to a healthier, more economically viable circular economy as soon as possible.

World Environment Day 2023 Host Country: Côte d'Ivoire

World Environment Day 2023 is hosted by Côte d'Ivoire in partnership with the Netherlands. Côte d'Ivoire is showing leadership in the campaign against plastic pollution. Since 2014, it has banned the use of plastic bags, supporting a shift to reusable packaging. The country's largest city, Abidjan, has also become a hub for environmentally-minded start-ups.

This year's World Environment Day will be supported by the Government of the Netherlands, which is one of the countries taking ambitious action along the plastic lifecycle. It is a signatory of the [New Plastics Economy Global Commitment](#) and a member of the [Global Partnership on Plastic Pollution and Marine Litter](#).



India: Single-Use Plastic Ban

India has banned the manufacture, import, stocking, distribution, sale and use of identified single-use plastic items, which have low utility and high littering potential, all across the country from July 1, 2022.²

The identified single-use items which are banned include:

Banned Items

Ear buds with plastic sticks

Plastic sticks for balloons

Plastic flags

Candy sticks

Ice-cream sticks

Polystyrene (Thermocol) for
decoration

Plastic plates

Cups, glasses, cutlery such as forks,
spoons, knives, straw & trays

Wrapping or packing films around
sweet boxes

Invitation cards

Cigarette packets

Plastic or PVC banners less than 100
micron, stirrers

The Plastic Waste Management Amendment Rules prohibit the manufacture, import, stocking, distribution, sale and use of plastic carry bags having a thickness of less than seventy-five microns with effect from September 30, 2021, and having a thickness of less than one hundred and twenty microns with effect from December 31, 2022.

²<https://static.pib.gov.in/WriteReadData/specificdocs/documents/2022/jul/doc20227169001.pdf>

India: Mission LiFE

This year, the Ministry of Environment, Forest and Climate Change, Government of India envisaged celebrating World Environment Day 2023 with a thrust on Mission LiFE. The concept of **LiFE, i.e., Lifestyle for Environment** was introduced by Prime Minister Narendra Modi at the World Leaders' Summit in Glasgow at the 2021 UNFCCC COP26 when he gave a call to rekindle a global pursuit to adopt sustainable lifestyle and practices. Mass mobilisation across the country on LiFE is being organized.³

To read about Mission LiFE in detail, click [HERE](#).

National Museum of Natural History (NMNH)

National Museum of Natural History in collaboration with the National Zoological Park kick-started the mass mobilisation for Mission LiFE on Waste Reduction (Swachhata Actions) on May 5, 2023, to bring behavioural changes among the masses. The participants also pledged to adopt the LiFE Actions.



Zoological Survey of India (ZSI)

Zoological Survey of India started the mass mobilisation for Mission LiFE on 'Save Water' and 'Say no to Plastics' to bring awareness among the youth, in which Dr Dhriti Banerjee, Director, ZSI gave a talk through virtual mode to about 100 young and enthusiastic youth participants.

³<https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1922190#>

National Centre for Sustainable Coastal Management (NCSCM)

National Centre for Sustainable Coastal Management (NCSCM), Chennai, initiated the mass mobilization for Mission LiFE through a “Signature Campaign” and “Green Pledge” of LiFE practices on May 5, 2023. This event was a part of the World Bank Workshop on “Hydromet Service for Coastal, Agricultural, and Urban Resilience and Early Warning”, which aims to learn from the best practices in coastal resilience. In this workshop, delegations from the governments of Bangladesh and Sri Lanka participated and shared their experience in coastal management and sustainable agriculture practices. Participants took part in a green pledge and a signature campaign against littering and the need to live in harmony with nature.



Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP)

The Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) is one of the Central Sector sub-scheme being implemented in alignment with Mission LiFE. As part of the current mass mobilization campaign, 60 EIACP Centres actively promote awareness about sustainable actions that individuals can undertake.



Throughout the month of May 2023, over 2000 LiFE-related events focusing on action and awareness have been organized across India by EIACP Centres. These events have successfully mobilized more than 89,000 individuals to participate in pro-environment activities. Additionally, more than 80,432 Mission LiFE Pledges have been taken by students, individuals, and institutions through the EIACP Network. The wide range of programs including photography, essay writing, debates, quizzes, awareness and outreach initiatives, cleanliness

drives, thematic webinars on LiFE, bicycle rallies, plantation drives, LiFE hoardings on public places such as Bus Stops, etc, promoting LiFE actions through e-rickshaws, plastic collection campaigns, workshops, and the undertaking of a LiFE pledge. Many EIACP Centres have also

conducted competitions such as street plays, paintings, youth parliament conclaves and Jan Bhagidari programs related to Mission LiFE in schools and colleges.⁴

Environment Education Programme (EEP)

The Environmental Education Programme (EEP) is a Central Sector sub-scheme implemented for imparting non-formal environment education through inter alia initiatives to strengthen Eco-club activities in schools and colleges. Sharing the common goal of promoting a sustainable lifestyle, EEP is implemented in complete alignment with Mission LiFE, through State/UT-level Implementing Agencies.

Activities of Eco-clubs have a cascading effect when the children carry the message to their families and further to society. Eco-clubs are used as an effective medium to spread messages on LiFE and thus form an integral part of the mass mobilization drive undertaken in the run-up to the World Environment Day celebrations. In addition to awareness and action events conducted at the school/ college level, the Implementing Agencies also undertake various initiatives to mass mobilise Mission LiFE.

Since the start of the mass mobilization campaign on May 5, 2023, the Implementing Agencies of EEP and Eco-clubs together have registered more than 38,000 awareness and action events on the **Meri LiFE** portal with a participation of 17.8 lakh students, teachers, etc. Activities undertaken by Eco-clubs included pledges, plantation, rallies, awareness sessions, vermicomposting, kitchen garden, quiz competitions, cleanliness drives, street plays, promotion of millet-based foods, etc. Around 17.4 lakh pledges have also been registered under this programme.



⁴<https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1928367>

Implementing Agencies of EEP have organized some very unique and eco-friendly initiatives like nature camps, eco-art workshops, clay & pottery workshop, promotion of eco-friendly green wedding ideas, awareness campaigns on medicinal plants, campaigns in marketplaces against single-use plastics with the help of Eco-club students, painting competition, signature campaigns, distribution of name stickers with LiFE messages, etc.

Awards conferred on the eve of World Environment Day 2023

The Union Minister of Environment, Forest and Climate Change, Shri Bhupender Yadav presided over the award ceremony for *Trash to Treasure Hackathon*, *Dharti Kare Pukaar*, *Youth Conclave & Inter-School Painting Competition*, held on June 4, 2023, on the eve of World Environment Day, in the presence of Minister of State, Shri Ashwini Kumar Choubey, and senior officials of the government. During the award ceremony, prizes were given to winners of the *National Ideation Hackathon* organised by the Central Pollution Control Board for coming out with innovative solutions for battery and electronic waste management. Awards were also



conferred on the winners of the inter-school painting competition on Clean and Healthy Oceans, organised for students for Classes 8th to 12th by the National Museum of Natural History in collaboration with UNEP India, and on the 5 Youth Icon Award winners of Youth Conclave, organised by Indian Institute of Forest Management.⁵

⁵ <https://pib.gov.in/PressReleasePage.aspx?PRID=1929756>

Conclusion

The LiFE Movement aims to utilise the power of collective action and nudge individuals across the world to undertake simple climate-friendly actions in their daily lives. The LiFE movement, additionally, seeks to leverage the strength of social networks to influence social norms surrounding climate. The Mission plans to create and nurture a global network of individuals, namely 'Pro-Planet People' (P3), who will have a shared commitment to adopt and promote environmentally friendly lifestyles.⁶

References:

- PIB Press Release on [Awards conferred on the eve of World Environment Day 2023](#) dated June 4, 2023.
- PIB Press Release on [EIACP Centres and Eco-clubs spreading messages on LiFE](#) dated May 30, 2023.
- PIB Press Release on [Coastal clean-up event and awareness drive on the themes of Mission LiFE organised at Kovalam Beach](#) dated May 25, 2023.
- PIB Press Release on awareness dated May 23, 2023.
- PIB Press Release on [World Environment Day 2023 to be celebrated with a thrust on Mission LiFE](#) dated May 5, 2023.
- <https://www.worldenvironmentday.global/about/theme-host#>
- <https://www.worldenvironmentday.global/get-involved/practical-guide>

Twitter links:

- <https://twitter.com/moefcc/status/1661272718107344896?s=20>
- <https://twitter.com/moefcc/status/1662316005132042240?s=20>

NR/HP/RK/PK/JA

⁶<https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1831364>