



LiFE

Lifestyle for
Environment

Mission Lifestyle for Environment (LiFE)

What is Mission LiFE ?



1. **Mission Lifestyle for Environment (LiFE)**
2. Launched by Hon'ble Prime Minister at Gujarat on 20th October, 2022
3. Piloted by **NITI Aayog**
4. Implemented by the **MoEF&CC**
5. **Aim:**
 - Mobilization of 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
6. **There are 75 individual LiFE actions across 7 categories identified under this Mission**



LiFE

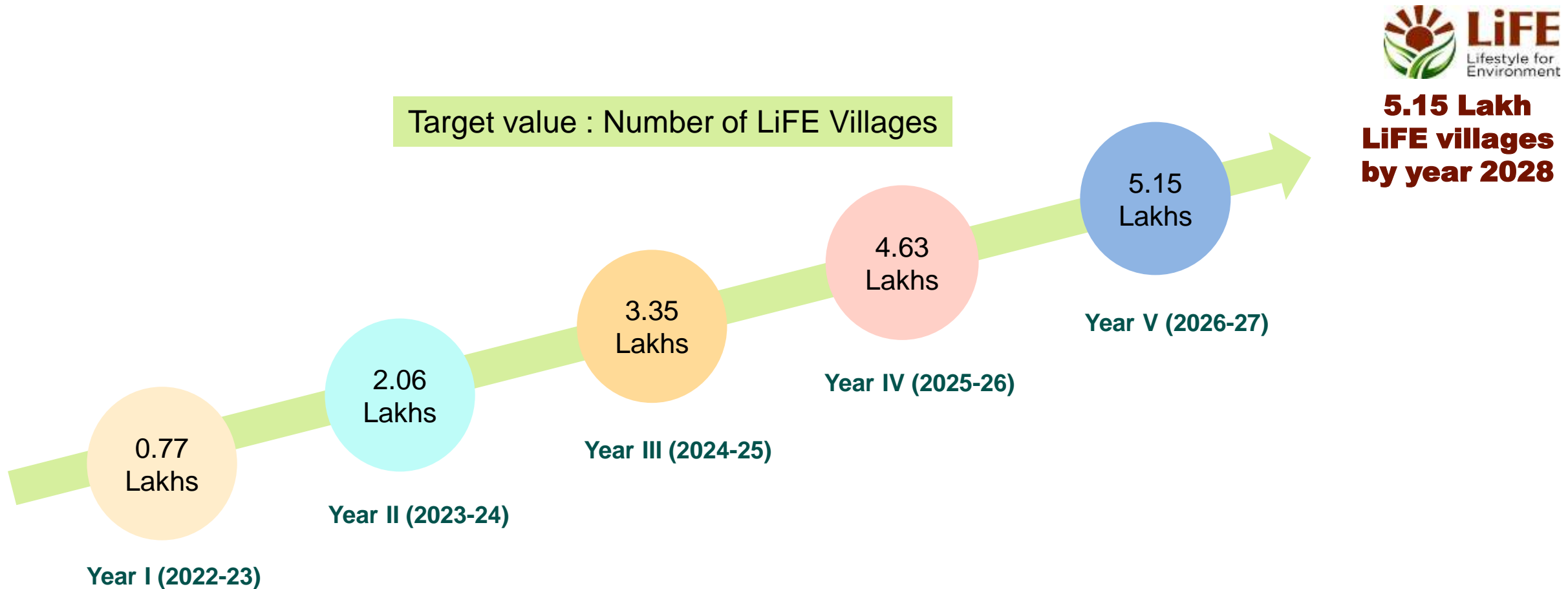
Lifestyle for Environment

75 individual LiFE actions across 7 categories

| Sl.No. | Category | Actions | |
|--------|--|-------------------|---|
| | | Number of actions | Name of Actions |
| 1 | Energy Saved | 19 | Use LED bulbs/ tube-lights, Install a solar water or solar cooker heater on rooftops, Use biogas for cooking and electricity needs etc. |
| 2 | Water Saved | 16 | Adopt cultivation of less water intensive crops like millets, Create rainwater harvesting infrastructure in home/ schools/ offices etc. |
| 3 | Single Use Plastic Reduced | 10 | Reuse glass containers/ packaging plastic items as storage boxes, Use cloth bag for shopping instead of plastic bags etc. |
| 4 | Sustainable Food Systems Adopted | 6 | Compost food waste at home, Prepare organic manure from cow dungs and apply to farms etc. |
| 5 | Waste Reduced (Swachhata Actions) | 11 | Contribute cattle waste, food waste, and agricultural waste to biogas plant (provided under GOBARDHAN), Practice segregation of dry and wet waste at homes etc. |
| 6 | Healthy Lifestyles Adopted | 9 | Practice natural or organic farming, Encourage use of millets in food and indigenous herbs and medicinal plants for nutrition and well being etc. |
| 7 | E-Waste reduced | 4 | Repair and use electronic devices over discarding the devices, Discard gadgets in nearest e-recycling units etc. |

How is it relevant to villages?

Key performance indicators and corresponding indicative targets of Mission LiFE **specifically for villages**



How Panchayati Raj is concerned with this Mission ?



Actionable point:

Designate a village as a 'LiFE village'

A village is deemed a LiFE Village when:

1. Its Gram Panchayat has passed **resolution** to make the village a LiFE Village
2. At least 75 per cent of households in the village practice **at least 10 LiFE actions;**
3. All public institutions in the village practice and promote **at least 10 LiFE actions;**
and
4. All public places in the village are free of any littered waste

A common action point for all : Awareness / Publicity (including of its logo)

Actions taken by MoPR



| Actionable point under Mission LiFE | Action taken |
|--|--|
| Declare LiFE Villages as per target | <ul style="list-style-type: none">• Measurable unit taken as GP for monitoring progress and achievement• 35 LiFE actions shortlisted to be monitored in first phase• Portal being developed to capture the progress and monitor it (Possibly to be launched in January, 2023) |
| Ensure Publicity of Mission LiFE | <ul style="list-style-type: none">• Customized IEC material developed by MoEF&CC circulated to all states/UTs and also on social media platforms• Advisory (D.O. dated 22.12.2022) issued to states/UTs, inter-alia, informing:<ul style="list-style-type: none">✓ 35 LiFE actions shortlisted to be monitored through GPs✓ Suggestive publicity/awareness strategy✓ Mapping of 23 LiFE actions with National Panchayat Awards themes and its parameters✓ Mapping of 14 LiFE actions with revamped GPDP activities |

Mission LiFE: 35 individual LiFE actions shortlisted by MoPR for first phase monitoring

Energy Saved (9)

| | |
|---|---|
| 1 | Use LED bulbs/ tube-lights |
| 2 | Use public transport wherever possible |
| 3 | Use bicycles for local or short commute |
| 4 | Prefer CNG/EV vehicle over petrol/diesel vehicles |
| 5 | Use carpooling with friends and colleagues |
| 6 | Install a solar water or solar cooker heater on rooftops |
| 7 | Use biogas for cooking and electricity needs |
| 8 | Use smart switches for appliances which are used frequently |
| 9 | Install community earthen pots for cooling water |

Water Saved (7)

| | |
|----|---|
| 10 | Adopt cultivation of less water intensive crops like millets |
| 11 | Participate in recharge of rural water bodies through Amrit Sarovar Scheme |
| 12 | Practice crop diversification. Move from rice & wheat cultivation to pulse & oil seedcropping system. |
| 13 | Use efficient water saving technologies (like micro-irrigation, bunding, farm ponds, zero tillage, direct seeded rice, alternate wetting and drying and others) |
| 14 | Create rainwater harvesting infrastructure in home/ schools/ offices |
| 15 | Use drip irrigation systems created with waste materials, wherever possible |
| 16 | Prefer a water purification system that wastes less water |

Single Use Plastic Reduced (5)

| | |
|----|--|
| 17 | Use recycled plastic over virgin plastic, wherever possible |
| 18 | Use cloth bag for shopping instead of plastic bags |
| 19 | Participate in and mobilize participation for clean-up drives of cities and water bodies |
| 20 | Prefer using non-plastic eco-friendly cutlery during gatherings and events |
| 21 | Use steel/recyclable plastic lunch boxes and water bottles |

Mission LiFE: 35 individual LiFE actions shortlisted by MoPR for first phase monitoring

Sustainable Food Systems Adopted (4)

- | | |
|----|--|
| 22 | Include millets in diets through Anganwadi, Mid-Day meal and PD scheme |
| 23 | Compost food waste at home |
| 24 | Create kitchen gardens/ terrace gardens at homes/ schools/ offices |
| 25 | Prepare organic manure from cow dungs and apply to farms |

Waste Reduced (Swachhta Actions) – (4)

- | | |
|----|--|
| 26 | Contribute cattle waste, food waste, and agricultural waste to biogas plant (provided under GOBARDHAN) |
| 27 | Practice segregation of dry and wet waste at homes |
| 28 | Use agricultural residue, animal waste for composting, manuring and mulching |
| 29 | Do not discard waste in water bodies and in public spaces |

Healthy Lifestyles Adopted (5)

- | | |
|----|---|
| 30 | Encourage use of millets in food and indigenous herbs and medicinal plants for nutrition and well being |
| 31 | Start biodiversity conservation at community level |
| 32 | Practice natural or organic farming |
| 33 | Plant trees to reduce the impact of pollution |
| 34 | Initiate and/or join green clubs in your residential area/ school/ office |

E-Waste Reduced (1)

- | | |
|----|--|
| 35 | Discard gadgets in nearest e-recycling units |
|----|--|

Mission LiFE actions mapping with National Panchayat Awards parameters and revamped GPDP activities



Number of LiFE actions aligned with National Panchayat Awards (themes) parameters

23



Included in 35 LiFE actions shortlisted

Number of LiFE actions aligned with revamped GPDP activities

14



Will be included appropriately in next phase once revamping of GPDP portal is completed

How a Gram Panchayat can be recognized as LiFE GP ?

1. GP must pass **resolution** to make itself a LiFE GP
2. At least **75 per cent of households** in the GP practice **at least 10 LiFE actions** (out of 35 in first phase)
3. All public institutions in the GP practice and promote **at least 10 LiFE actions** (out of 35 in first phase)
4. All public places in the village are **free of any littered waste**
5. GP has created **awareness** on Mission LiFE (including of its logo)



What Gram Panchayats need to do ?



- **Fill the updated data/information on:**

- ✓ Mission LiFE tab of **Awards portal**
- ✓ Information on **awareness creation activity** for Mission LiFE in revamped GPDP portal (*which will be auto captured by Mission LiFE tab on awards portal through revamped GPDP portal*) –

(One activity on awareness generation by GPs on Mission LiFE will be included under revamped GPDP portal. The data on this will be automatically captured on Mission LiFE tab under Awards portal)

- **To be done within a specified timeline/periodically (tentative)**

- ✓ Portal may open for this by January, 2023
 - ✓ First time information to be filled by GPs by 31st March, 2023
 - ✓ Subsequently, data to be updated regularly by GPs, on weekly/monthly basis
- User credentials for the same will be shared by NIC team for this purpose
 - Orientation of states/UTs will be conducted by MoPR

A detailed Standard Operating Procedure will be shared by MoPR

Mission LiFE : Media strategy for states/UTs



1. **Sharing the Mission LiFE document** with all Panchayati Raj Institutions (may be translated in local languages).
2. **Sensitization workshops/seminars** for PRIs
3. **Integrating a session/discussion** on Mission LiFE agenda in ongoing/upcoming training sessions for PRIs.
4. Posting of messages/ creatives on **Social Media platforms**
5. **Partnering** with line departments/media/academic institutions/organizations for publicity of Mission LiFE
6. **Publicity of Logo** of Mission LiFE through print / social media among PRIs/masses.
7. Include **special agenda** on Mission LiFE in the upcoming scheduled **Gram Sabhas/Special Gram Sabhas**

THANK YOU