



**India Japan
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**Presentation By:
Ministry of Environment, Forest and Climate Change (MoEF&CC)**



About LiFE

An international mass movement towards 'mindful and deliberate utilization, instead of mindless and destructive consumption' to protect and preserve the environment.

- Hon'ble PM, Shri Narendra Modi at CoP26 in Glasgow

It emboldens the spirit of the P3 model, i.e. Pro Planet People, as it is premised on the basic principles of 'Lifestyle of the planet, for the planet and by the planet'.

- Hon'ble PM, at launch of Mission LiFE at Ekta Nagar, October 2022

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"



Mission LiFE Envisions Three Core Shifts in Collective Approach towards Sustainability

01

Change in Demand : Nudging Individuals into Environment Friendly Actions

02

Change in Supply : Nudging Industries and Markets to respond to changes in large scale individual demand and to tailor supply and procurement accordingly

03

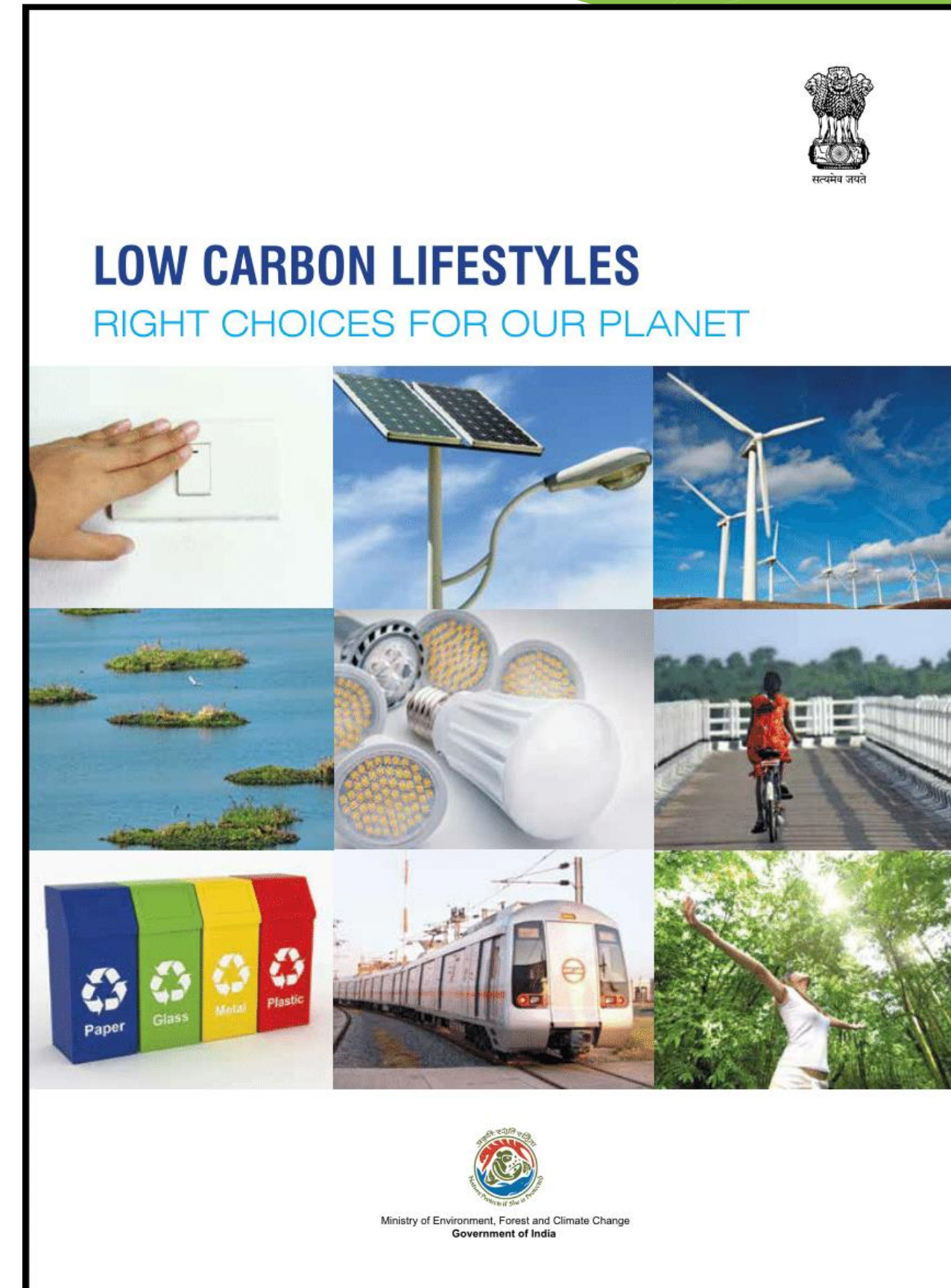
Change in Policy : Trigger shifts in large scale industrial and government policies to support sustainable consumption and production



Among the three core shifts in collective approach towards sustainability of Mission LiFE, change in demand is the most significant one.

In order to nudge individuals into environment friendly actions Ministry of Environment, Forest and Climate Change has launched a document on ‘Low Carbon Lifestyles’ in the year 2016.

The document highlights the small steps across sectors ranging from water, electricity, waste, biodiversity etc that we as individuals can take to chart out a pathway towards ‘Low Carbon Lifestyle’.



Electricity

- Take the stairs instead of an elevator at work
- Choose clothes line over a dryer
- Switch off appliances from plug points when not in use
- Replace incandescent bulbs with LED lamps
- Install community earthen pots for cooling water

Waste Management

- Practice segregation of dry and wet waste at homes
- Reduce the use of just 1 ream of paper per month at work and set the printer to double side printing
- Reuse old chart paper in school and collect unused sheets from old notebooks to make new ones
- Send used notebooks and examination papers for recycling from the school
- Feed unused and uncooked vegetables leftovers to cattle



Water

- Water plants with water that has been used to wash vegetables and lentils
- Use a bucket and cloth to wash your vehicle instead of a hosepipe
- Invest in rainwater harvesting, dual flush toilets and low flow tap fixtures
- Adopt cultivation of less water intensive crops like millets
- Fix leaks in taps, showers and flushes

Forests and Biodiversity

- Look for alternatives to wooden furniture, flooring and articles
- Plant a tree on your birthday
- Help organizations that are implementing forestry programmes on a larger scale
- Buy local forest produce that is sustainably sourced
- Do not waste paper



Road Ahead:

- A document on ‘India’s Long- Term Low-Carbon Development Strategy’ has been submitted to UNFCCC by MoEF&CC. This document has incorporated a chapter on Lifestyle for Environment which highlights the importance of environment friendly culture and traditional practices.
- India has in a global call for Ideas and Papers on 5th June,2022 (World Environment Day) , invited Ideas and research proposals from leading global scholars on how environment-friendly actions can be adopted by individuals, communities and institutions in measurable and attributable manner.
- Mission LiFE was launched by Hon’ble Prime Minister on 20th October, 2022 wherein a brochure on LiFE was released in Kevadia. The brochure comprises of a comprehensive and non-exhaustive list of 75 LiFE actions for individuals, communities and institutions divided under 7 LiFE themes.

“If we as individual take these actions individually, then it will make a huge difference”



THANK YOU
LET'S TAKE CARE OF OUR EARTH

