



mission life infographic

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Mission LiFE

Lifestyle For Environment
(Encourage P3 i.e. Pro Planet People)

Approach



Focus on
Individual Behaviours



Co-create Globally



Leverage
Local Cultures

- Concept was introduced by Prime Minister at **COP26** in Glasgow in November 2021.
 - **LiFE Global Movement** invites ideas from across the world aimed at individuals, households and communities to drive climate-friendly behaviours.
- **Mission LiFE** has been launched at the Statue of Unity in Gujarat.
 - To mobilise at least one billion Indians and other global citizens to take individual and collective action for conserving the environment in the **period 2022-28**.
- **Piloted by NITI Aayog** and **implemented by the Union Ministry of Environment, Forest and Climate Change**.

According to UNEP, if **1** out of **8 billion** people worldwide **adopt environment-friendly behaviours** in their daily lives, **global carbon emissions could drop upto 20%**.

Examples Set by India

- **Swachh Bharat Mission (SBM)** led to the use of over 100 million toilets in rural India within a span of 7 years.
- **Ujjwala Scheme** increased households with LPG connections from 62% in 2015 to 99.8% in 2021.
- **Traditional Indian practices** such as adaptive architectural forms that minimise electricity consumption and dietary preference for plant-based foods and millets can serve as foundations for LiFE.



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