



Meri LiFE App

Why in News?

The **Ministry of Environment, Forest, and Climate Change** has launched a mobile application called **“Meri LiFE” (My Life)** to mobilize youth for climate change ahead of World [Environment Day](#) on 5th June.

- The Ministry has developed two dedicated portals for LiFE: the [Mission LiFE Portal](#) and the **Meri LiFE Portal**.

What is the Goal of the Meri LiFE App?

- The Meri LiFE app aims to showcase the power of citizens, especially young people, in **saving the environment by emphasizing the impact of simple actions in daily lives**.
 - The app is intended to catalyze a national movement for **LiFE (Lifestyle for Environment)** by creating a structured way to track the progress being made on **Mission LiFE**.
- It encourages users to participate in a series of LiFE-related tasks under five themes: **Save Energy, Save Water, Reduce [Single Use Plastic](#), Adopt Sustainable Food Systems, and Adopt Healthy Lifestyle**.
- Upon successful sign-up, users are guided through a gamified experience to take the 5 for 5 challenge and take **five LiFE actions towards June 5th, 2023**.

What is Mission LiFE?

- The idea of LiFE was introduced by the Prime Minister of India during the **26th United Nations Climate Change Conference of the Parties (COP26)** in Glasgow on **1st November 2021**.
- The LiFE Movement aims to utilize the power of collective action and nudge individuals across the world to undertake simple [climate-friendly actions](#) in their daily lives.
 - Additionally, it also 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.
 - Through the P3 community, the **Mission seeks to create an ecosystem that will reinforce and enable environmentally friendly behaviors to be self-sustainable**.
- The Mission envisions replacing the prevalent **‘use-and-dispose’ economy—governed by mindless and destructive consumption**—with a circular economy, which would be defined by mindful and deliberate utilization.

World Environment Day 2023

- **About:**
 - **World Environment Day** was established on **June 5th, 1974**, by the United [Nations General Assembly](#). It serves as a global platform for raising awareness and acting on **pressing environmental issues**.
- **Theme for 2023:**
 - The theme for **World Environment Day 2023** is **Solutions to [Plastic Pollution](#)**, which

aligns with one of the **seven themes of Mission LiFE: “Reducing the use of single-use plastic items.”**

- 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% is recycled**. An estimated **19-23 million tonnes end up in lakes, rivers and seas**.

▪ **Host:**

- It is hosted by **Côte d'Ivoire in partnership with the Netherlands**.
 - India hosted **2018 World Environment Day** with **“Beat Plastic Pollution” as the theme**.

UPSC Civil Services Examination, Previous Year Question (PYQ)

Prelims

Q. The ‘Common Carbon Metric’, supported by UNEP, has been developed for: (2021)

- (a) assessing the carbon footprint of building operations around the world
- (b) enabling commercial fanning entities around the world to enter carbon emission trading
- (c) enabling governments to assess the overall carbon footprint caused by their countries
- (d) assessing the overall carbon foot-print caused by the use of fossil fuels by the world in a unit time

Ans: (a)

Source: PIB

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