



# Environmental Awareness Event at Kurukshetra University

## Why in News?

Recently, the Vice Chancellor of **Kurukshetra University (KU)** inaugurated the marathon, awareness cum exhibition and extension lecture under the [Mission LiFE](#) campaign in KU.

## Key Points

- On this occasion the Vice Chancellor also formally **inaugurated the activities of the Eco Club and administered the oath of Mission LiFE to everyone.**
- Mission LiFE is proving to be a people's movement to make India self-reliant and closer to nature.
  - In 2021, India gave the mantra of environmental lifestyle to the world from the platform of the United Nation.
- The program was organised under the joint aegis of [World Wide Fund for Nature \(WWF\)](#) India and KU in collaboration with the **EIACP (Environment Information, Awareness, Capacity Building and Livelihood Programme)** of the **Ministry of Environment, Forest and Climate Change.**
- Further students will also participate in the [Earth Hour](#) program and will be a part of the world campaign.
  - Earth Hour is the WWF's annual initiative **that began in 2007.**
  - It encourages people from more than **180 countries to switch off the lights from 8.30 pm to 9.30 pm** as per their local time.

## World Wide Fund for Nature (WWF)

- It is the **world's leading conservation organisation** and works in more than 100 countries.
- It was **established in 1961** and is headquartered at Gland, Switzerland.
- Its mission is **to conserve nature and reduce the most pressing threats** to the diversity of life on Earth.

## EIACP (Environment Information, Awareness, Capacity Building and Livelihood Programme)

- EIACP Programme Centre Resource Partner "Wildlife & Protected Areas", Wildlife Institute of India, Dehradun formerly known as ENVIS was established as the **23rd Environmental Information System (ENVIS) Centre** in India in **September 1997.**
- The Programme Centre is a repository of all information, publications and other value added products on its assigned subject area; maintaining a database; conducting various events and activities across the year including mass awareness campaigns and events as directed by the Ministry of Environment, Forest and Climate Change.

# 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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