

वैज्ञानिक तथा औद्योगिक अनुसंधान परिषद
Council of Scientific and Industrial Research
अनुसंधान भवन, 2, रफी मार्ग, नई दिल्ली-110001
Anusandhan Bhawan, 2, Rafi Marg, New Delhi-110001

No. : 5-1(17)/2008-PD

दिनांक/Dated : 30.09.2025

कार्यालय ज्ञापन / OFFICE MEMORANDUM

विषय : मिशन लाइफ (पर्यावरण के लिए जीवनशैली) - के संबंध में ।

Sub : Mission LiFE (Lifestyle for Environment) - reg.

अधोहस्ताक्षरी को यह कहने का निदेश हुआ है कि सक्षम प्राधिकारी ने सचिव, पर्यावरण, वन और जलवायु परिवर्तन मंत्रालय, भारत सरकार द्वारा उपरोक्त विषय पर जारी दिनांक 02 सितम्बर, 2025 के अर्धशासकीय पत्र संख्या 08/151/2023-LiFE Cell को सभी सीएसआईआर प्रयोगशालाओं/संस्थानों/इकाइयों को सूचना, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने की स्वीकृति प्रदान की है।

The undersigned is directed to state that the Competent Authority has accorded approval to forward the D.O letter No. 08/151/2023-LiFE Cell dated 02nd September, 2025 on the above subject issued by Secretary, Ministry of Environment, Forest and Climate Change, Government of India to all CSIR Labs./Instts./Units for information, guidance and compliance.


30/9/25

(कुमार राहुल/Kumar Rahul)

उप सचिव (नीति प्रभाग)/Deputy Secretary (PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

- 1) सी.एस.आई.आर. की सभी राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान
The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units
- 2) सी.एस.आई.आर. वेबसाइट/ CSIR Website
- 3) कार्यालय प्रति/Office copy



तन्मय कुमार
TANMAY KUMAR

D.O. No. 08/151/2023-LiFE Cell
September 2, 2025

सचिव
भारत सरकार
पर्यावरण, वन और जलवायु परिवर्तन मंत्रालय
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST
AND CLIMATE CHANGE

Dear Sir/M'am,

As you are aware, Mission LiFE (Lifestyle for Environment), launched by the Hon'ble Prime Minister, seeks to inspire and encourage individuals and communities to adopt sustainable lifestyles aimed at protecting and preserving our environment.

In line with this vision, the Ministry of Environment, Forest and Climate Change (MoEFCC) has been actively engaging with various Ministries, Departments, State Governments, and organizations to amplify the objectives of Mission LiFE through various mass mobilisation campaigns and other initiatives.

As part of this effort, MoEFCC, in collaboration with the Asian Development Bank (ADB), has prepared a comprehensive report titled "**Supporting Institutional Knowledge Development and Capacity Building for Planning of Innovative and Sustainable Projects and Programs – Mainstreaming Mission LiFE.**" This report provides **General Recommendations** which are applicable across Ministries and organizations for adopting Mission LiFE principles and some **Specific Recommendations** pertaining to certain Ministries. The report along with the General Recommendations at Annexure-1 is enclosed for your kind reference.

You are requested to kindly examine the recommendations and consider integrating these general recommendations in the day to day functioning of your Ministry. Your continued support will be instrumental in transforming Mission LiFE into a nationwide, sustained people's movement for environmental sustainability.

We look forward to your valued support and cooperation in implementing Mission LiFE through your Ministry.

Warm regards,

ABhim
Encls.: As above

Yours sincerely,

Tanmay Kumar
2/9/25
(Tanmay Kumar)

Secretaries of all the Ministries/Departments of Government of India (As per list attached)

General Recommendations for Ministries/organizations

Type of Action and Recommendation	Mission LiFE Theme(s)	Mission LiFE Phase	Recommended Actions
Waste data dashboard	Reduce Waste	Change in Demand	<ul style="list-style-type: none"> Waste data (in kilograms) can be displayed prominently at the common area in office premises to enable reduction in quantity of waste generated
Electricity load consumption dashboard	Save Energy	Change in Demand	<ul style="list-style-type: none"> Floor wise electricity utilization comparison to be displayed prominently at the office premises to nudge employees to reduce electricity usage Activities/nudges presenting various ways to reduce electricity consumption can be displayed along with this dashboard
Water used dashboard	Save Water	Change in Demand	<ul style="list-style-type: none"> Floor/ Wing/ Building wise water utilization comparison to be displayed prominently at the office premises to nudge employees to reduce water usage Activities/nudges presenting various ways to reduce water consumption can be displayed along with this dashboard
Quantity of paper used dashboard	Reduce Waste	Change in Demand	<ul style="list-style-type: none"> Floor wise paper used for printing can be tracked by the administration department and utilization comparison to be displayed prominently at the office premises to nudge employees to reduce water usage
Use of recycled water in washrooms	Save Water	Change in Supply	<ul style="list-style-type: none"> For large office premises, wastewater generated can be treated in premises and can be used in washrooms
Shift to energy efficient fans	Save Energy	Change in Demand	<ul style="list-style-type: none"> Refitting of normal fans with energy efficient BLDC fans in government premises
Collection facility for paper to be shredded	Reduce Waste	Change in Demand	<ul style="list-style-type: none"> Providing common facility in office premises where paper to be shredded can be collected, shredded and recycled
Provision of cloud storage for digital files	Reduce Waste	Change in Supply	<ul style="list-style-type: none"> NIC can provide each employee cloud space of 20-25 GB to store the files in digital format instead of physical one
Air conditioner audit of office premises	Save Energy	Change in Demand	<ul style="list-style-type: none"> Air conditioner audit of office premises can be made compulsory to improve the energy efficiency of these systems all along their life cycle
Refillable printer cartridge	Reduce Waste	Change in Demand	<ul style="list-style-type: none"> Refillable printer cartridges can be made mandatory for offices to reduce plastic waste
Enhancing list of permitted CSR activities to mainstream Mission LiFE objectives	All Themes	Change in Policy	<ul style="list-style-type: none"> Incorporate Mission LiFE oriented initiatives within the list of permitted CSR activities Develop guidelines for integrating Mission LiFE-oriented objectives and thematic alignment in national CSR policy for private and public sector

An aerial photograph of a park area. A winding path cuts through lush green trees and grass. To the left, a multi-lane road with a few cars is visible. The entire scene is framed by a yellow border that follows the path's curve.

Supporting Institutional Knowledge Development and Capacity Building for Planning of Innovative and Sustainable Projects and Programs - Mainstreaming Mission LiFE

PART - I

**Ministry of
Environment, Forest
and Climate Change**

February 2025

Table of Contents

1.	Introduction to Mission LiFE	4
2.	Initiatives for Promoting Pro-Planet, Sustainable Lifestyles: Global Success Stories.....	9
2.1	Few Global success stories promoting Sustainable Lifestyle	9
2.1.1.	Global Initiatives by Development Organisations on Mission LiFE Themes..	12
2.1.2.	Initiatives in India by Development Organisations on Mission LiFE Themes	13
3.	Initiatives by Government of India MDOs on Mission LiFE.....	15
4.	Mainstreaming Mission LiFE: Recommended Engagement Strategy and Action Plan	22
4.1	Stakeholder Identification and Engagement.....	22
4.2	Strategic Recommendations for Supporting Mainstreaming of Mission LiFE	23
4.2.1	Thematic & Sectoral Strategy for supported Mainstreaming Mission LiFE....	25
4.2.2	Ideas implementable across various MDOs and can be championed by MOEFCC as the Nodal Ministry:	26
4.2.3	Actionable recommendations for key Ministries for mainstreaming Mission LiFE	28
4.3	Globalisation of Mission LiFE:.....	37
4.4	Possible areas of support by ADB for mainstreaming Mission LiFE:	39
4.5	Data Aggregation, Monitoring & Evaluation of Mission LiFE Initiatives	40
Annexure 1	42
Annexure 2	45
	Ministry of Housing & Urban Affairs	45
	Ministry of Jal Shakti.....	46
	Ministry of Tourism	48
	Ministry of Panchayati Raj	48
	Ministry of Agriculture & Farmers' Welfare	49
	Ministry of Railways	50
	Ministry of Education	51
	Ministry of Youth Affairs & Sports.....	52
	Ministry of New and Renewable Energy	52
	Department for Promotion of Industry and Internal Trade	53
	Ministry of Petroleum and Natural Gas	54
	Ministry of Information and Broadcasting	54
	Ministry of AYUSH	55
	Department of Women and Child Development	55

List of Tables

Table 1: Study of key national schemes and programmes with potential areas of work of various MDOs (Template).....	7
Table 2: Mission LiFE initiatives by various MDOs (Template).....	7
Table 3: Suggestions for mainstreaming Mission LiFE (Template).....	7
Table 4: Best practices and success stories due to behavioural nudges.....	9
Table 5: Initiatives related to Mission LiFE themes by Development Agencies across Globe	12
Table 6: Initiatives related to Mission LiFE themes by Development Agencies in India	13
Table 7: Publications on Mission LiFE by MOEF&CC.....	16
Table 8: Mission LiFE initiatives by GoI Ministries	18
Table 9: Ideas which can be implemented by multiple Ministries	26
Table 10: Actionable points for key Ministries for implementation	28
Table 11: Globalisation of Mission LiFE	37
Table 12: 75 Ideas to Promote LiFE - NITI Aayog global call	42
Table 13: Key schemes, programmes and initiatives of MoHUA.....	45
Table 14: Key schemes, programmes and initiatives of Ministry of Jal Shakti.....	46
Table 15: Key schemes, programmes and initiatives of MoT	48
Table 16: Key schemes, programmes and initiatives of MoPR	48
Table 17: Key schemes, programmes and initiatives of MoA&FW	49
Table 18: Key schemes, programmes and initiatives of Ministry of Railways.....	50
Table 19: Key schemes, programmes and initiatives of Ministry of Education	51
Table 20: Key schemes, programmes and initiatives of MYAS	52
Table 21: Key schemes, programmes and initiatives of MNRE.....	52
Table 22: Key schemes, programmes and initiatives of DPIIT	53
Table 23: Key schemes, programmes, and initiatives of MoPNG.....	54
Table 24: Key schemes, programmes, and initiatives of MIB.....	54
Table 25: Key schemes, programmes, and initiatives of Ministry of Ayush	55
Table 26: Key schemes, programmes, and initiatives of DoWCD	55

List of Figures

Figure 1: Mission LiFE Themes.....	5
Figure 2: Objectives and phases of Mission LiFE	5
Figure 3: Approach and Methodology.....	6
Figure 4: Thematic areas of 75 ideas to promote LiFE (Niti Aayog).....	17
Figure 5: Stakeholder Groups	22
Figure 6: Mission LiFE High Level Strategy.....	25
Figure 7: Data aggregation architecture for Mission LiFE activities	41

1. Introduction to Mission LiFE

The Intergovernmental Panel on Climate Change's Synthesis Report (2023) has established that more than a century of burning fossil fuels as well as unequal and unsustainable energy and land use have led to global warming of 1.1° Celsius above pre-industrial levels. The impacts of climate change, such as extreme weather events, are being felt worldwide. The most vulnerable people and ecosystems, especially in developing nations, are facing the greatest challenges in coping with these effects. The inadequacy of current efforts to mitigate the severity of the climate crisis highlight the need to reconsider how emission reduction strategies are being framed.

Over the years, through discussion on sustainable consumption and production (SCP), it has been recognised that, to effectively mitigate climate change, it is crucial to disrupt the cycle of unsustainable consumption and production patterns of goods and services. A systematic shift towards sustainable practices, policies and technologies that reduce the demand for, and supply of environmentally harmful products has been necessitated.

To this end, Mission LiFE (Lifestyle for Environment) concept, proposed by the Prime Minister at COP 26 has been envisioned as a global mass movement led by India, aimed at encouraging both individual and collective actions to protect and preserve the environment. Mission LiFE has been a pioneering initiative aimed at promoting sustainable living and environmental stewardship at both individual and community levels. The objective is to mobilise at least one billion Indians and other global citizens to take individual and collective action for protecting and preserving the environment in the period as a 5-year programme between 2022 - 2027.

In October 2022, Hon'ble Prime Minister of India, Shri Narendra Modi, launched **Mission LiFE**, in the presence of the UN Secretary General António Guterres, at the Statue of Unity in Gujarat. Mission LiFE stemmed from the importance of harmony in the fight against climate change and **contributions from individual and community level** along with **policy and implementation support** from Government.

India is the first country to include LiFE in its Nationally Determined Contributions (NDCs). **Mission LiFE is an India-led global mass movement to nudge individual and community action through positive behavioural changes to protect and preserve the environment.** Mission LiFE promotes sustainable behavioural change starting from the grassroots level. The Mission focuses on encouraging adoption of sustainable lifestyle choices and fostering a culture of conservation to tackle pressing environmental challenges.

By integrating sustainable practices into everyday life, Mission LiFE seeks to **reduce the ecological footprint of individuals and communities**, contributing to a healthier planet. The initiative includes a broad range of activities, from promoting energy efficiency and waste reduction to supporting sustainable agriculture and transportation. Through education, awareness campaigns, and community engagement, Mission LiFE aspires to create a global movement towards a more sustainable and resilient future.

Mission LiFE seeks to channel the efforts of individuals and communities through seven themes. **Across these themes, a comprehensive and non-exhaustive list 75 individual LiFE actions is identified by Ministry of Environment, Forest, and Climate Change (MoEF&CC).** These actions are specific and measurable, easy to practice by individuals, communities, and institutions, with minimal supply-side dependencies and they are non-disruptive to ongoing economic activity along with promoting economic activity in the foreseeable future. The detailed list of actions can be accessed through the Mission LiFE brochure.¹

¹ <https://missionlife-moefcc.nic.in/assets/flipbook/LiFE-Brochure-ebook/LiFE-Brochure-ebook.html#page/13>



Figure 1: Mission LiFE Themes

Integration of Mission Life within Government of India MDOs

Government of India Ministries have specific mandates, development agendas, where outputs and outcomes are measured against the scheme parameters. They issue specific policies, guidelines, advisories etc. making it a top-down approach of implementing schemes/initiatives. In comparison, Mission LiFE can be perceived as bottoms-up approach, wherein behavioural changes are integral part of this movement. It makes individuals, communities responsible for their own actions such as sustainable consumption, which in turn lead to sustainable practices and production. Mission LiFE nudges behaviour of citizens towards sustainability in daily life and plans to drive the institutional and market change through individual actions.

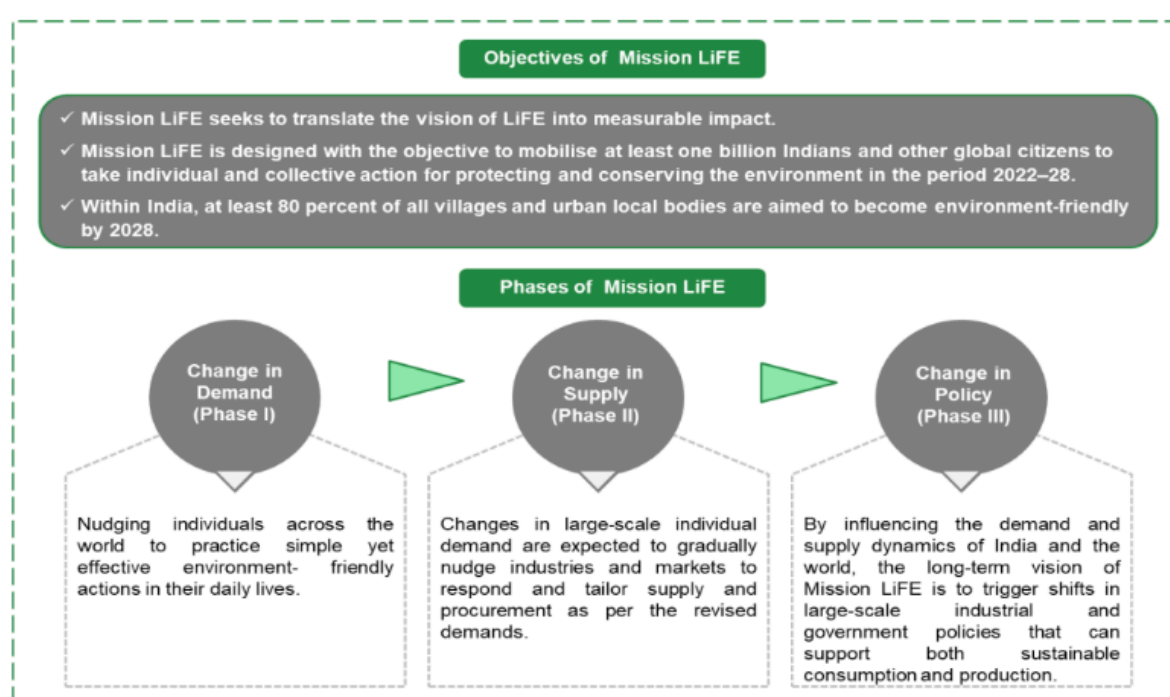


Figure 2: Objectives and phases of Mission LiFE

Mission LiFE Compendium

This compendium developed for Ministry of Environment, Forest and Climate Change of India (MoEF&CC) aims to enhance the impact of Mission LiFE across India, through engagement with various nodal Ministries and explore potential support options to integrate LiFE elements into existing schemes, programmes, and initiatives, as well as identify additional thematic areas of support. The following sections detail the approach and methodology employed in developing this report.

Approach and Methodology

Developing the strategy and roadmap for compendium involved an extensive analysis of global best practices and relevant case studies. This process included reviewing initiatives by various development agencies that demonstrated tangible benefits and practical steps one can take to create a more sustainable and harmonious existence. Moreover, Mission LiFE related activities were mapped across selected Ministries which showcased their commitment to advancing the objectives of Mission LiFE.

The purpose of development of this compendium is to systematically map all Mission LiFE relevant activities undertaken by selected Government of India Ministries and determine how Mission LiFE can further be mainstreamed. This section covers the approach undertaken to develop this compendium.



Figure 3: Approach and Methodology

Literature Review:

To initiate developing this report, the first step has been to identify the existing global best practices and success stories for promoting sustainable lifestyles through behavioural change incentives. This foundational knowledge sets the context for ideation and providing recommendations for mainstreaming Mission LiFE agenda in India and at the global stage. The literature review also details various initiatives undertaken by development agencies at Global and Indian level contributing towards more sustainable future. Chapter 2 of this report presents select success stories and best practices globally and initiatives undertaken by development agencies for promoting sustainable lifestyles.

Compendium Development:

Secondary desktop-based research has been undertaken to identify and select Ministry/ Department/ Organization (MDO) which can amplify the impact of Mission LiFE by enabling large scale adoption across the country. The activities of these MDOs encompass resource use and energy efficiency aspects and have wide reach and influence. The activities/initiatives from some of these selected Ministries have potential to enhance and build upon for more impactful behaviour change targeting of Mission LiFE objectives for these selected Ministries, various Mission LiFE initiatives undertaken have been mapped. A detailed study of existing key national schemes and programmes with potential areas of work has been carried out, placed in the Annexure 2 of this report. The information was gathered from Annual reports, web portals of Ministries, PIB reports, published government sources, news articles etc.

Table 1: Study of key national schemes and programmes with potential areas of work of various MDOs (Template)

MDO	Scheme/ Programme	Activities	Upcoming Activities and Potential Areas of Work
MDO 1	Scheme/ Programme 1	• Progress so far	• Potential Areas of Work
	Scheme/ Programme 2	• Progress so far	• Potential Areas of Work

Additionally, initiatives under Mission LiFE by selected Ministries have been identified, showcasing their commitment to advancing the objectives of Mission LiFE. Various noteworthy achievements undertaken by the Ministry of Environment, Forest, and Climate Change (MoEF&CC), nodal Ministry for coordinating the activities under Mission LiFE in India have also been presented.

Table 2: Mission LiFE initiatives by various MDOs (Template)

Ministry	Mission LiFE Themes	Initiatives by Ministry
MDO 1	Theme	• Initiatives
MDO 2	Theme	• Initiatives

Chapter 3 of compendium presents schemes/initiatives undertaken by MoEF&CC and select Ministries under aegis of Mission LiFE. Chapter 4 provides recommendations to integrate Mission LiFE objectives into various Ministries' project implementation.

Strategy Development: To mainstream Mission LiFE and accelerate adoption of sustainable lifestyle and consumption, widespread changes in behavioural are necessary. It is imperative that, the strategy to promote Mission LiFE-related practices should involve sectoral interventions that increase visibility, accessibility, and relatability of sustainability-oriented actions. To develop the strategic plan, key stakeholders have been identified who will be integral to mainstream Mission LiFE, followed by actionable sectoral and thematic recommendations.

Recommendations for MDOs target behavioural changes with support enumerated within the functions and operations, as well as schemes, programmes, and initiative. While developing these ideas, applicability, and reliability to influence behaviour, ease of targeted messaging, ease of adoption and economic accessibility have been taken into consideration.

Impactful ideas to promote Mission LiFE at global level contributing to pro-planet message have been developed which cut across sectors and include a combination of assessment, feasibility analysis, programmatic action, physical and digital infrastructure development, setting of standards or guidelines and support in project implementation, communication, and outreach support for MDOs. These ideas focus primarily on selected MDOs which have potential to incorporate LiFE components in implementation.

Table 3: Suggestions for mainstreaming Mission LiFE (Template)

Ministry	Type of Action and Recommendation	Mission LiFE Theme(s)	Mission LiFE Phase	Recommended Actions
MDOs	Brief description of recommendation	Applicable themes	• Change in Demand/ Supply/ Policy	• Actionable recommendations

A data collection framework has been created to support effective monitoring and evaluation of Mission LiFE, with insights drawn for targeted and responsive policymaking and the development of conducive, comprehensive, and adaptable market-driven solutions for promoting consumer-based sustainability.

2. Initiatives for Promoting Pro-Planet, Sustainable Lifestyles: Global Success Stories

Mission LiFE has inspired a wide range of activities both globally and within India. The mission encourages individuals, communities, and nations to adopt eco-friendly practices that reduce their carbon footprint, conserve natural resources, and enhance the overall health of our planet.

Globally various innovative programmes, projects, schemes, and policies have been implemented to support and promote sustainable lifestyles in concurrence with Mission LiFE objectives. In India, various Central Ministries, Departments, Organizations (MDOs) have also been contributing to the Mission LiFE agenda through national campaigns and other initiatives.

The following sections delve into the global level initiatives/ success stories undertaken to promote sustainable lifestyle along with Mission LiFE thematic interventions in India.

2.1 Few Global success stories promoting Sustainable Lifestyle

Embracing sustainable habits enriches our quality of life by deepening our connection to the environment and encouraging mindful consumption. The following examples from abroad serve as inspiring models, demonstrating the tangible benefits and practical steps individuals, communities, and businesses can take to create a more sustainable and harmonious existence. Each of these activities also resonate as opportunities in the Indian context.

Table 4: Best practices and success stories due to behavioural nudges

S. No.	Success Story	Country/ Region	Sustainable Lifestyle Practice	Mission LiFE Theme
1.	Green Nudges programme for universities	Global	UN Environment Programme (UNEP) aims to inspire up to 200 million students worldwide to adopt environmentally friendly habits and greener lifestyles through Green Nudges. For example, the University of Malta reduced paper use by setting a default for students to submit assignments and research ethics applications digitally. The University of St Andrews has eliminated plastic trays and reduced plate sizes in dining areas to reduce food waste. ²	Save Energy, Save Water, Adopt Healthy Lifestyle
2.	Trash is for tossers	Global	This website is a resource for reducing daily waste, Zero Waste inspiration, environmental education, and everyday actions that create a positive impact in individual and collective lives. ³	Save Energy, Save Water, Say No to Single Use Plastic, Adopt Healthy Lifestyles
3.	Clean Air Mobility Scheme	Derby, UK	500 Euros were allocated per household to shift to emission efficient transport (car clubs, bus passes and use of the city's fleet of e-bikes). Through this scheme, Annual emissions of 8.83 tonnes NOx, 0.51 tonnes PM2.5 and 0.86 tonnes PM10 were avoided.	Save Energy
4.	Water Conservation	Utah, USA	For each toilet manufactured before 1994 replaced with a WaterSense® labelled high efficiency model, average water savings was	Save Water

² <https://www.bi.team/wp-content/uploads/2020/09/LBGN-2.pdf>

³ <https://www.trashisfortossers.com/>

S. No.	Success Story	Country/ Region	Sustainable Lifestyle Practice	Mission LiFE Theme
	Rebate (toilet replacement)		between 4.5 – 10 litres per flush. Similar models can be applied to 78 million urban households in India	
5.	Green Living Toolkit	Florida, USA	Green Living Toolkit is a website which provides everyday solutions across Energy, Food, Waste, Water, Nature to promote sustainable living. It provides guides, tools, videos, classes, events, supply lists, and available experts required for sustainable living in Florida. ⁴	All themes
6.	Repair Café	Global	Repair Café is a community driven initiative, wherein people come together to communal venues to get their broken possessions repaired with help from volunteer technicians. The number has increased to more than 2500 cafes across globe. The reusing and repurposing of products has led to increased product life and promote conservation of resources.	Reduce waste, Reduce e-waste
7.	Water conservation in Belen	Costa Rica	The monthly water consumption on average by a Belen citizen was 1.25 times higher than national average. Behavioural nudges such as neighbourhood comparison, city comparison and plan-making interventions were implemented. It translated into reduction in average monthly water consumption by 4.6%.	Save Water
8.	Reducing UK governments buildings and estate's emission	United Kingdom	To promote energy savings in UK Government buildings and estate's emission, behaviour change techniques such as changing defaults (e.g. Shutting down energy during quiet times) and social norms (e.g. Creating a competitive environment between buildings) were implemented. The Govt. observed 10% reduction in Carbon emissions as an outcome of this initiative.	Save Energy
9.	Nature Urban Agriponis	France	An urban agriculture initiative in the city of Paris to meet the challenge of growing demand for fresh, locally grown produce. A 14,000 sq. meter space was utilised for producing seasonal fruits and vegetables through Aeroponic farming. It has also provided employment opportunities to professional gardeners, local sellers etc.	Healthy Lifestyles adopted
10.	Keeping streets cigarette butt free	United Kingdom	Littered cigarette butts leech harmful chemicals into the environment and breakdown into microplastic. To tackle this problem, environmental organization Hubbub designed a visually appealing campaign. The solution, 'Ballot Bins' were engaging and curbed littered cigarette butts by 46%.	Reduce plastic use
11.	Social media for social good	Jordan	To address Jordan's water challenges, behavioural change methods were applied. The campaign involved Teaser phase, Reveal and Information Phase and Call to Action Phase.	Save Water

⁴ <https://greenlivingtoolkit.org/who-we-are/>

S. No.	Success Story	Country/ Region	Sustainable Lifestyle Practice	Mission LiFE Theme
			This led to increase in knowledge of residents of water challenges faced by Jordan from 60% from 79%. People were motivated to take necessary actions to meet campaign requirements.	
12.	Green defaults to save resource	United States of America	This intervention aimed to reduce use of printing paper in institutions through behavioural nudges. Individuals were prompted to switch to use double-sided printing upon initiating single-sided print jobs. Based on the success of this initiative and subsequently, the default for all the printer was set to double-sided printing.	Reduce waste
13.	Alipay Ant Forest programme	China	Promoting green lifestyles in 10 Chinese provinces by restoring forests, sustainable transportation and energy efficiency powered through digital applications. Users are encouraged to record and upload low carbon behaviours on the app to collect points. For 'green energy points' accumulated for activities, a tree is planted. 326 million trees have been planted through this programme, contributing to reforestation efforts in arid regions	Adopt Healthy Lifestyle
14.	Shifting commuter behaviour	Australia	The Department of Transport in Western Australia issued free SmartRider cards with USD 25 to employees (for public transportation). A weekly mailer was also sent to them with behaviourally informed messages. The proportion of public transport was observed 15% higher even after intervention duration ended, thus reducing carbon emissions.	Save Energy
15.	Changin default options to decrease e-waste	Sweden and Denmark	Behavioural nudges for leasing and repairing mobiles were carried out. 62% consumer chose to lease their phone and 87% consumer opted to repair mobile if it was offered in store.	Reduce e-waste

Global discussions on Sustainable Consumption and Production (SCP) - the Sustainable Development Goal 12 (SDG12) - have highlighted the need to disrupt the cycle of unsustainable consumption and production to effectively mitigate climate change. SCP has been embedded in the 75 actions of Mission LiFE themes. For ensuring sustainable consumption and production practices it is required to respect the planet's biophysical boundaries and reduce current global consumption rates to align with the Earth's capacity to provide ecosystem services and benefits.

Sustainable consumption and production patterns promote increased human well-being while decoupling economic growth from resource use and environmental degradation.⁵ SDG 12 aims to promotes more sustainable consumption and production patterns through various measures, including specific policies and international agreements for managing environmentally harmful materials.

UNEP is developing SDG 12 hub to track progress governments, businesses, civil society, and the public. India has issued draft National Resource Efficiency Policy, 2019, Netherlands has published Implementation Plan Circular economy 2020-2023, Singapore has issued Resource Sustainability Act

⁵ https://wedocs.unep.org/bitstream/handle/20.500.11822/25764/SDG12_Brief.pdf?sequence=1&isAllowed=y

(RSA), Zero Waste Masterplan, Public Sector Taking Lead in Environmental Sustainability (PSTLES) while Germany has come out with German Packaging Law, Green Button, National Strategy for food waste reduction, Strategy for the future organic farming.

2.1.1. Global Initiatives by Development Organisations on Mission LiFE Themes

Development agencies worldwide are increasingly recognizing the critical importance of promoting sustainable lifestyles as a cornerstone of global environmental stewardship and social well-being. Through a diverse array of programs and initiatives, these entities are championing efforts to encourage environmentally friendly practices, reduce carbon footprints, and foster long-term sustainability. These initiatives encompass a wide range of strategies, from funding renewable energy projects and supporting sustainable agriculture to enhancing public awareness and education on sustainable living.

Table 5: Initiatives related to Mission LiFE themes by Development Agencies across Globe

Program / Initiative	Description
One Planet Network	UNEP contributes to the One Planet Network Programme ⁶ of Sustainable Lifestyles and Education co-led by Sweden and Japan. The vision is to harness individual decision-making for sustainability. ⁷ This network is a global community of practitioners, policymakers and experts, governments, businesses, civil society, academia, and international organisations, which work to implement the 10-Year Framework of Programmes on SCP for achieving SDG 12 targets ⁸ .
Singapore Green Plan 2030⁹ Zero Waste Masterplan Singapore Water Centre	<ul style="list-style-type: none"> Singapore has come out with The Singapore Green Plan 2030, a national strategy to drive the green transition wherein one of the pillars is Sustainable Living. Singapore has also launched Zero Waste Masterplan, to build a sustainable, resource-efficient, and climate-resilient nation. The World Bank Group and Singapore launched the Singapore Water Center located within the World Bank Group's Singapore office. It aims to leverage Singapore's expertise and knowledge in urban water management to support the water sector in countries in the region and beyond.¹⁰ Sino-Singapore Tianjin Eco-City Project (SSTCEP) has been funded by GEF for developing energy and resource efficient and low Greenhouse Gas (GHG) emission city.¹¹
Say YES To Waste Less Keep Singapore Clean	<ul style="list-style-type: none"> The National Environment Agency (NEA) Singapore has launched public outreach campaigns Say Yes to Waste Less (SYTWL) to encouraging the public to reduce food wastage and the use of single-use disposables. A Keep Singapore Clean (KSC) campaign was run in Singapore, to raise awareness on the problem of littering and to encourage the community and corporate organisations to conduct clean-ups during this time.¹²
European Mobility Week	European Mobility Week is the European Commission's flagship awareness campaign promoting sustainable urban mobility . It encourages behavioural change in favour of active mobility, public transport, and other clean, intelligent transport solutions.
PSLifestyle App	PSLifestyle app was designed to help people reduce their environmental impact and lead more sustainable lives . It has been launched in nine cities across eight European countries. ¹³ This app includes personalised suggestions for those who take the sustainability test in the app with the option to create an action plan based on the information provided.

⁶ <https://www.oneplanetnetwork.org/>

⁷ <https://www.unep.org/explore-topics/resource-efficiency/what-we-do/sustainable-lifestyles/why-sustainable-lifestyles>

⁸ https://www.iges.or.jp/en/publication_documents/pub/discussionpaper/en/10374/Sustainable+Lifestyles+Policy+and+Practice+Annex_Lo+Res.pdf

⁹ <https://www.business-sweden.com/contentassets/b11cbc3027ef410aad2c5a7223f2c94a/sustainable-living.pdf>

¹⁰ Launch of Singapore Water Center (worldbank.org)

¹¹ Projects (worldbank.org)

¹² <https://keepsgclean.com/>

¹³ <https://cities-today.com/sustainable-lifestyle-app-launched-across-european-cities/>

Program / Initiative	Description
NiCE: from niche to centre	“NiCE: from niche to centre” is a programme by EU which makes city centres more attractive again by offering sustainable options . It aims to transform central places in cities that make it easy for their inhabitants to adopt sustainable lifestyles and while revitalising city centres in a circular and sustainable way. ¹⁴
Save Our Seas Initiative	<ul style="list-style-type: none"> USAID and Unilever have launched the CIRCLE alliance under Save Our Seas Initiative, a public-private collaboration to support entrepreneurs and small businesses across plastic value chain. This will scale solutions that reduce plastic use, tackle plastic waste, and build circular economies. The CIRCLE alliance will initially focus on India, Indonesia, Vietnam, and the Philippines. With USD 21 million planned investment, it aims to protect the environment and improve livelihoods with a focus on women.
Repurposing of Agricultural Public Support Towards a Sustainable Food System Transformation	<ul style="list-style-type: none"> World Bank is supporting a Technical Assistance Programme in Bangladesh which aims to generate evidence on strategies for repurposing input subsidies to programs that build climate-smart agriculture in Bangladesh.¹⁵ World Bank is also supporting Programme on Agricultural and Rural Transformation for Nutrition, Entrepreneurship, and Resilience in Bangladesh (PARTNER).

2.1.2. Initiatives in India by Development Organisations on Mission LiFE Themes

In India, development agencies have been at the forefront of promoting sustainable lifestyles by integrating the concept in their investment/ funding strategies. By working closely with local communities, governments, and international organizations, development agencies have been significantly contributing to India's transition towards a more sustainable and resilient future.

Table 6: Initiatives related to Mission LiFE themes by Development Agencies in India

Programme / Initiative	Description
National Green Hydrogen Mission	As part of the National Green Hydrogen Mission, India aimed to produce 5 MMT of green hydrogen by 2030, with the Union Budget for 2023–2024 allocating INR 19,700 crores for this mission. It is hoped that ADB will partner with India in pioneering areas such as green hydrogen and provide knowledge support for the green hydrogen sector. ¹⁶
Making it personal: how behavioural change can tackle climate change	The World Bank organised an event “Making it personal: how behavioural change can tackle climate change” in April 2023. How behavioural science offers new insights and non-traditional tools to help policymakers improve upon the design and implementation of policy interventions to ensure successful outcomes was discussed during the event. ¹⁷¹⁸ World Bank was urged to work out adequate financing methods for behavioural initiatives as a show of support towards initiatives such as Mission LiFE which will have a multiplier effect.
The climate is changing, why aren't we? Sustainable Lifestyles pathways and	GIZ has published a report, ‘The climate is changing, why aren't we?’ ¹⁹ in collaboration with Mission LiFE and Tamil Nadu Green Climate Company wherein it has detailed out lifestyle changes to address climate change. GIZ has also come out with policy paper ‘Sustainable Lifestyles pathways and choices for India and Germany’ . ²⁰ This input paper tries to sketch the broad trends in consumption in both countries, the societal and market responses to them and opportunities and obstacles associated with promoting sustainable modes of consumption.

¹⁴ <https://www.umweltbundesamt.de/en/topics/sustainable-lifestyles-from-the-niche-to-the-city>

¹⁵ Projects (worldbank.org)

¹⁶ <https://www.adb.org/sites/default/files/page/814286/india-enewsletter-vol-4.pdf>

¹⁷ <https://live.worldbank.org/en/event/2023/spring-meetings-2023-behavioral-change-climate>

¹⁸ <https://pib.gov.in/PressReleasePage.aspx?PRID=1916725>

¹⁹ <https://www.giz.de/de/downloads/giz-2023-en-lifestyle-for-climate-change-report-LiFE.pdf>

²⁰ https://www.giz.de/en/downloads/giz2015-en-IGEG_3_sustainable-lifestyles.pdf

Programme / Initiative	Description
choices for India and Germany	
LIFEathon	UNDP and NITI Aayog hosted ' LiFEathon, a hybrid hackathon ' that brought together young people from around the globe to contribute ideas and innovations for promoting sustainable living and climate-positive behaviour, as part of Mission LiFE. The event, which combined both virtual and in-person participation, attracted over 400 youth from more than 60 countries. Participants learned about Mission LiFE and exchanged ideas and best practices from their respective countries to support sustainable living. ²¹

²¹ <https://www.undp.org/india/press-releases/undp-and-niti-aayog-collaborate-host-lifeathon-mission-life>

3. Initiatives by Government of India MDOs on Mission LiFE

Mission LiFE emphasizes individual and collective actions towards a greener future. A crucial part of accelerating the adoption of Mission LiFE actions nationally, as well as, to identify opportunities for effectively creating a global movement, is utilising the reach, capacity, and resources, of various Ministries and departments to undertake initiatives to promote behavioural change.

To this end, various Ministries in India have conducted diverse citizen-centric and other stakeholder-oriented programmes, initiatives, and campaigns to mainstream the Mission LiFE message, playing a pivotal role in mass adoption of sustainable behavioural choices. Several initiatives taken by these Ministries in India are presented subsequently.

The Ministries discussed here operate in sectors where behavioural change can bring about structural transformation from the grassroots level up, and create green jobs, which, in turn, creates additional and deepen existing value chain linkages. This inter-connectivity, along with existing urban transformation and energy transition ecosystems in India, can support greater uptake of behavioural changes as sustainable choices become more accessible and convenient.

Further, supporting the integration of Mission LiFE objectives into ongoing programmes and schemes of these MDOs, providing access to better agricultural practices, better healthcare, fintech for poor, etc. to effect behavioural change towards sustainability can improve socio-economic inclusiveness while addressing poverty and inequity, and promote rural development and food security.

The subsequent section discusses the various programmes, campaigns and activities undertaken by selected MDOs in India.

Ministry of Environment, Forest and Climate Change (MoEF&CC)

MOEF&CC is the nodal Ministry for coordinating the activities under Mission LiFE in India and is contributing to the overarching objectives of Mission LiFE through noteworthy achievements by MoEF&CC recorded in the past year. These include:

- **The United Nations Environment Agency (UNEA), at its Sixth Session adopted the resolution on sustainable lifestyle submitted by India**, which was subsequently adopted by all participating Member States.²²
The resolution recognizes that adequate individual education and skills can further accelerate collective efforts for sustainable consumption and production and promote sustainable lifestyle. The resolution invites Member States, intergovernmental organizations, NGOs, private sector, and other stakeholders to promote and enhance cooperation by sharing relevant information that enable sustainable living.
- **‘G20 High Level Principles on Lifestyles for Sustainable Development’** were formally adopted by G20 countries.
- The **Annual Report for the year 2023-24 for Mission LiFE** underscores important activities undertaken by stakeholders, initiatives by other Ministries, industries for promotion of Mission LiFE, achievements over the year.
- The Ministry has launched two dedicated portals under Mission LiFE for structured reporting that can track implementation progress. The **Mission LiFE Portal** can be used to download 100+ awareness, campaign, and knowledge materials developed by the Ministry. The **Meri LiFE Portal** has been developed for institutions and Ministries to upload event reports and capture progress through mass mobilisation drives and other LiFE-oriented activities.

²² United Nations Environment Agency (UNEA) Resolution

- The Ministry has developed important publications in collaboration with development organizations on Mission LiFE, presented below.

Table 7: Publications on Mission LiFE by MOEF&CC

Publication	Description
LiFEstyle for Environment - Brochure	A brochure introducing Mission LiFE concepts and 75 environment-friendly actions which can be introduced in daily life for promoting Mission LiFE.
Lexicon of LiFE: A – Z of Sustainable Lifestyle	An infographic booklet highlighting the sample changes that one can adopt at individual level for transition towards sustainable lifestyle.
Parampara - India's Culture of Climate Friendly Sustainable Practices	A collection of climate friendly traditions and practices across the country which promote sustainable lifestyle and sustainable production and consumption.
Prayaas Se Prabhaav Tak	Examples that can promote LiFE movement in consonance with local context and needs.
Mission LiFE Flipbook	Overview of Mission LiFE themes and actions.
Thinking for our planet - 75 ideas to promote life	Compilation of 75 best ideas which can be implemented for making Mission LiFE a successful global mass movement.
Thought Leadership for LiFE	Repository of ideas that have potential to change behaviour and nudge action.
Mindful Living - Compendium of LiFE Practices around the World	Compilation of global sustainable lifestyle practice.

The Central Pollution Control Board (CPCB), under the guidance of MoEF&CC in March 2023 also advised the cities under National Clean Air Program (NCAP) to incorporate Mission LiFE actions in their plans and upload action plans and progress reports on PRANA portal (Portal for Regulation of Air Pollution in Non-Attainment Cities).²³ A mass cleanliness and awareness drive under 'Swacchta Hi Seva' campaign and 'Mission LiFE' was organised in Delhi in October 2023 to understand the importance of waste segregation at source, the journey of waste, waste to wealth, and alternatives to SUP (Single Use Plastics).²⁴ CPCB has also published various creatives and awareness material on their website for public use.²⁵

United Nations Children's Fund (UNICEF) and MoEF&CC Collaboration on Mission LiFE

In May 2023, UNICEF India, YuWaah India, and the MoEF&CC inaugurated #MissionLiFE campaign on U-Report India, an innovative platform that engages people of all ages and genders. With a pan-India launch, the campaign targeted individuals and communities from all corners of the country, offering them a chance to make a significant impact on the environment.

On 2nd December 2023, UNICEF Celebrity Supporter and three-time Grammy Award-winning musician Ricky Kej unveiled his new animated song video 'LiFE' which aims to promote climate action and inspire individuals to mitigate the climate crisis through their commitments and efforts. The song is inspired by 'LiFE' campaign that seeks to transform people's behaviours into pro-planet by adopting sustainable lifestyles.²⁶

²³ <https://pib.gov.in/PressReleasePage.aspx?PRID=1907272>

²⁴ <https://pib.gov.in/PressReleasePage.aspx?PRID=1966399>

²⁵ <https://cpcb.nic.in/what-is-mission-life/>

²⁶ <https://www.unicef.org/india/press-releases/unicef-and-ricky-kej-unveil-life-song-putting-children-forefront-climate-change>

UNICEF, along with its public-private-youth partnerships platform *YuWaah* (known globally as Generation Unlimited), in collaboration with the MoEF&CC, is championing the promotion of children and youth voices on climate action on the global stage. UNICEF has collaborated with the MoEF&CC and NITI Aayog to develop *Meri LiFE* - a digital innovation platform to support Government of India's Mission LiFE Campaign.²⁷

NITI Aayog

NITI Aayog was tasked with curating and incubating Mission LiFE in the first year of its 5-year programme, with it subsequently being implemented by MoEF&CC. NITI Aayog has supported the MoEF&CC in promoting the messaging for Mission LiFE, as well as, undertaken initiatives to promote the movement globally, in collaboration with international development organisations and thinktanks. To this end, NITI Aayog invited ideas from across the world – a Global Call for Ideas and Papers. The call received an overwhelming response of more than 2,500 ideas from 67 nations, bringing together domain experts, practitioners, and academicians; of these 75 ideas have been shortlisted to promote LiFE at the national and global scale. Some of these ideas have been elaborated in Section 4.1.1. These ideas focus on:

- Behaviour change solutions aimed at individuals, households and communities to drive climate-friendly sustainable lifestyles in alignment with the seven Mission LiFE themes
- Innovative solutions to promote wide adoption of traditional, climate-friendly, sustainable practices and/or create livelihood opportunities for communities vulnerable to climate-related impacts
- International, national, and/or local best practices that can be scaled up for driving behaviour change

The key thematic areas of the 75 ideas emerging from this global call, in the publication “*Thinking for Our Planet – 75 Ideas to Promote LiFE*” are represented below; the list of the ideas is presented subsequently in Annexure 1.

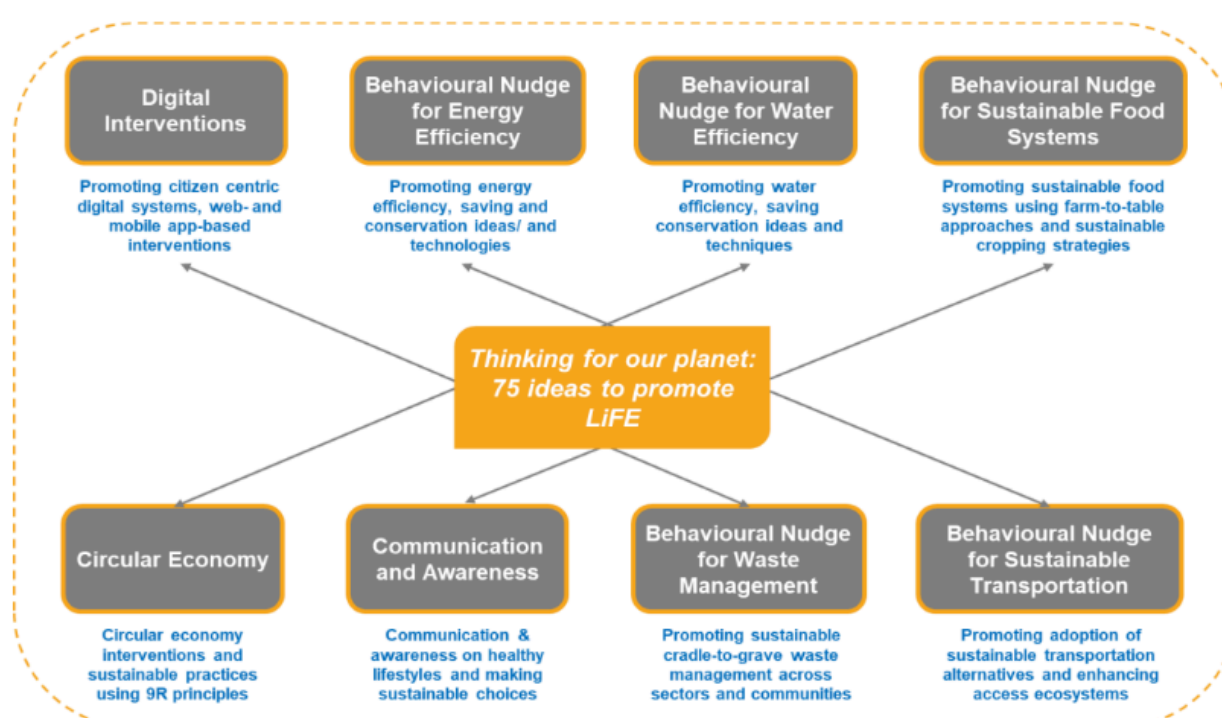


Figure 4: Thematic areas of 75 ideas to promote LiFE (Niti Aayog)

²⁷ <https://www.unicef.org/rosa/climate-change-and-environment>

Initiatives by Government of India MDOs on Mission LiFE

Several ministries have taken proactive steps to integrate Mission LiFE's objectives into their activities, ensuring a comprehensive approach to environmental sustainability. A compilation of the diverse initiatives undertaken by various Ministries, showcasing their commitment to advancing the objectives of Mission LiFE are presented below.

Table 8: Mission LiFE initiatives by GoI Ministries

Ministry	Mission LiFE Themes	Initiatives by Ministry
Ministry of Housing and Urban Affairs (MoHUA)	Reduce Waste	<ul style="list-style-type: none"> MoHUA initiated a three-week campaign '<i>Meri LiFE, Mera Swachh Shehar</i>' in 2023 to champion waste management practices through reduce, reuse, and recycle principles This nationwide campaign promoted 'Reduce, Reuse & Recycle (RRR) Centres,' one-stop hubs for citizens to donate clothes, shoes, books, toys, and plastic for reuse/recycling The campaign was concluded with Pledge for LiFE initiatives via MyGov portal, raising awareness on World Environment Day and organizing cleanliness drives nationwide²⁸
Ministry of Jal Shakti	Save Water	<ul style="list-style-type: none"> Jal Shakti Mascot "<i>Piku</i>" was launched by Ministry A workshop for disseminating opportunities and challenges in water management for sustainable future titled '<i>Water Warriors Shine Bright</i>' was organised Amity University Noida's Environment Department organized a workshop on initiative '<i>Navigating the Opportunities & challenges in Water Management for a Sustainable World</i>' in collaboration with Ministry
Ministry of Tourism (MoT)	Say no to single-use plastic, Reduce Waste, Adopt Healthy Lifestyles	<ul style="list-style-type: none"> MoT promoted a programme <i>Travel for Life</i> (TFL) for tourism sector under Mission LiFE. TFL is designed to raise awareness about sustainable tourism and encourage stakeholders to embrace practices that harmonize with nature The MoT has also initiated Mission LiFE campaign through Janbhagidari in various tourist locations across India In a partnership of NCSCM and <i>Ammathi Scuba</i> a Sea Floor Clean-Up and Awareness Drive was undertaken at Agatti Island. An awareness Programme and Cleanliness Drive along Alaknanda River was organized²⁹
Ministry of Railways	Save Energy, Reduce Waste	<ul style="list-style-type: none"> Indian Railways Mission LiFE campaign has organized 249 awareness sessions and 147 action events to raise environmental awareness with participation from 4921 individuals. Additionally, 4395 individuals have pledged their support for 'Mission LiFE' Energy efficiency guidelines, known as Super ECBC were issued, with an aim to minimize energy demand through climate-responsive design and efficient technologies. Additionally, railway stations and service buildings now feature solar rooftop plants Comprehensive waste management strategies were promoted to prioritize recycling, reduction, and responsible disposal, aiming to reverse land degradation and promote groundwater recharge³⁰

²⁸ <https://pib.gov.in/PressReleaseFramePage.aspx?PRID=1946325>

²⁹ <https://pib.gov.in/PressReleasePage.aspx?PRID=1929194>

³⁰ <https://pib.gov.in/PressReleaseFramePage.aspx?PRID=2023173#:~:text=As%20of%20now%2C%20249%20awareness,friendly%20means%20of%20bulk%20transportation.>

Ministry	Mission LiFE Themes	Initiatives by Ministry
		<ul style="list-style-type: none"> The Ministry of Railways initiated several social media campaigns focused on various themes of Mission LiFE, aiming to promote sustainable living practices
Ministry of Agriculture and Farmers Welfare (MoA&FW)	Reduce Waste, Adopt Sustainable Food Systems, Adopt Healthy Lifestyles	<ul style="list-style-type: none"> The National Campaign on Soil Health Management and Composting aimed to raise awareness about soil health management and composting, enhancing agriculture, and mitigating the negative impacts of climate change ICAR-IISS has developed microbial biofertilizers to reduce reliance on chemical fertilizers in agriculture ICAR has created a minilab called '<i>Mridaparikshak</i>' for assessing soil quality, supporting the national soil health mission³¹
Ministry of Education (MoE)	Reduce Waste, Say No to Single use plastic, Adopt Healthy Lifestyles	<ul style="list-style-type: none"> The Ministry of Education has initiated Special Campaign 3.0 for effective disposal of public grievances, references from Members of Parliament, Parliament assurances, cleanliness drive in the workplace and around the premise, disposal of scrap and weeding out of files The campaign aimed to involve 8 lakh school students and more than 43,000 teachers along with Eco Clubs in KV, JNV and CBSE schools All India Council for Technical Education (AICTE) has launched 'One Student One Tree' under Meri LiFE movement The University Grants Commission (UGC) conducted a webinar titled "Understanding Mission LiFE (Lifestyle for Environment)" as part of their online lecture series
Ministry of Youth Affairs and Sports (MYAS)	All themes	<ul style="list-style-type: none"> The National Service Scheme (NSS) covered various activities, sessions, clubs to towards Mission Life across thousands of institutions in India covering lakhs of participants³² Some of the initiatives of NSS in 2023 were Awareness lectures on Renewable energy for students, Programs on Reduce Reuse & Recycle, Discussion on water and Sand management, Bicycle rally to promote use of bicycles among students to save the planet, Awareness about the conversion of food wastes to compost, drives against single use plastics, Programmes on Save Energy, Water and Environment
Ministry of New and Renewable Energy (MNRE)	Save Energy	<ul style="list-style-type: none"> MNRE organised '<i>Women in Renewable Energy: A Dialogue on Policy, Technology, Skilling and Finance Background on World Environment Day</i>' event which affirmed role of women in mainstreaming Mission LiFE³³ MNRE in collaboration with other MDOs and Council on Energy, organized a side event, during which discussions were held on linking India's numerous initiatives on energy access, transition, and efficiency with the principles of LiFE in the run-up to India's G20 Presidency³⁴ MNRE and Ministry of Power (MoP) host International Conference on "<i>Citizen-centric energy transition: Empowering citizens with Mission LiFE in Egypt</i>"³⁵

³¹ <https://icar.org.in/national-campaign-soil-health-management-under-mission-life>

³² <https://missionlife-moefcc.nic.in/photos/Action%20Plan%20of%20NSS%20for%20conducting%20activities%20on%20Mission%20Life%20during%20the%20calendar%20year%202023.pdf>

³³ Shakti Sustainable Energy Foundation (shaktifoundation.in)

³⁴ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1886051>

³⁵ Press Information Bureau (pib.gov.in)

Ministry	Mission LiFE Themes	Initiatives by Ministry
Ministry of Petroleum and Natural Gas (MOPNG)	Save Energy Save Water Reduce Single Use Plastic	<ul style="list-style-type: none"> MoPNG published OMCs Action Plan for events on Mission LiFE such as LiFE events, move to LED lights, recycling single use plastics, tree planting etc. Community Awareness undertaken by Bharat Petroleum Corporation Limited (BPCL) through display of LiFE logo and creatives at Retail Outlet of BPCL in Southern India to educate the customers on importance of environmental and climate crises.³⁶ BPCL recycled 400 MT single use plastic under EPR³⁷ Indian Oil Corporation Limited (IOCL) arranged for awareness talk session, LED distribution and saplings distribution in Ernakulam³⁸ Hindustan Petroleum Corporation Limited (HPCL) arrange talk on LiFE awareness at Anganwadi /Slum Area/ General Public^{39,40} MoPNG organised awareness and outreach programs at over 5000 retail outlets and on social media for Save Energy & Save Water, created awareness about stress management, distributed 900 creatives with #chooseLiFE theme and sold 18,000+ high performance domestic LPG cooking stoves
Ministry of Information and Broadcasting (MIB)	All themes	<ul style="list-style-type: none"> Social media communication campaign to adopt LiFE for combating climate change Issued guidelines to community radio stations for creating mass awareness regarding Mission LiFE themes⁴¹ Central Board for Film Certification issued certificate for theatrical release of two Mission LiFE videos Mumbai International Film Festival (MIFF) screened films such as <i>Saving the dark</i>, <i>Laxman-Rekha</i>, <i>The Climate Challenge</i>, <i>The Jowar ballad</i>, <i>Peng Yu Sai</i> relevant to Mission LiFE themes⁴² Issued guidelines for providing financial assistance for content and broadcast of programmes on various themes of National Interest (e.g. Mission LiFE, SDG goals etc.)⁴³ Regional Offices carried out awareness campaigns in their respective areas on Mission Life, e.g. Central Bureau of Communication (CBC) Jaipur created awareness through 03 Mobile Vans while covering 26 districts of Rajasthan Regional and Field Offices of CBC conducted awareness campaign on Mission Life on World Environment Day in 2023
Ministry of Ayush	Adopt Healthy Lifestyle	<ul style="list-style-type: none"> Ministry of Ayush has set-up pavilion at Bharat Parv 2024 in Red Fort Visitors were informed about the Central Sector Scheme for Conservation, Development and Sustainable Management of Medicinal Plants by the Ministry This aligns with Adopt Healthy Lifestyle theme of Mission LiFE. This was amplified by the Ministry of Ayush on these social media platforms

³⁶ https://missionlife-moefcc.nic.in/upload_report/BPCL%20Report_RO_SR_Jan%202023.pdf

³⁷ https://pngrb.gov.in/pdf/press-note/PRV_03032023/T1/PMVM.pdf

³⁸ https://missionlife-moefcc.nic.in/upload_report/LiFE%20MIS%2001.06.2023.pdf

³⁹ https://missionlife-moefcc.nic.in/upload_report/5-HPCL-Lihoda%20Village%20Awareness%20Session-Feb-23.pdf

⁴⁰ https://missionlife-moefcc.nic.in/upload_report/2-HPCL-Mumbai-Flower%20Exhibition-Feb-23.pdf

⁴¹ <https://mib.gov.in/sites/default/files/Advisory%20to%20Community%20Radio%20Stations%20on%20LiFE.pdf>

⁴² <https://theprint.in/feature/saving-the-dark-to-lakshman-rekha-films-to-be-screened-under-special-package-mission-life-at-miff/2134853/>

⁴³ Financial Assistance Guidelines

Ministry	Mission LiFE Themes	Initiatives by Ministry
Department of Women and Child Development	Adopt Healthy Lifestyle	<ul style="list-style-type: none"> In 6th Rashtriya Poshan Maah in September 2023, 10 lakh activities were undertaken on the first day of the event with themes like 'Improving Nutrition through Mission LiFE'⁴⁴

The abovementioned activities and initiatives in India on Mission LiFE have been utilised to identify potential thematic areas of further engagement and support. The support may include a combination of technical, financial, or capacity building interventions. Engagement with development organisations will be instrumental in providing the necessary resources, and technical and programme management expertise for greater reach and effectiveness of initiatives promoting behavioural change to adopt sustainable lifestyles and promoting long-term environmental sustainability and societal well-being.

The subsequent chapters of this report detail targeted recommendations for the strategic approach and areas of engagement with the various MDOs encompassing recommendations for integrating Mission LiFE objectives policies and programmes and for enabling the mainstreaming of the Mission LiFE movement in India and globally.

⁴⁴ <https://www.outlookbusiness.com/news/rashtriya-poshan-maah-kicks-off-with-10-lakh-activities-on-day-one-news-415880>

4. Mainstreaming Mission LiFE: Recommended Engagement Strategy and Action Plan

Mainstreaming Mission LiFE and accelerating adoption of sustainable consumption and lifestyles requires widespread change in behavioural patterns across all spectrums of the economy and populations. **Behavioural nudges** that promote the uptake of sustainable lifestyle practices require conducive ecosystems across sectors that are directly integrated into the daily lifestyles of consumers. To this end, the strategy to promote Mission LiFE-related practices should involve sectoral interventions that **increase visibility, accessibility, and relatability of sustainability-oriented actions**. The nudge may emanate from a combination of social, marketing/promotion-oriented, technical, programmatic, and policy initiatives.

This chapter details the **recommended strategic initiatives and general approach** for mainstreaming Mission LiFE, targeting engagement with key nodal Ministries, departments, and organisations (MDOs) of Government of India and identifies areas and type of support that will be required. Key components of the strategy and associated action plan include:

- **Identifying key types of stakeholders**, their role in mainstreaming Mission LiFE, and the areas of support and engagement required by each MDO
- **Sectoral and thematic (covering the seven themes of Mission LiFE) recommendations** for selected high potential impact ideas; cross-sectoral recommendations covering multiple thematic areas
- Recommendations to **promote impactful ideas** as globally-oriented initiatives that boost the pro-planet message of Mission LiFE
- **Areas of support by Asian Development Bank (ADB)** for MDOs for implementation/ adoption of Mission Life
- **Data collection architecture** to support effective monitoring and evaluation of Mission LiFE and drawing of insights to encourage better policy-making and development of market-led solutions for enabling consumer-based sustainability.

4.1 Stakeholder Identification and Engagement

The points below **present contours of the general approach for various Ministries** to support mainstreaming and globalisation of Mission LiFE. Stakeholder groups include MDOs, operators, participators, and influencers with distinct roles to play for mainstreaming mission LiFE, **with whom Ministries will engage in pursuit of mainstreaming Mission LiFE**, aligned with each one's leverage and capacity to mobilise resources, impact policy design, set guidelines/standards, and persuade other stakeholders.

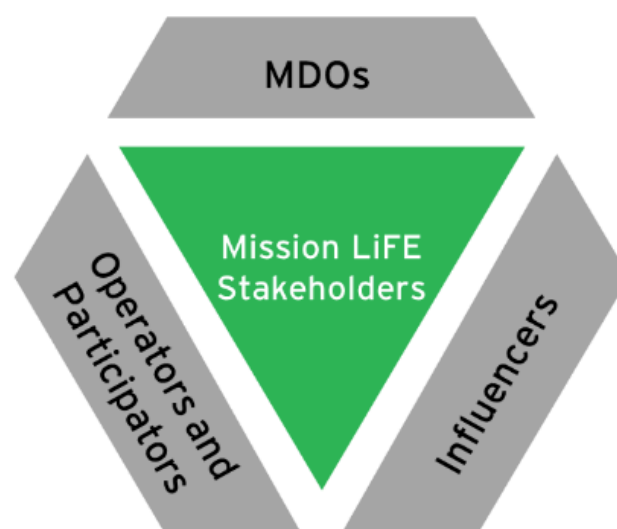


Figure 5: Stakeholder Groups

1. **MDOs:** Comprises of the **various Ministries, departments, and organisations of the Government of India** with the overarching role of developing conducive policy ecosystems, settings guidelines and standards for sustainable operations, updating public service frameworks to nudge behavioural change, guiding public awareness campaigns, overseeing programmatic interventions in India, and undertaking international dialogue and collaboration promote Mission LiFE
2. **Operators and Participators:** Comprises of the **private sector, non-governmental sector organisations, Civil Society Organisations (CSOs) and service providers** with the role of making investment and implementing innovative solutions and initiatives to realise Mission LiFE objectives; these stakeholders are also responsible for designing sustainable products and services while meeting standards set by the MDOs, and supporting greater access to sustainable choices through citizen-centric initiatives to enable behavioural change and leveraging technical support of stakeholders
3. **Influencers:** Comprises **social media personalities, development organisations, and academic, research and technical institutions** to undertake knowledge creation, training, develop analysis tools and digital enablers, enable access to sustainable choices through financial and technical support, facilitate global dialogue, and act as the link between the MDOs and operators and participators

Subsequent sections **present the thematic and sectoral recommendations for engagement across the Government of India** MDOs to mainstream the objectives of Mission LiFE nationally and promote the Mission's message at a global scale. The proposed support aims to address:

- **Technical, financial, capacity, and policy gaps** identified in this report in the current institutional landscape by undertaking Mission LiFE-oriented interventions in potential areas of design, development and implementation
- **Enhancing MDO-led actions** initiated across various sectors with programmes/ interventions that build on existing objectives

Identified recommended areas of support also **emerge from stakeholder consultations** conducted with government officials and other stakeholders on effecting a behavioural shift for consumers towards adoption of sustainable lifestyle choices.

4.2 Strategic Recommendations for Supporting Mainstreaming of Mission LiFE

The proposed strategy for engagement with various Government of India Ministries has been developed based on the following overarching criteria, and integrates the seven thematic areas of Mission LiFE, as well as cutting across various economic sectors and activities for a comprehensive approach to effecting mass behavioural change towards sustainable lifestyles.

- **Developed ideas and solutions have high potential impact** on target indicators such as improvement in energy and water use efficiency, transition to non-fossil, renewable energies, waste reduction and holistic waste management practices, incorporation in circular practices in operations and manufacturing, etc.
- Proposed engagement approaches impact **multiple consumer-oriented economic sectors and/or thematic areas of Mission LiFE** by providing robust co-benefits
- Interventions include **actions supporting globalisation of the Mission LiFE** message and mechanisms to mainstream LiFE objectives employ **data-driven and data monitoring approaches to consumer and community action**, policymaking, and research & development

In addition to the assessment of Mission LiFE initiatives undertaken by MDOs in India, an exploration of existing key national schemes and programmes of various Ministries of Government of India sets the context for identifying areas of work from the lens of their ability to contribute to adoption of Mission

LiFE actions, contributing to developing the strategic recommendations presented in this section. The details of selected schemes, programmes and initiatives of the selected MDOs are presented in the Annexure 2 to this report.

The MDOs discussed in this report play a pivotal role in amplifying the impact of Mission LiFE, from promoting renewable energy and waste management practices to fostering sustainable agriculture and water conservation. Building upon their efforts would enhance the effectiveness of environmental policies and inspire communities to adopt eco-friendly lifestyles. More pertinently, the support for enabling **large scale adoption of Mission LiFE ethos can be built on dimensions of prevailing synergies**.

- (i) Activities/initiatives of MDOs like MoEF&CC, MoAF&W, MNRE, Ministry of Jal Shakti, DPIIT, etc. encompass the resource use and efficiency dimension **inter-connected through systemic administrative processes, economic sectors, overlapping citizen-centric interface**, and crucially, through the **water, food, and energy nexus** which is the core of sustainable development
- (ii) MDOs with **wide reach and influence can act as changemakers** by enabling Mission LiFE-oriented behavioural change. For example, in MoHUA, the benefits of schemes implemented have broad sectoral and deep grassroots reach through Urban Local Bodies (ULBs), municipalities and local governance agencies from where change can be affected. Similarly, the Ministry of Education has wide reach across educational institutions and national student bodies. Therefore, in these and other MDOs, the impact of interventions to promote sustainable behaviours would have a national level compounding effect.

Assessing High Potential Impactful Solutions for Achieving Mission LiFE Objectives

To develop targeted sectoral and thematic recommendations, applicable to selected Government of India Ministries and departments, for accelerating LiFE-oriented adoption and globalising the Mission's message, a framework has been created for assessing potential adoptability of a behavioural change emanating from a solution/ idea.

An **assessment scorecard has been developed using core principles of behavioural nudge theory** in order to incentivise and influence consumer behaviour to adopt sustainable lifestyles, employed the following lens and rating scale:

- **Applicability and suitability** of the solution to Indian context including existing initiatives/ schemes, policy landscape, and socio-economic context
- Rating parameters:
 - **Acceptability and relatability** of an idea to influence behavioural change ranges from 'High' i.e., with high freedom of choice and relatability to individual community – to 'Low' i.e. active effort is required for opting-in and insufficient relatability to populace
 - **Ease of targeted messaging** ranges from 'High' i.e. there exists sufficient transparency in and understandability of the message or intent to effect behavioural change, to 'Low' i.e. the message being difficult to understand or costly to disseminate and/or intended outcome being dependent on external factors
 - **Ease of adoption/ecosystem need** of a solution ranges from 'High' i.e., adoption of a behavioural change at individual level is independent of community uptake and there is no requirement of a supporting ecosystem of infrastructure/services, to 'Low' i.e., adoption requires collective community level effort and/or requires critical supporting ecosystem
 - **Economic accessibility** of a behavioural change/ action ranges from 'High' i.e., no additional cost or financial input is required, and action can be integrated seamlessly into everyday life, to 'Low' i.e., adoption requires sizeable financial input and is difficult to integrate into everyday life

- The type of actions, ideas or solutions that score 'High' or 'Medium' in the assessment framework on the abovementioned parameters, can set the context for thematic or sectoral recommendations, with the aim of improving the potential of ideas/solution with similar support **requirements for effecting behavioural change**.

4.2.1 Thematic & Sectoral Strategy for supported Mainstreaming Mission LiFE

The strategic recommendations for engagement with Government of India MDOs for enabling acceleration of adoption of sustainable lifestyle choices and for globalising the Mission LiFE message cut across types of support **including technical, financial, capacity building, and support for policymaking/ regulations**. The proposed thematic and sectoral interventions also cut across sectors, and include a combination of assessment, feasibility analysis, programmatic action, physical and digital infrastructure development, setting of standards or guidelines, and support in project implementation, communication and outreach support for MDOs. The recommendations in section 4.2.2 and 4.2.3 have been derived from following insights:

- **As-is analysis of Mission LiFE**-oriented initiatives and existing schemes/ programmes presents with the potential for additional integration of LiFE components into operations, stakeholder engagement, and bridging gaps in programmatic actions of MDOs
- **Analysis of the overall ease of adoption** of targeted ideas/ solutions, described above, lends to identifying areas for designing cross-sectoral recommendations
- While MDOs may **incentivize shifts in behavioural patterns with incremental impetus** within operations and functions of existing national schemes and programmes, these initiatives would create enhanced cross-sectoral impact as components
- Potential of **national level initiatives delivered through programmatic interventions** with behavioural change components to provide a comprehensive ecosystem of technology, services, infrastructure (physical and/or digital), and capacity building to smoothen the curve of switching to sustainable lifestyle choices
- Opportunities for **globalisation of mission LiFE through targeted interventions** led by MDOs or with technical assistance support
- General recommendation on **engagement with government machinery may be replicated** across additional GoI Ministries and departments



Figure 6: Mission LiFE High Level Strategy

4.2.2 Ideas implementable across various MDOs and can be championed by MOEF&CC as the Nodal Ministry:

Table 9: Ideas which can be implemented by multiple Ministries

Type of Action and Recommendation	Mission LiFE Theme(s)	Mission LiFE Phase	Recommended Actions
Waste data dashboard	Reduce Waste	Change in Demand	<ul style="list-style-type: none"> Waste data (in kilograms) can be displayed prominently at the common area in office premises to enable reduction in quantity of waste generated
Electricity load consumption dashboard	Save Energy	Change in Demand	<ul style="list-style-type: none"> Floor wise electricity utilization comparison to be displayed prominently at the office premises to nudge employees to reduce electricity usage Activities/nudges presenting various ways to reduce electricity consumption can be displayed along with this dashboard
Water used dashboard	Save Water	Change in Demand	<ul style="list-style-type: none"> Floor/ Wing/ Building wise water utilization comparison to be displayed prominently at the office premises to nudge employees to reduce water usage Activities/nudges presenting various ways to reduce water consumption can be displayed along with this dashboard
Quantity of paper used dashboard	Reduce Waste	Change in Demand	<ul style="list-style-type: none"> Floor wise paper used for printing can be tracked by the administration department and utilization comparison to be displayed prominently at the office premises to nudge employees to reduce paper usage
Use of recycled water in washrooms	Save Water	Change in Supply	<ul style="list-style-type: none"> For large office premises, wastewater generated can be treated in premises and can be used in washrooms
Shift to energy efficient fans	Save Energy	Change in Demand	<ul style="list-style-type: none"> Refitting of normal fans with energy efficient BLDC fans in government premises
Collection facility for paper to be shredded	Reduce Waste	Change in Demand	<ul style="list-style-type: none"> Providing common facility in office premises where paper to be shredded can be collected, shredded and recycled
Provision of cloud storage for digital files	Reduce Waste	Change in Supply	<ul style="list-style-type: none"> NIC can provide each employee cloud space of 20-25 GB to store the files in digital format instead of physical one
Air conditioner audit of office premises	Save Energy	Change in Demand	<ul style="list-style-type: none"> Air conditioner audit of office premises can be made compulsory to improve the energy efficiency of these systems all along their life cycle
Refillable printer cartridge	Reduce Waste	Change in Demand	<ul style="list-style-type: none"> Refillable printer cartridges can be made mandatory for offices to reduce plastic waste
Enhancing list of permitted CSR activities to mainstream Mission LiFE objectives	All Themes	Change in Policy	<ul style="list-style-type: none"> Incorporate Mission LiFE oriented initiatives within the list of permitted CSR activities Develop guidelines for integrating Mission LiFE-oriented objectives and thematic alignment in national CSR policy for private and public sector
Cycle to work/ college initiative across all metropolitan cities	Adopt Healthy Lifestyle Save Energy	Change in Supply Change in Policy	<ul style="list-style-type: none"> Develop a public outreach to promote the benefits of cycling to work through various media channels, including social media, local news, posters, and community events Encourage employers to participate in bike-to-work schemes especially in winters, where employees

Type of Action and Recommendation	Mission LiFE Theme(s)	Mission LiFE Phase	Recommended Actions
			<p>can receive financial support for cycling to work such as mileage allowances or wellness incentives</p> <ul style="list-style-type: none"> • Install secure and convenient bike parking facilities at key locations, including workplaces, public transportation hubs, and popular destinations • Building separate cycling lanes in campus/office premises for easy facilitation
Design retail store arrangements to nudge consumption behaviours	Adopt Healthy Lifestyle Reduce Waste	Change in Supply	<ul style="list-style-type: none"> • Promote inventory management to minimize food wastage, by encouraging stores to analyse waste data • Develop training programme with the support of through CSOs/ NGOs for shelf-stocking practices to minimize food wastage and monitor expiration dates
Pilot for city grid-level installation of e-waste drop-boxes and digital app/tool for e-waste collection points	Reduce E waste	Change in Supply Change in Policy	<ul style="list-style-type: none"> • Create a pilot project of city wise drop-boxes installation and, monitor the types of e-waste to be collected with clear objectives, such as reducing illegal e-waste dumping, increasing recycling rates • Develop a user-friendly digital app or tool that allows residents to locate e-waste drop-boxes, schedule pickups, track the status of their e-waste, and receive educational information on e-waste management • Launch a public awareness campaign to educate residents about the importance of proper e-waste disposal, how to use the drop-boxes and digital tool, and the environmental benefits of recycling e-waste • Use local media, social media, community events, and educational workshops to reach a broad audience

4.2.3 Actionable recommendations for key Ministries for mainstreaming Mission LiFE

Table 10: Actionable points for key Ministries for implementation

Minlstry	Type of Action and Recommendation	Mission LIFE Theme(s)	Mission LIFE Phase	Recommended Actions
MoEF&CC	Develop/ update Mission LIFE Action Plan	All Themes	Change in Policy	<ul style="list-style-type: none">• Urge various MDOs to implement Mission LIFE-oriented activities in daily operations of nodal offices/buildings, e.g. waste segregation, switching to LED lighting and energy efficient settings, greywater recycling, native plant landscaping, etc.• A National level Mission LIFE action plan covering operation, functions, policymaking others to encourage sustainable lifestyle on scale⁴⁵• As part of promoting the LiFE mission, initiatives include integrating sustainable living courses into the training curriculum of ministry training institutes, IGNFA, DFE, and other institutions
	Promote food security by saving food	Healthy Lifestyles Adopted Reduce Waste	Change in Demand Change in Supply	<ul style="list-style-type: none">• Support in collaboration with Ministry of Consumer Affairs to establish guidelines for implementing single-serving portions in restaurants to minimize excess food waste and promote responsible consumption
	Promote sustainable disposal methods for personal hygiene products	Single Use Plastic Reduced Waste Reduced	Change in Demand Change in Supply	<ul style="list-style-type: none">• Install clearly marked bins for personal hygiene to encourage proper product disposal in public restrooms, schools, and workplaces, ensuring regular collection and eco-friendly waste disposal• Implement a feedback system to assess community experience with menstrual cups and sustainable sanitary napkin disposal, using insights to enhance educational materials and distribution strategies
	Zero-Waste Festival supplies	Reduce Waste	Change in Supply	<ul style="list-style-type: none">• Issue guidelines to all line ministries regulating events, fairs, and corporate, promoting zero-waste solutions with eco-friendly essentials from zero-waste marketplaces, including reusable packaging, biodegradable decorations, and sustainable products

⁴⁵ The Action Plan consists of an annual implementation plan, national conferences for dialogue, awards for outstanding sustainability efforts, and competitions for government and private sectors to encourage innovation in sustainable practices. As part of promoting the LiFE mission, initiatives include integrating sustainable living courses into the training curriculum of ministry training institutes, IGNFA, DFE, and other institutions.

Ministry	Type of Action and Recommendation	Mission LIFE Theme(s)	Mission LIFE Phase	Recommended Actions
			Change in Policy	<ul style="list-style-type: none"> For places of worship, the guidelines can encourage eco-friendly offerings and practices, emphasizing proper waste disposal and the degradation of biodegradable items like flowers and food, with support from the Central Pollution Control Board (CPCB) and State Pollution Control Boards (SPCB) Local shops selling such festival kits can be marketed through social media and advertisements Support to manufacturers producing eco-friendly materials through incentives
	Encouraging cloth bags for shopping	Single Use Plastic Reduced	Change in Demand Change in Supply	<ul style="list-style-type: none"> Organise distribution of cloth bags for shopkeepers and grocery stores to incentivise usage and offering discounts and incentives to customers who are carrying their own bags Organise awareness campaigns, social media campaigns and digital advertisement for individuals, near marketplaces about benefits and advantages of using cloth bags Print Mission LiFE promoting messages/ quotes on bag to further to encourage the usage of cloth bag
	External Adaptive Shading Systems for Energy Savings and Better Indoor Environment Quality in Residential Buildings	Save Energy	Change in Demand Change in Policy	<ul style="list-style-type: none"> Conduct periodic programmes with architects for dissemination information about energy efficient buildings and constructions Create community guidelines through partnering with residents, local government bodies, NGOs, architects, and shading system suppliers, by conducting meetings to gather input, build consensus, and secure commitments Create pilot projects with large, glazed window openings/balconies on East and West orientations for the pilot project ensuring diversity in building types to test effectiveness across different settings Issue guidelines to incorporate adaptive shading systems to be incorporated in housing schemes such as PM Awas Yojna
Ministry of Jal Shakti	Sustainable drinking water management practices	Save Water Say No to Single Use Plastic	Change in Supply Change in Demand Change in Policy	<ul style="list-style-type: none"> Citizen-focused campaigns on water quality in municipal areas where potable water is supplied to reduce use of RO water filtration systems through NGOs and local officials Promote water recycling initiatives such as reusing RO/AC discharged water in residential and commercial establishments using traditional media and social media campaigns Develop standards for water use in appliances, devices, and equipment of common use Issue guidelines for hotels and restaurants to promote safe non-bottled water and encourage customers to opt out of packages drinking water Organize campaigns for increasing awareness, uptake and judicious usage of drinking water facilities from taps in rural areas

Ministry	Type of Action and Recommendation	Mission LIFE Theme(s)	Mission LIFE Phase	Recommended Actions
Ministry of Tourism	Promoting Water Conservation in Restaurants - Blue Star Rating	Save Water	Change in Policy Change in Demand	<ul style="list-style-type: none"> Assign rating stars based on water-saving practices such as use of low-flow fixtures (faucets, toilets), recycling and reusing water (e.g., for cleaning), rainwater harvesting or grey water systems similar to energy efficiency ratings Develop water use standards for hotels, restaurants and eateries Issue guidelines and awareness initiatives for restaurant owners, staff, and customers about the significance of water conservation through menus and signage Periodically assess participating restaurants' water usage and awarding Blue Star Ratings based on performance
	Using treated wastewater for fields	Save Water Reduce Waste	Change in Supply Change in Policy	<ul style="list-style-type: none"> Use treated wastewater for construction sites and for flushing purposes in government offices Develop standards for closed loop water systems for complexes, residential colonies and public premises Use treated wastewater on farms to prevent pollution in nearby water bodies by keeping nutrient-rich water on the farm This recycled water can also be used to irrigate crops, which can reduce the need for freshwater and save money on water bills.
	Initiatives for Sustainable Lifestyle tourism with Towel Reuse Program Return and Deposit Scheme at tourist location	All Themes	Change in Supply Change in Demand	<ul style="list-style-type: none"> Strive to aim 50 key tourist destinations in the country garbage free with waste disposal and recycling; CSRs can be looped into the implementation Campaigns for a 'Towel Reuse Programme' in hotels, guest houses, and homestays using targeted communications on water and energy savings (welcome brochures, pamphlets, signs); initiative can be clubbed with reward points/loyalty programme of hotel chains Implement a Return and Deposit Scheme for PET plastic, glass bottles, packaging for tourists, run by local guide agencies, temple trusts, local governing bodies in collaboration with local vendors and district administration at Amrit Dharohar sites Utilise Yuva Tourism Clubs to promote Mission LIFE message and demonstrate sustainable tourism practices in club activities and encourage social media feedback
	Reduce use of energy in hotel rooms	Save Energy	Change in Demand Change in Policy	<ul style="list-style-type: none"> Provide information to guests (through infographic on brochure/ pamphlet/ welcome flyer etc.) summarising environmental and health benefits and encourage them to set the AC temperature of hotel room to closer to ambient temperature level (e.g., 21°C). Work with BEE and Ministry of Consumer Affairs for Air Conditioners to be set at 24°C in hotels through innovation in equipment design, incentives and regulations

Ministry	Type of Action and Recommendation	Mission LIFE Theme(s)	Mission LIFE Phase	Recommended Actions
Ministry of Panchayati Raj				<ul style="list-style-type: none"> • Offer rewards or loyalty points to guests who voluntarily choose energy-saving settings and the request to change pre-set optimum temperature can be routed through front-desk/reception • Implement of centralized system that can adjust room temperatures based on occupancy and external conditions.
	Initiatives for inculcating sustainability in rural areas	All Themes	Change in Supply	<ul style="list-style-type: none"> • Encourage / develop advisories on cleanliness drives in villages, especially water bodies and drains • Include hygiene, cleanliness and waste disposal in the Gram Panchayat Development Plan • Issue guidelines for local governments to organize seminars, and <i>chaupal</i> discussions in villages, incorporating local traditions on water use, waste disposal and hygiene to enhance SDG localization with community participation • Establish points-of-contact, helpdesk and helplines in local governing bodies and small DRE applications, access and eligibility information of schemes like PM-KUSUM, PMUY • Implement awareness and knowledge support initiatives with women-led SHGs in rural areas to promote livelihoods making eco-friendly products like organic compost from waste, bamboo mat/rope weaving, clay articles etc., and facilitate market linkages and marketing through existing Rural Development initiatives
	Community Water Watch	Save Water Reduce Waste	Change in Demand	<ul style="list-style-type: none"> • Collaborate with tech developers to create user-friendly crowd-sourced water pollution reporting app ensuring it allows users to upload pictures, videos, and geographical coordinates of pollution hotspots in rural areas • Identify pollution sources in villages; Add programme for addressing the issue in GPDPs • Training and Awareness building on benefits and how to use the app for reporting of polluted river sources. Use various media channels to reach a wide audience • Launch pilot program in a selected region having significant river pollution issues in collaboration with SPCBs and NGOs and Ministry of Jal Shakti
Ministry of Agriculture and Farmers Welfare	Initiatives to mainstream within existing schemes/programmes	Adopt Sustainable Food Systems Save Energy	Change in Demand Change in Policy	<ul style="list-style-type: none"> • Aggressive promotion of natural farming and enhancing circularity of resources and waste in the agriculture sector in collaboration with Farmer Producer Organisations (FPOs), State agriculture and soil conservation departments • Under existing skill development programme, introduce technical training and certification of technicians for bio-energy applications and machinery like bio-digestors/biogas plant, bio-diesel plants

Ministry	Type of Action and Recommendation	Mission LIFE Theme(s)	Mission LIFE Phase	Recommended Actions
		Save Water		<ul style="list-style-type: none"> Promote awareness and demonstration of innovative mulching/composting technologies as stubble burning alternative to produce bio-fertiliser, improve soil fertility/soil moisture and reduce erosion Increase outreach through campaigns and collaborations for existing initiatives such as micro-irrigation and More Crop Per Drop to improve water conservation practices Media awareness drives and campaigns (through celebrities) with hotels, restaurants, and govt.-run canteens to introduce a "Millet Menu" and a weekly day for serving millets-based food; collaborations with social media chef influencers to promote millets-based recipes
	Using behaviour change communication to promote the adoption of millets in daily diet	Adopt Sustainable Food Systems Healthy Lifestyle Adopted	Change in Demand	<ul style="list-style-type: none"> Collaborate with schools, workplaces, and community centres through concerned state departments to integrate millets into mid-day meal/lunch menus Support uptake of pilot programme with relevant stakeholders and evaluate impact through M&E mechanism on millet consumption, health outcomes, and behaviour change Campaign on effects of overuse and promotion of scientific use of chemical fertilizers and pesticides
	Vertical Home Garden Kit	Adopt Sustainable Food Systems	Change in Demand Change in Supply	<ul style="list-style-type: none"> Collaborate with NGOs, manufacturers who can provide subsidized access to the Vertical Home Garden Kits and offering kits with different plant options (herbs, vegetables, flowers) to cater to diverse consumer preferences; Partner with ULBs/municipalities to introduce vertical gardening kits as part of urban greening or sustainability initiatives Promote home gardens at Anganwadi centers and in households in collaboration with Department of Women and Child Development to grow organic fruits, vegetables, and herbs to support local food production, improve food security, and reduce dependency on market-bought food Collaborate with the MoEF&CC to promote medicinal plants through home herbal gardens/ vertical home gardens/ plantations/ nurseries, ensuring both biodiversity conservation and access to affordable healthcare
Ministry of Railways	Guidelines/ policy initiatives for Mission LIFE	Reduce Waste	Change in Supply Change in Policy	<ul style="list-style-type: none"> Issue green procurement guidelines and plan to implement in a phased manner Issue guidelines or mandates to registered vendors providing equipment, catering and other services to incorporate sustainability initiatives in service delivery like adhering to green procurement principles, using biodegradable packaging/materials, sourcing organic food materials,

Ministry	Type of Action and Recommendation	Mission LIFE Theme(s)	Mission LIFE Phase	Recommended Actions
		Say No to Single Use Plastic Save Energy Save Water		avoiding use of hazardous chemicals in processing, incorporating energy and water efficient practices, etc. <ul style="list-style-type: none">• Incorporate green manufacturing guidelines for railway manufacturing units, including green procurements requirements, green industry certification• Provide garbage collection bags for wet and dry waste to passengers on boarding in all railway coaches to promote waste segregation; tie up with local/regional vendors to utilise collected organic waste for composting and/or provide easy access food waste compost bins at intra-city suburban stations in collaboration with NGOs, private sector CSR programmes• Appropriate guidelines for water conservation and waste water management mechanism should be brought out for all railway stations, car sheds and other relevant railway premises; stations can be ranked according to the appropriate use of water
	Deposit Return Scheme (DRS) for Plastic Bottles	Reduce Single Use Plastic	Change in Demand Change in Supply	<ul style="list-style-type: none">• Public awareness campaign to create awareness among consumers about the DRS, its benefits, and how to participate; Use of various media channels, including social media, local news, posters, and community events.• Develop and implement a standardized waste collection and disposal system and scale up to 100 largest stations• Assess the idea of establishing drinking water plants in large stations in PPP mode to stop use of bottled water; find innovative ways to supply water to passengers• Periodic cleaning of litter in station premises, sharing information with passengers on expenditure incurred as campaign for “no-litter” initiatives in station premises
	Improve sustainability of Industrial/logistics parks	Save Energy Save Water Reduce Waste	Change in Demand Change in Policy	<ul style="list-style-type: none">• Develop green logistics guidelines, accompanying standards, guidelines may be mandatory compliance for public sector transport/logistics services• Institute green certification programme for industrial and logistics parks, including guidelines and standards for certification for greenfield and brownfield projects, and data collection compliances; may leverage green industrial frameworks⁴⁶
DPIIT				
Ministry of Education	Introduction of online and offline courses	All Themes	Change in Demand	<ul style="list-style-type: none">• Develop online courses in collaboration with professionals in sustainability field from IITs and IIMs which can be differentiated as Initial Awareness Courses, Execution Level Courses and Innovation Level Courses; they can be hosted on platforms like SWAYAM

⁴⁶ International Framework for Eco-Industrial Parks; Industrial Park Rating System 2.0; Industrial Park Rating System 3.0 (planned)

Ministry	Type of Action and Recommendation	Mission LIFE Theme(s)	Mission LIFE Phase	Recommended Actions
				<ul style="list-style-type: none"> • Introduce a 'Train the Trainers Programme' within learning and development programme of primary and middle school teachers along with a teaching module on Mission LIFE, in partnership with National Council for Teacher Education (NCTE) • Develop guidelines for co-curricular expansion including activities like basic sewing/knitting/clothes repair; inter-school or district level competitions for waste-to-art projects, student-run school vegetable gardens/nurseries and composting etc.; including chapter on Water Conservation in school curricula • Organise global level recycloth on the lines of hackathon inviting start-ups, incubators, innovation institutes to participate in recycloth on to engage youth and professionals in sustainability-related problem-solving • Build up community of start-ups and innovators and develop connections with global companies in recyclable sectors to further developments in this field • Collaboration among select companies who are well-established in sustainability reporting/ activities and academia to interact with students and academic staff through series of activities such as, discussions, panel interviews, talks etc. for information dissemination and awareness • Develop awareness about innovation cells, bootcamps, Kapila (Patent Filing Scheme), grant challenges etc. • Create awareness on community garage sale (purchase/sale of second-hand goods in local community) among managements and governing bodies of hostels, universities, PGs etc. and the benefits of such initiative • Organise workshops, community awareness sessions, promotional posters to encourage individuals to host and participate in community garage sale through NGOs • Administrative support and provisioning for arranging community space for sale • Establish libraries with old books
	Organization of Recycloth on	All Themes	Change in Demand	
	Collaboration among academia and corporates	All Themes	Change in demand Change in Policy	
	Community Garage sale for universities / boarding school/ hostels	Reduce Waste	Change in Demand Change in Supply	
	Educational and youth-led initiatives to promote Mission LIFE	All Themes	Change in Supply Change in Policy	<ul style="list-style-type: none"> • Integrate LIFE in the National Service Scheme (NSS) • Integrate mandatory Mission LIFE-oriented activities in youth groups, clubs and government sports centres like water body cleaning/restoration, waste cleaning drives, tree plantation, campaigns to reduce single-use plastic etc.
Ministry of Youth Affairs and Sports				

Ministry	Type of Action and Recommendation	Mission LIFE Theme(s)	Mission LIFE Phase	Recommended Actions
	Imbibing Sustainable Lifestyles among youth in a university ecosystem	All Themes	Change in Demand Change in Supply	<ul style="list-style-type: none"> Conduct regular workshops, seminars, and guest lectures on sustainable living practices, using experts and influencers to discuss the importance of sustainability Launch campus-wide campaigns such as Sustainability Champion to promote sustainable habits in collaboration with NGOs Partner with NGOs and charitable organizations to distribute alternative, environmentally friendly products such as menstrual cups and ensure the installation of sanitary vending machines in schools and universities Organize fairs and eco-friendly product exhibitions created by local artisans and communities. Encourage student-led sustainability clubs and run volunteer programs such as campus clean-ups, tree planting, and recycling drives and create awareness for reducing food wastage and presenting behavioural nudges to students Include training and exposure sessions on fruits and vegetable cultivation in higher secondary classes
Ministry of Petroleum and Natural Gas	Awareness generation activities in collaboration with other MDOs	Reduce Waste	Change in Supply Change in Policy	<ul style="list-style-type: none"> Enable consultative mechanisms such as inter-ministerial committees with relevant line ministries like MoEFCC, MoAFW, MoPR, MoRD, etc. to further and mainstream initiatives such as production of biofuels from feedstocks Enable Green Retail Outlets which can focus on biofuel dispensing, energy efficient lighting and appliances, green cover, no wastage, availability of clean drinking water retail outlets Plantation on wastelands dovetailed within existing rural livelihood programmes
Ministry of Information and Broadcasting	Targeted print and social media campaign	All Themes	Change in Supply Change in Policy	<ul style="list-style-type: none"> Implement strategic communication campaigns through traditional newspaper paper articles or correspondent coverage, social media which will not entail any additional costs and documentary screening, jingles on all India Radio for Mission LiFE campaign can be achieved at subsidized costs The designated PIB officers may support respective Ministries in for amplifying Mission LiFE campaigns
Ministry of Consumer Affairs	Citizen-centric awareness generation on Right to Repair	Reduce Waste Reduce E-Waste	Change in Supply Change in Policy	<ul style="list-style-type: none"> Increase visibility and awareness about Right to Repair aimed at consumers through media (television and radio) advertisements, hoardings, and social media through influencers Create awareness about Right to Repair portal which has been launched and 67 companies have been onboarded Collaborate with Bureau of Indian Standards (BIS), which sets standards for various equipment in India, which may support Mission LiFE by promoting sustainable and repairable designs

Ministry	Type of Action and Recommendation	Mission LIFE Theme(s)	Mission LIFE Phase	Recommended Actions
Ministry of Ayush	Sustainable wellness for all	Adopt Healthy Lifestyles	Change in Demand	<ul style="list-style-type: none">Collaborate with nutritionists and dietitians to create Ayurvedic food guides that emphasize sustainable, locally sourced ingredients
Department of Women and Child Development	Sustainable nutrition for Women and Children	Adopt Sustainable Food Systems Adopt Healthy Lifestyles	Change in Supply	<ul style="list-style-type: none">Collaborate with agriculture departments to promote locally sourced, climate-resilient crops (such as millets, pulses, and leafy greens) in nutrition programs for women and childrenAwareness creation through digital methods about Mission LIFE themes in <i>Anganwadis</i> in collaboration with MoEF&CCInclude these food items in Anganwadi centers and mid-day meal programs, focusing on indigenous, nutrient-rich foods with a low environmental footprintEncourage the use of biodegradable, eco-friendly packaging for supplementary nutrition provided under <i>POSHAN Abhiyaan</i> (such as take-home rations) to reduce plastic waste

4.3 Globalisation of Mission LiFE:

Globalisation of Mission LiFE **seeks to inspire sustainable living as a universal norm** by embedding eco-friendly behaviours across borders. Through international partnerships and local adaptations, it promotes shared responsibility, enabling communities worldwide to contribute actively to climate resilience and a healthier planet.

Table 11: Globalisation of Mission LiFE

Type of Action and Recommendation	Mission LiFE Theme(s)	Recommended Actions	Envisioned Impact and Outcomes
Ministry of Environment, Forest and Climate Change			
1. Develop 'One Earth, One LiFE' global conference 2. Incorporating sustainable lifestyles message in communication and developing online knowledge platform or microsite	All themes	Developing an annual conference on Mission LiFE, proposed as "One Earth, One LiFE": <ul style="list-style-type: none"> Developing conference campaign strategy, supported leveraging existing World Environment Day communication and outreach framework to build on, with event series: <ul style="list-style-type: none"> Thematic plenaries, panel sessions with national and international leadership participation Facilitated partnerships between development organisations and MDOs for pilot programmes and launch of Mission LiFE-related publications, studies Showcase of innovative LiFE-oriented solutions developed by technology partners, thinktanks, students, cultural leaders Sessions with global sector leaders (government, private sector, thinktanks) Social media campaign, partnerships with youth influencers/youth organisations, and communication material development Facilitating partnerships with development organisations' country partners, philanthropies/ trusts, and private (corporate) sector 	<ul style="list-style-type: none"> Enhanced global reach of India-led Mission LiFE message to enable greater penetration as a mass movement; recognition and adoption of LiFE-oriented best practices and successful cases of behavioural change enabled Participation of international and national leadership from public, private and development sector creating enabling discourse platform for developing cross-sectoral solutions/ initiatives for mainstreaming behavioural change Enhanced global reach of sustainable lifestyles message to enable greater penetration as a mass movement, recognition and adoption of best practices for behavioural change Greater integration of global knowledge on technology and social engineering-led actions and initiatives for nudging for making sustainable choices Opportunities for implementing thematic sustainable lifestyles initiatives to enable behavioural shift in LDCs through inter-country dialogue and collaboration on propagating a global movement
Ministry of Housing and Urban Affairs			
Mission LiFE Messaging within International Cooperation		<ul style="list-style-type: none"> Introduce Mission LiFE objectives into projects and initiatives (design, monitoring, reporting) in India emerging from bilateral international cooperation and MoUs (for e.g. 	<ul style="list-style-type: none"> Identification of cooperation opportunities and leveraging of on global technology, knowledge for nudging towards sustainable choice-making

Type of Action and Recommendation	Mission LiFE Theme(s)	Recommended Actions	Envisioned Impact and Outcomes
		<p>Technical Cooperation for Australia-India Water Security Initiative; Project-SMART with JICA</p> <ul style="list-style-type: none"> Lead communication and convene dialogue on vision of Mission LiFE and progress in India in multilateral fora (e.g. BRICS Urbanization Forum, World Urbanization Forum) and bilateral initiatives (e.g. EU-India CITIIS 2.0) 	<ul style="list-style-type: none"> Promotion and recognition of Mission LiFE vision and objectives at global level
Ministry of Tourism			
Mission LiFE Messaging through publicity guidelines and global media plan	All themes	<ul style="list-style-type: none"> Integrate Mission LiFE-oriented messaging and representation (e.g. through logos) in guidelines for financial support to state governments for producing publicity material targeted towards overseas markets Enhance global media plan with Mission LiFE messaging and visual representation, focusing on content creation, content collaboration, digital campaign, collaboration with Indian diaspora influencers/private sector 	<ul style="list-style-type: none"> Global recognition and promotion of Mission LiFE message, '<i>Travel for LiFE</i>' initiative in overseas markets, targeting consumers beyond Indian diaspora Demonstration of integration of Mission LiFE into tourism promotion activities as a best practices case study to be replicated globally
Ministry of Consumer Affairs			
Enhancing list of permitted CSR activities to mainstream Mission LiFE objectives	All themes	<ul style="list-style-type: none"> Under Section 135 Schedule VII of the Companies Act 2013 incorporate Mission LiFE oriented initiatives within the list of permitted CSR activities <ul style="list-style-type: none"> These activities may include programmes that induce behavioural change, for example, promotion/ provision of energy efficient lighting/ appliances to underserved communities; rural community waste management facilities and services; e-waste management collection and recycling value chain support and digital interventions; support to supply chains for traditional agriculture/ native grains/ biofuels; research & development in thematic areas of sustainable agriculture, traditional nature-based arts & handicrafts, etc. Develop guidelines for integrating Mission LiFE-oriented objectives and thematic alignment in national 	<ul style="list-style-type: none"> Improvement in penetration sustainability programmes to underserved communities which induce behavioural change from the grassroots level Holistic addressal of complex challenges intertwined through the lens of sustainability across sectors and with linkages to public health, sanitation, social inclusion and gender equity, education, hunger and nutrition Greater uptake of Mission LiFE-oriented activities in CSR programmes in India with potential positive impacts on sustainability policies of conglomerates and multi-national corporations with global operations which integrate promotion of sustainable lifestyles

Type of Action and Recommendation	Mission LiFE Theme(s)	Recommended Actions	Envisioned Impact and Outcomes
		CSR policy for private and public sector	

4.4 Possible areas of support by ADB for mainstreaming Mission LiFE:

ADB can provide support to the various MDOs for implementation/ adoption of Mission LiFE in certain areas. The support could revolve around developing a systemic approach to disseminate the information about sustainable lifestyle and create awareness and mobilize citizen at large, encouraging voluntarism. The support areas have been identified as follows:

- Support MDOs in developing **Mission LiFE Action Plan** through collation of information on activities undertaken, activities that could be taken up, and organisation of discussions, workshops with multiple stakeholders
- Support in developing **creatives for various channels of media** outlets and help in carrying out periodic campaigns for maximum impact
- Support in organising **global events on Mission LiFE** themes that are directly related to the MDOs; this support would include identification of key themes, speakers/ stakeholders and development of presentations for such events
- Support concerned MDO to administer programmes in the core subject area of the MDOs to **mobilize youth, university/ college students, NGOs, CSOs, Resident Welfare Associations (RWAs), Green Clubs etc.**, to rally them around Mission LiFE themes
- Support the nodal ministries and MDOs to **onboard influencers to multiply the reach of Mission LiFE message**
- **Develop a reporting and monitoring portal** where activities carried out by various MDOs, and other stakeholders is recorded and monitored; the portal can also have AI enabled sentiment analysis tools to assess the effectiveness of various campaigns
- **Support educational institutions, universities and technical institutions through UGC, AICTE, IMC etc. to incorporate modules on sustainable lifestyle and LiFE themes in curricula** across all students' streams

4.5 Data Aggregation, Monitoring & Evaluation of Mission LiFE Initiatives

Given that Mission LiFE aims to create a grassroots movement with mass individual and community participation, it becomes **important to leverage this momentum to inform and guide targeted policymaking at the national level** to create enabling policy paradigms, conducive ecosystems, standards and guidelines, and a means to **quantify the collective achievement of the society**. The qualitative and quantitative impact of large-scale adoption of behavioural changes for sustainability could, thus, be reflected in India's achievement against its climate and sustainability commitments Nationally Determined Contribution in line with the Paris Agreement, the 2030 Sustainable Development Goals, and national 2070 net-zero target.

To this end, developing a **data aggregation, monitoring and evaluation framework** for Mission LiFE-oriented activities and initiatives necessitates a national **data collection and analysis platform**; effective operationalisation of such mass data collection will require a self-reporting mechanism to be institutionalised to measure the social impact of LiFE-oriented initiatives and means to calculate positive impact generated.

The insights generated from analysis of aggregated data can be leveraged for:

- **Generate insights on the relatibility, adoptability, and accessibility of LiFE-related actions** through progress monitoring to support periodic review and revision of the approach to implement behavioural nudges for more effective impact at mass scale
- **Targeted and responsive policymaking, assessing gaps in implementation** of government schemes and programmes, and enable **enhancement of cross-policy coherence and inter-Ministerial collaboration** on shared objectives
- **Designing hyper-participatory and behaviour change-oriented approaches in national and sub-national projects** on climate change mitigation/adaptation, environmental conservation and pollution reduction
- Devising **conducive, comprehensive, and adaptable ecosystems for market-led development of climate-positive solutions and technologies**, and enabling emergence of interlinked value chains based on sustainable consumption and production patterns
- Building greater resilience and adaptive capacity to climate impacts and socio-economic resilience by better outcomes for health/nutrition, education, well-being, green employment and livelihoods
- **Guiding mitigation and adaptation finance flows, and budgetary allocations** to under-served sectors, stakeholders to develop high-impact solutions for meeting the climate challenges

The data aggregation architecture can leverage the 'Meri LiFE' portal to include monitoring, evaluation, and data analysis functionalities. The LiFE Cell instituted within MoEF&CC may undertake development of the data platform as per the architecture, with domain resources within the Cell engaged for data monitoring, verification, analysis and insight generation. In the future, this **activity could be AI enabled for automating** the process.

Such an aggregation platform can be developed, enhancing the existing 'Meri LiFE' portal. Establishment of a project management unit for data and IT management and undertaking data analysis and assessment to generate actionable insights is required. This platform is also recommended to **integrate Artificial Intelligence (AI) based functionality** to improve data input cohesion, raw and curated data output, and preliminary analysis of quantitative impact emerging from Mission LiFE initiatives.

The proposed general architecture for Mission LiFE-related data aggregation is presented below.

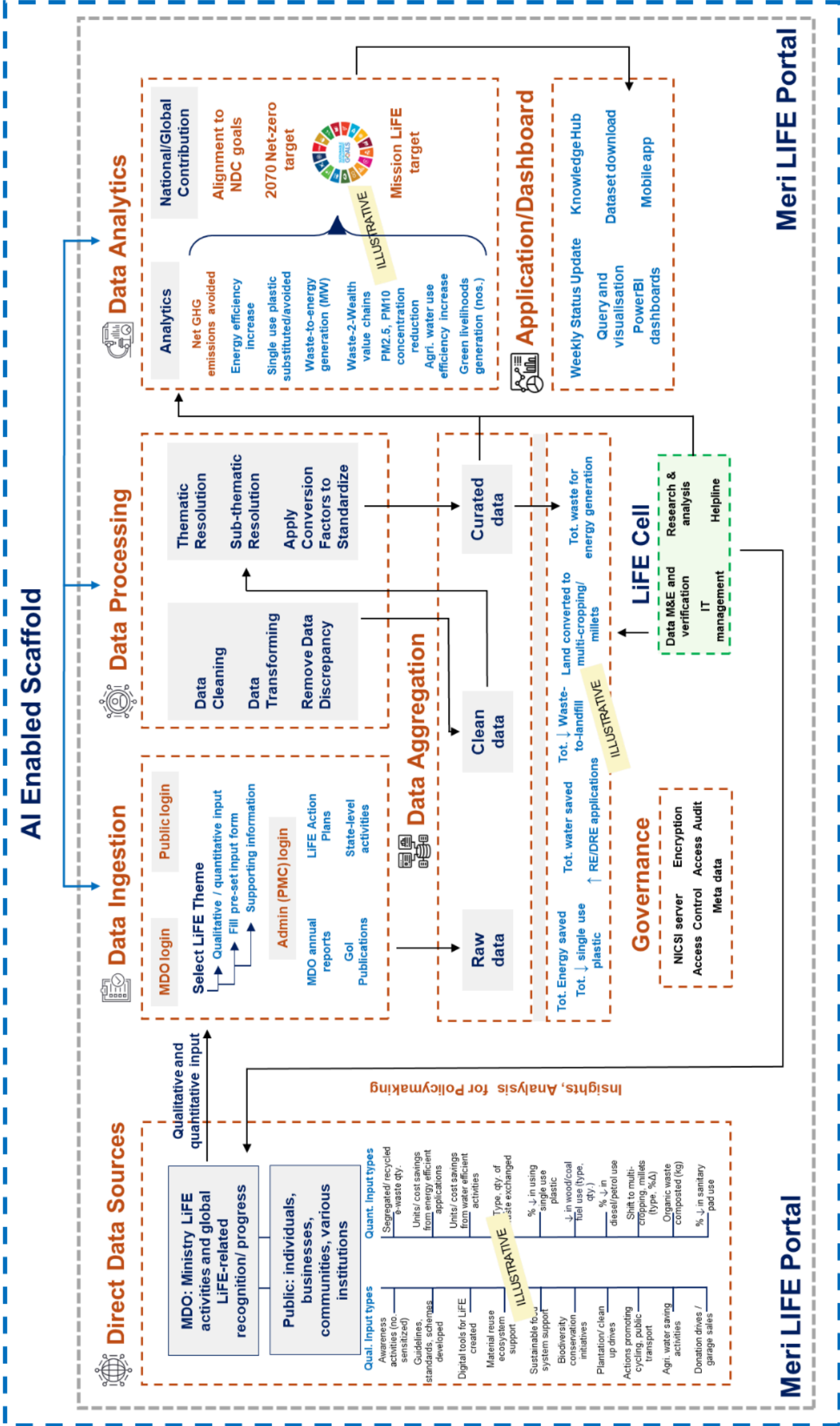


Figure 7: Data aggregation architecture for Mission LIFE activities

Annexure 1

List of the ideas from report, *Thinking for Our Planet – 75 Ideas to Promote LiFE*:

Table 12: 75 Ideas to Promote LiFE - NITI Aayog global call

S. No.	75 Ideas to Promote LiFE
1	Building a digital green bank to drive sustainable behaviour
2	Sustainable fashion credit system and tagging
3	Reduce the use of energy in hotel rooms through altered choice architecture
4	Raising awareness for energy efficient construction through an ice box
5	Promoting water conservation in Restaurants: Blue Star Rating
6	Artificial Intelligence (AI) behaviour tool for reducing household electricity consumption
7	Using behaviour change communication to promote the adoption of millets in daily diet: A self-help group level study
8	Monetise the Monsters: Circular solutions for non-recyclable dumped plastics
9	External adaptive shading systems for energy savings and better indoor environment quality in residential buildings
10	Well defined system of water credits to incentivise reduction in water usage
11	Crop cultivation and ground water depletion: A real time cost benefit approach
12	Scrap to advanced materials by guiding the communities: Mobile application for scrap recycle/reuse
13	Nudging by the kilowatt: Energy efficient consumption in urban India
14	Using behavioural economics to reduce electricity consumption
15	Community Water Watch: Empowering citizens to monitor water quality
16	Changing groundwater usage behaviour through tech and community engagement
17	Inculcating energy consumption consciousness in individuals and communities by bringing energy metering infrastructure to the sight of visibility, i.e., living rooms and kitchens
18	Evaluating the impact of carbon labelling food products on consumer behaviour
19	A multifaceted intervention for studying adoption of environment friendly leaf plates in rural Bihar
20	Promoting behaviour change for waste segregation at source in school children of Delhi NCR Region
21	Scrapify: online bidding platform for waste items
22	Transforming grocery deliverables into circular system and reducing food waste: A virtual pantry solution
23	Sustainable sanitation with bio-toilets: An attempt to impose behavioural change within individuals to switch from conventional toilets to bio-toilets
24	Sustainable household consumption via climate sensitisation in schools
25	Green coin for grassroot behaviour transformation: pro-environment crowd actions and improvement of national quality of life
26	Benchmarking and demonstrating paths for reducing electricity footprint in urban apartment complexes
27	Farming communities switch from traditional cropping pattern to diversified cropping pattern in drought prone Marathwada region of Maharashtra
28	We save our loving earth (WeSOLE) by transforming trash to treasure: Empowering youth to make ecofriendly cleaners from citrus peels.
29	Can electricity demand management drive the transition to clean and affordable energy?
30	Promoting frequent emptying of on-site sanitation containments to minimize greenhouse gas emissions
31	The life toolkit for neighbourhood greening
32	Barriers to the adaption of low carbon rice cultivation

S. No.	75 Ideas to Promote LiFE
33	Reducing food waste by street vendors in the selected food hotspots of Delhi by providing behavioural change solutions.
34	Ride the green wave: Advancing sustainable transport in the workplace
35	Sangam: An integrated approach towards sustainable living
36	gCommerce: A comprehensive economic ecosystem for “Green Commerce” that breathes A.I.R (Awareness, Impact, Rewards) into LiFE (Lifestyle for Environment)
37	Nudge Based Randomised Control Trials: A comprehensive intervention on school children to optimise community electricity conservation
38	Rethinking our habits: Innovative approaches to encourage sustainable behaviours
39	“Food for thought” How to reduce food waste from hotel restaurant buffets?
40	Arrangements Matter: Nudging consumption in retail stores
41	Awareness campaign for inspiring action towards reducing food waste by encouraging surplus food redistribution to food banks
42	Reducing household electricity consumption through behaviourally informed nudges in electricity bills
43	Digitising waste management in India: Using network effects and behaviour change to improve waste collection and recycling
44	Bangalore's social travel club: Encouraging sustainable modes of transport among college-going students
45	An eco centric framework towards self-sustainable waste management practices in urban centres
46	One week One earth
47	PlastiTAG (Plastic tag Track & Gestion/Management)
48	Planting for the future: The innovative vertical home garden kit.
49	A field experiment for improving grid connected solar irrigation using financial incentives and behavioural Nudges
50	Sustainable disposal methods for personal hygiene products
51	Night mode in room air conditioners/ heat pumps saves significant energy during night usage
52	Achieving circular economy transition in waste management through peoples’ participation for sustainable lifestyle and practices
53	Packaging as a tech enabled return for reuse service
54	Changing perceptions and creating social acceptance: Using treated wastewater for Agricultural Irrigation practices in rural communities in India and the developing World
55	Behavioural Investigation into adoption of crowd logistics in Last Mile-Delivery
56	Carbon offsetting platform to encourage individuals and communities to adopt more sustainable practices and behaviours that reduce their greenhouse Gas emissions and support the transition to a low-carbon economy
57	Reimagining slum from the lens of urban agriculture
58	Imbibing habit of heritage food to reduce nutrients deficiency and reduce carbon footprint
59	A unified supply chain linking residents to recyclers
60	Community driven participatory climate change communication using accessible voice-based technologies for behavioural change
61	Community led climate action to reduce climate change impact in India
62	Nudging menstrual cup adoption for a sustainable future
63	We Segregate - co-creating a model neighbourhood for sustainable waste management behaviour
64	Green Mechanic Movement: Fix it right Mindset (F.I.R.M) for environment
65	Inventing a complementary currency for human world transactions to conserve nature
66	Practising a sustainable lifestyles and service among youth in a university ecosystem

S. No.	75 Ideas to Promote LiFE
67	Nudging individuals towards sustainable consumption for reducing food waste within higher education institutions of India
68	Personalised sensor feedback on air pollution exposure: Nudging behaviour towards adoption of bike-share schemes in Chennai
69	Tap the elixir: Transforming the way we recycle rain water
70	Positive nudges for curbing food waste in a circular economy
71	Reducing waste generation by putting caution money to the unusable packaging of products
72	Awareness of waste accounting and recycling through smart bins (AWARE Smart bins)
73	Instillation of environmental habits for a sustainable life: A subsidy driven approach
74	Indian Premier League (IPL) for champs with a green heart: A school-based intervention to raise climate consciousness of the urban communities in India
75	Reimagining waste management planning

Annexure 2

This section provides an overview of existing key national schemes and programmes of various Ministries of Government of India. An assessment of the contours of policies, initiatives and activities within these programmes set the context for identifying planned and potential areas of work from the lens of their ability to contribute to accelerating the adoption of Mission LiFE actions nationally. This assessment forms a pillar of the strategic recommendations presented in Chapter 4 of this report.

Ministry of Housing & Urban Affairs

Table 13: Key schemes, programmes and initiatives of MoHUA

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Atal Mission for Rejuvenation & Urban Transformation (AMRUT)	<ul style="list-style-type: none"> Provision of water tap and sewer connections and projects to enhance urban infrastructure Issuance of guidelines for fostering 'Jan Andolan' campaigns Development of sewage treatment capacity, with significant portions dedicated to recycling and reuse of treated wastewater Completion of stormwater drainage projects for improved water management and elimination of water logging points Replacement of conventional streetlights with LEDs, for energy savings and reduced CO2 emissions.⁴⁷ 	<ul style="list-style-type: none"> Statutory towns & cities notified under AMRUT 2.0 scheme would be made 'water secure' by 2025-26 Development of 24x7 pressurized water supply systems with 'Drink from Tap' facilities Creation of awareness on quality of drinking water through community participation and IEC activities; women Self Help Groups (SHGs) to be trained to test water quality⁴⁸
Swachh Bharat Mission- Urban	<ul style="list-style-type: none"> Construction of individual household latrines, community, and public toilets Open defecation free city- wise initiatives Ward- wise categorization of garbage collection Garbage Free Star Rating for cities⁴⁹ 	<ul style="list-style-type: none"> Assessment of unutilised capacity of compost and power that can be generated from Municipal Solid Waste (MSW)
Smart Cities Missions	<ul style="list-style-type: none"> Implementation of smart infrastructure projects such as Smart Energy, Water, and Sanitation Installation of Solar/LED Streetlights and construction of over 89,000 kms of underground electricity cabling Management of solid waste in more than 50 cities with increased usage of technology, which has improved route management, efficiency of collection and daily management Monitoring of more than 6,800 kms of water supply system through SCADA, reducing the non-revenue water and leakages⁵⁰ 	<ul style="list-style-type: none"> least 80% energy-efficient and green buildings In case of redevelopment and greenfield models of Smart Cities, at least 80% of the buildings should be energy-efficient and green buildings Promotion of renewable energy is to ensure that a minimum of 10% of the city's energy needs are met by solar power⁵¹

⁴⁷ <https://mohua.gov.in/upload/uploadfiles/files/NMSH-2021-30.pdf>, <https://pib.gov.in/PressReleasePage.aspx?PRID=1881751>

⁴⁸ <https://pib.gov.in/PressReleasePage.aspx?PRID=1881751>

⁴⁹ <https://sbmurban.org>

⁵⁰ <https://pib.gov.in/PressReleasePage.aspx?PRID=1997344>

⁵¹ <https://mohua.gov.in/upload/uploadfiles/files/NMSH-2021-30.pdf>

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Model Building Byelaws (MBBL), 2016	<ul style="list-style-type: none"> Circulation of Draft Model Building Byelaws, 2016 to various organizations, agencies, Municipal bodies, Academic institutions and State Town and Country Planning Departments, selected Urban Development Authorities, and Urban Local Bodies 	<ul style="list-style-type: none"> Implementation and progress of Model Byelaws for each state should be harmonised and framed towards regulatory mechanisms

Ministry of Jal Shakti

Table 14: Key schemes, programmes and initiatives of Ministry of Jal Shakti

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Namami Gange	<ul style="list-style-type: none"> 150+ sewage management projects are under implementation/ completed across various states Organization of events, workshops, seminars and conferences and IEC activities for public outreach and community participation, including campaigns, exhibitions, '<i>shram daan</i>', cleanliness drives, competitions, plantation drives, and distribution of resource materials through TV/Radio, print media Release of Gange Theme song on digital media to enhance visibility 	<ul style="list-style-type: none"> Renovation of 250+ Ghats/Crematoria and Kunds/Ponds have been sanctioned Strengthening of environmental services in the river basin
National Hydrology Project	<ul style="list-style-type: none"> Mapping of flood inundation areas for use by disaster management authorities Assessment of surface and groundwater resources in river basins for better planning and allocation for PMKSY and other government schemes Reservoir operations enhanced through seasonal yield forecast, drought management, and SCADA systems Design of surface water and groundwater structures, hydropower units, interlinking of rivers, and Smart Cities⁵² 	<ul style="list-style-type: none"> Scientific data collection, dissemination of water availability information at the block level, and establishing a National Water Information Centre Provision of water availability predictions for crop planning, benefitting farmers⁵³
Implementation of National Water Mission (NWM)	<ul style="list-style-type: none"> Interventions include water conservation and rainwater harvesting, enumerating, geo-tagging, and inventorying all water bodies, scientific conservation plans, setting up Jal Shakti Kendras in all districts, intensive afforestation, awareness generation Creation and renovation of water conservation & rainwater harvesting structures, traditional water bodies, 	<ul style="list-style-type: none"> Establishment of comprehensive water database in public domain and assessment of the impact of climate change on water resources Promotion of citizen and state action for water conservation, augmentation, and preservation

⁵² <https://pib.gov.in/newsite/PrintRelease.aspx?relid=138631>

⁵³ <https://pib.gov.in/newsite/PrintRelease.aspx?relid=138631>

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
	<p>reuse and recharge structures, watershed development</p> <ul style="list-style-type: none"> Establishment of multiple Jal Shakti Kendra Preparation of District Water Conservation Plans⁵⁴ 	<ul style="list-style-type: none"> Promotion of basin-level integrated water resources management⁵⁵
Information Education & Communication	<ul style="list-style-type: none"> Mass awareness activities viz. Seminar/ Workshop/ Conference/ Training Programs on water related topics are carried out by CWC, CGWB, CSMRS, NIH, NWDA, WAPCOS etc. The activities related to electronic and print media publicity campaign are carried out through other Government agencies as Prasar Bharti, DAVP/ BOC etc. Activities undertaken by IEC Section to achieve targets of the scheme: National Water Awards 2020; Water Heroes: Share Your Stories Contest 3.0; publicity through; publishing monthly magazine "Jal Charcha"; production of videos/films 	IEC initiatives are continuously being implemented
Atal Bhujal Yojna	<ul style="list-style-type: none"> The scheme is being taken up in 8213 water stressed Gram Panchayats of Haryana, Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, and Uttar Pradesh 	<ul style="list-style-type: none"> Public disclosure of groundwater data/ information and reports Preparation of Community-led Water Security Plans Public financing of interventions through convergence of on-going schemes Adoption of practices for efficient water use Improvement in the rate of decline of groundwater levels⁵⁶

⁵⁴ <https://pib.gov.in/PressReleasePage.asp>

⁵⁵ <https://pib.gov.in/PressReleasePage.aspx?PRID=1993077>

⁵⁶ <https://jalshakti-dowr.gov.in/atal-bhujal-yojana/>, <https://pib.gov.in/PressReleasePage.aspx?PRID=1943352>

Ministry of Tourism

Table 15: Key schemes, programmes and initiatives of MoT

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Capacity Building for Service Providers (CBSP)	<p>Skilling, re-skilling and up-skilling programmes conducted under CBSP Scheme are:</p> <ul style="list-style-type: none"> Hunar Se Rozgar Tak (HSRT) (Skilling Programme) Entrepreneurship Programme (Up-skilling) Skill Testing & Certification (Re-skilling) Tourism Adventure Courses (Re-skilling) Linguistic Tourist Facilitators (Up-skilling) Tourism Awareness /Sensitization programme Destination Based Skill Development 	<ul style="list-style-type: none"> Alignment of training and skilling to the areas of cleanliness, hygiene, waste management and other Mission LiFE themes Implementation of successful pilot programmes under Mission LiFE themes and compilation and presentation of the same as part of training
Amrit Dharohar Capacity Building Scheme	<ul style="list-style-type: none"> IITM (Indian Institute of Tourism and Travel Management), an autonomous body under MoT, collaborates with MoEF&CC to enhance nature tourism and provide alternative livelihoods at Ramsar sites The initiative aims to build the capacity of local community members around Ramsar sites State Forest Departments assist in identifying 30 participants from local communities near Sultanpur Bird Sanctuary Training will be provided to these participants to certify them as nature guides The collaboration seeks to strengthen nature tourism and support local communities economically. 	<ul style="list-style-type: none"> Incorporation of Conservation of Ramsar sites and community awareness into broader LiFE principles Introduction of Mission LiFE theme curriculum in nature guides training

Ministry of Panchayati Raj

Table 16: Key schemes, programmes and initiatives of MoPR

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
National Panchayat Awards	<ul style="list-style-type: none"> Release of booklet titled 'Best Practices on Works of Awardee Panchayats' Screening of short films during the National Conference: <ol style="list-style-type: none"> Journey of Localization of Sustainable Development Goals (LSDGs) and Revamped National 	<ul style="list-style-type: none"> Introduction of Mission LiFE related segment during the awards competition as its structure is now being aimed at a multi-level and pyramidal approach to span Block,

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
	<p>Panchayat Awards aligning with 9 themes of LSDGs.</p> <p>b. Exemplary works of best-performing Awardee Gram Panchayats.</p> <p>c. Gram Sabha Proceedings Recording Mobile App (GS NIRNAY).</p> <ul style="list-style-type: none"> Participation of 1,200+ delegates from various States/UTs, including elected representatives and functionaries of Panchayati Raj Institutions⁵⁷ 	District, State/UT, and National levels ⁵⁸
Rashtriya Gram Swaraj Abhiyan	<ul style="list-style-type: none"> Basic orientation training for Elected Representatives (ERs) of Panchayats being provided within 6 months of their election Refresher training for ERs being conducted⁵⁹ 	<ul style="list-style-type: none"> Introduction of Mission LiFE theme curriculum in ERs' training
Panchayat Development Index (PDI)	<ul style="list-style-type: none"> Assessment of the overall development, performance, and progress of panchayats by considering various socio-economic indicators of local communities 	<ul style="list-style-type: none"> It aims for aiding formulation of targeted policies to enhance rural well-being⁶⁰
Gram Urja Swaraj Abhiyan	<ul style="list-style-type: none"> Development of own implementation models by Gram Panchayats with support of state Renewable Energy Development Agencies Installation of 2,000+ fully functional solar energy and 60+ had hydel and wind energy systems by Gram Panchayats 	<ul style="list-style-type: none"> Transitioning of consumers to producers so that Gram Panchayats become self-sufficient in energy Generation of own revenue sources and create employment opportunities for local youth⁶¹

Ministry of Agriculture & Farmers' Welfare

Table 17: Key schemes, programmes and initiatives of MoA&FW

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Pradhan Mantri Krishi Sinchai Yojna (PMKSY)	<ul style="list-style-type: none"> Creation of irrigation potential of 3 lakh+ hectares through accelerated Irrigation Benefit Programme, with <i>pari passu</i> implementation of Command Area Development and Water Management (CAD&WM) in 19 states and union territories Notable achievements marked under water conservation, ground water 	<ul style="list-style-type: none"> Creation of 4.5 lakh hectare of irrigation potential through surface minor irrigation and repair, renovation, and restoration of water bodies Implementation of groundwater component for completion of ongoing projects provisioned

⁵⁷ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1917443>

⁵⁸ <https://panchayataward.gov.in/>

⁵⁹ <https://pib.gov.in/PressReleasePage.aspx?PRID=1991702>

⁶⁰ <https://pdi.gov.in/>

⁶¹ <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1991702>

	restoration, repair, innovation, and restoration of water bodies ⁶²	<ul style="list-style-type: none"> Completion of 85 ongoing majors/medium projects under CAD&WM⁶³
Crop Residue Management (CRM)	<ul style="list-style-type: none"> Release of INR 3,000+ crore under the scheme since inception and distributed 2,00,000+ CRM machinery⁶⁴ 	<ul style="list-style-type: none"> Setting up farm machinery banks for custom hiring of in-situ crop residue management machinery Creating awareness through demonstration, capacity building and differentiated IEC strategies⁶⁵
Soil Health Card	<ul style="list-style-type: none"> Providing details about the nutrient levels in soil and offers guidance on the right amount of nutrients to apply Inclusion of soil health indicators that can be evaluated without using technical or laboratory equipment 	<ul style="list-style-type: none"> Development of nationwide soil fertility map on a GIS platform, which can be easily integrated with real-time decision support systems
Paramparagrat Krishi Vikas Yojna (PKVY)	<ul style="list-style-type: none"> Promotion of natural farming as a chemical-free practice through PKVY Sanction of 1.48 lakh hectares for promotion of natural farming along the Ganga Corridor 	<ul style="list-style-type: none"> Increase in soil fertility and thereby help in production of healthy food through organic practices without the use of agro-chemicals⁶⁶

Ministry of Railways

Table 18: Key schemes, programmes and initiatives of Ministry of Railways

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Environment Sustainability Reporting & Management System	<ul style="list-style-type: none"> Undertaking of initiatives for energy efficiency, capacity enhancement, and environmental sustainability - Efforts include energy conservation, utilization of renewable energy, and environment management plans for station redevelopment Emphasis on water conservation, afforestation, and establishing green industrial units Implementation of Environment Management Systems to ISO 14001 standards by approx. 700 major railway stations Installation of effluent treatment plants, water recycling plants, sewage treatment plants, waste-to-energy plants, waste- to-compost plants, solid waste management plants Composting plants created in 208 stations, and material recovery facilities are available in 193 railway stations⁶⁷ 	<ul style="list-style-type: none"> Increase in share in land-based freight transport through various initiatives Increase in proportion of renewable energy in its energy mix Enhancing energy efficiency in diesel and electric traction Implementation of Perform Achieve and Trade scheme and blending 5% bio-fuels in traction diesel fuel Target of 20% improvement in water use efficiency by 2030 Increasing tree plantation for carbon sequestration and prioritizing waste management and pollution control Achievement of "Net Zero" status by 2030

⁶² https://agriwelfare.gov.in/Documents/Guidelines_PMKSY.pdf

⁶³ https://agriwelfare.gov.in/Documents/Guidelines_PMKSY.pdf

⁶⁴ <https://pib.gov.in/PressReleaseframePage.aspx?PRID=2002012>

⁶⁵ <https://pib.gov.in/PressReleaseframePage.aspx?PRID=2002012>

⁶⁶ <https://pib.gov.in/PressReleaseframePage.aspx?PRID=2002012>

⁶⁷ https://indianrailways.gov.in/railwayboard/uploads/directorate/Environment_Management/2024/Annual%20Report%20Cover-22-23.pdf

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Rail Green Points	<ul style="list-style-type: none"> For raising awareness about carbon emission savings compared to road transport to freight consumers, Rail Green Points are being used Emissions savings are estimated in tCO₂e and converted into points Since April 1, 2022, freight transportation has saved a total of 61,835,461 tCO₂e⁶⁸ 	<ul style="list-style-type: none"> Development of module for Rail Green Point by CRIS/FOIS⁶⁹

Ministry of Education

Table 19: Key schemes, programmes and initiatives of Ministry of Education

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
National Education Policy (2020)	<ul style="list-style-type: none"> Cultivation of respect for the environment among students through environmental awareness, focusing on water and resource conservation within school curricula Introduction of environmental education as a distinct subject at appropriate educational stages Incorporation of environmental awareness and sensitivity training to equip future educators with skills to promote environmental stewardship in B. Ed. programs Integration of concerns, concepts, and issues related to water conservation in existing school curricula 	<ul style="list-style-type: none"> Initiation of development of National Curriculum Frameworks, inviting inputs from stakeholders, including Ministries/Departments, States, and UTs, at grassroots levels by NCERT Inculcation of Mission LiFE through curriculum setting by NEP⁷⁰

⁶⁸ [https://www.fois.indianrail.gov.in/RailSAHAY/index.jsp#:~:text=Rail%20Green%20Point%20\(RGP\)&text=A%20RGP%20account%20is%20maintained,on%20Freight%20Business%20Development%20portal](https://www.fois.indianrail.gov.in/RailSAHAY/index.jsp#:~:text=Rail%20Green%20Point%20(RGP)&text=A%20RGP%20account%20is%20maintained,on%20Freight%20Business%20Development%20portal)

⁶⁹ <https://pib.gov.in/PressReleasePage.aspx?PRID=1809022#:~:text=The%20module%20for%20Rail%20Green,be%20launched%20in%20April%202022>

⁷⁰ <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1907255>

Ministry of Youth Affairs & Sports

Table 20: Key schemes, programmes and initiatives of MYAS

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Nehru Yuva Kendra Sanghathan	<ul style="list-style-type: none"> Focus of Swachta Action Plan to create an environment of cleanliness, and make people aware of cleanliness and sanitation Coordination of programme with NDRF in selected disaster-prone blocks in the country which involves placement of NDRF trained and certified volunteers in selected blocks⁷¹ 	<ul style="list-style-type: none"> Collaboration with initiatives such as Swachatta Action Plan
National Service Scheme (NSS)	<ul style="list-style-type: none"> Development of the personality and character of the student youth through voluntary community service⁷² 	<ul style="list-style-type: none"> Integration of Mission LiFE in NSS students' work, through which they can undertake capacity building, improve community participation, promote social harmony etc.
Youth Hostels	<ul style="list-style-type: none"> 73 Youth Hostels have been built to promote youth travel within the country by providing low-cost budget accommodation and facilities to students and youth groups travelling on excursions or study tours 	<ul style="list-style-type: none"> Implementation of actions under Mission LiFE themes in Youth Hostels and dissemination of information
Rashtriya Sashaktikaran Karyakram Scheme	<ul style="list-style-type: none"> Development of the personality and leadership qualities of young people and involve them in nation-building activities⁷³ 	<ul style="list-style-type: none"> Incorporation of youth training modules, campaigns for sustainable behaviours within each sub-scheme initiative of this scheme

Ministry of New and Renewable Energy

Table 21: Key schemes, programmes and initiatives of MNRE

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
National Bio Energy Programme (NBP)	<ul style="list-style-type: none"> Implementation of NBP in two phases till 2026 Provision of Central Financial Assistance for Bioenergy plants in phase One As of 2023, 6 BioCNG plants and 11,000+ small biogas plants have been commissioned⁷⁴ 	<ul style="list-style-type: none"> Reduced dependency on coal-based energy production with the upcoming phase of the programme which is to run till 2026 Management of waste and crop residue burning issues through creating energy sources
Pradhan Mantri Urja Suraksha evam Utthaan Mahabhiyaan (PM- KUSUM)	<ul style="list-style-type: none"> Installation of small solar power plants each of capacity up to 2 MW with cumulative capacity of 10 GW Number of installations of standalone off-grid solar water pumps is 2 lakh+ 	<ul style="list-style-type: none"> Installation on pasturelands and marshy lands owned by farmers Manufacturers of solar pumps, panels, and controllers can form joint ventures with integrators for

⁷¹ <https://nyks.nic.in/AnnualActionPlan212022/AAP202223.pdf>

⁷² <https://yas.nic.in/national-service-scheme-0>

⁷³ <https://pib.gov.in/Pressreleaseshare.aspx?PRID=1795442>

⁷⁴ <https://pib.gov.in/PressReleaselframePage.aspx?PRID=1947633#:~:text=This%20programme%20provides%20Central%20Financial,2022>

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
	<ul style="list-style-type: none"> Solarization of existing grid-connected agriculture pumps and through feeder level solarization (FLS) 	installation and post-installation services <ul style="list-style-type: none"> Receipt of solar panels to generate power for irrigation and surplus sales. DISCOMs to purchase excess power at state-determined rates⁷⁵

Department for Promotion of Industry and Internal Trade

Table 22: Key schemes, programmes and initiatives of DPIIT

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Guidelines for Sustainable Technology and Environmental Promotion (STEP) sub-scheme of Indian Footwear and Leather Development Programme	<ul style="list-style-type: none"> Assistance provided to Special Purpose Vehicles (SPVs) for CETPs Upgradation approval for twelve CETPs in Dindigul, Ranipet, Ambur, Vaniyambadi, Vellore, Pallavaram, Tiruchirappalli, Erode (Tamil Nadu), Jalandhar (Punjab), Bantala (Kolkata) 	<ul style="list-style-type: none"> Aid to leather clusters nationwide, promoting poverty reduction, gender equality, and sector-specific skill development Alignment with National Development Plans (NDPs) by focusing on economic growth, poverty reduction, employment, education, gender equality, health, infrastructure, and clean energy initiatives⁷⁶
Industrial Park Rating System (IPRS)	<ul style="list-style-type: none"> Evaluation based on internal infrastructure and utilities, external infrastructure and facilities, business support services, and E&S management IPRS is an extension of the India Industrial Land Bank (IILB) platform The IPRS 2.0 ratings have included key E&S indicators which can enable better sustainability standards and behaviour such as energy audits for common infrastructure, adoption of captive renewable energy, public transport linkages 	<ul style="list-style-type: none"> Announcement of IPRS 3.0 launch by DPIIT Incorporation of insights from globally recognized frameworks, major DPIIT-managed programs, and lessons learned from the pilot phase and IPRS 2.0 in the latest version⁷⁷

⁷⁵ <https://pib.gov.in/PressReleaseFramePage.aspx?PRID=1672580>

⁷⁶ <https://pib.gov.in/PressReleasePage.aspx?PRID=1795797>

⁷⁷ <https://knnindia.co.in/news/newsdetails/sectors/others/dpiit-constitutes-committee-for-industrial-park-rating-system>

Ministry of Petroleum and Natural Gas

Table 23: Key schemes, programmes, and initiatives of MoPNG

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Pradhan Mantri Ujjwala Yojna (PMUY)	<ul style="list-style-type: none"> Provision of clean cooking fuels (LPG) to rural and disadvantaged households that currently rely on traditional fuels PMUY 2.0 was launched in 2021 to provide additional one crore LPG connections, along with first free refill and stove⁷⁸ As of July 2024, more than 10 crore connections have been released⁷⁹ 	<ul style="list-style-type: none"> Provision of new connections under Ujjwala 2.0, as the scheme is still ongoing Promotion of production and marketing of biofuels to increase its percentage in blending
Sustainable Alternative Towards Affordable Transportation (SATAT)	<ul style="list-style-type: none"> Harness economic value from biomass waste by producing Compressed Biogas (CBG) and bio-manure Municipal solid waste, sugar industry by-products (press mud), and agricultural residue offer substantial potential for this production⁸⁰ As of 2023 a total of 10 Bio CBG plants have been set up in India⁸¹ 	<ul style="list-style-type: none"> Expectation of CBG to become a key alternative clean fuel for automotive, industrial, and commercial applications Independent entrepreneurs run CBG plants to be distributed as a green transport fuel alternative to fuel stations operated by Oil Marketing Companies (OMCs)⁸²
National Policy on Biofuels (NPB)	<ul style="list-style-type: none"> Aim to reduce the import of petroleum products by fostering domestic biofuel production Publishing of Roadmap for Ethanol Blending in India 2020-25 by NITI Aayog & MoPNG 	<ul style="list-style-type: none"> Indicative target of 20% blending of ethanol in petrol by 2026-26 and 5% blending of biodiesel in diesel by 2030

Ministry of Information and Broadcasting

Table 24: Key schemes, programmes, and initiatives of MIB

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Development Communication and Information Dissemination (DCID)	<ul style="list-style-type: none"> Various Mission LiFE initiatives and programs undertaken by ministries have been documented and disseminated through this initiative 	<ul style="list-style-type: none"> Community-based sustainability communication and information dissemination on regular intervals Innovative information dissemination initiatives through social media, advertisements for mainstreaming sustainability behaviours
Supporting Community Radio Movement in India (CRS)	<ul style="list-style-type: none"> Enhancement of CRSs by providing resources, capacity building, and technology upgrades to improve quality, expand reach, and increase 	<ul style="list-style-type: none"> Creation of sustainability themed advisories, suggestions and campaigns on regular interventions through community radio initiatives

⁷⁸ <https://pib.gov.in/PressReleasePage.aspx?PRID=1784483>

⁷⁹ <https://www.pmy.gov.in/>

⁸⁰ <https://mopng.gov.in/en/pdc/investible-projects/alternate-fuels/sustainable-alternative-towards-affordable-transportation>

⁸¹ <https://pib.gov.in/PressReleasePage.aspx?PRID=1947505>

⁸² <https://mopng.gov.in/en/pdc/investible-projects/alternate-fuels/sustainable-alternative-towards-affordable-transportation>

	visibility in interior regions to empower communities • Broadcasting of Mission LiFE based creatives, talk shows through CRSs on World Environment Day	• Encouragement for mainstreaming sustainable behaviour and dissemination of their benefits through talks shows, discussions through community radios
--	---	---

Ministry of AYUSH

Table 25: Key schemes, programmes, and initiatives of Ministry of Ayush

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Conservation development & sustainable management of medicinal plants	• Encourage the conservation of medicinal plants through both in-situ (on-site) and ex-situ (off-site) methods, as well as enhancing their resources • Assistance to Joint Forest Management Committees, Panchayats, Van Panchayats, Biodiversity Management Committees, and SHGs for value-added activities such as drying, primary processing, and storage of medicinal plants, thereby creating livelihood opportunities	• Drawing up of action plan for conservation and sustainable utilization of important medicinal plants species • Stakeholders' capacity building, documentation, hosting on website, conducting pilot research studies etc. for sustainable utilization, engaging services of qualified taxonomists etc.

Department of Women and Child Development

Table 26: Key schemes, programmes, and initiatives of DoWCD

Scheme/ Programme/ Initiative	Activities	Upcoming Activities and Potential Areas of Work
Mission Saksham Anganwadi and POSHAN 2.0	• Reducing malnutrition in women, children and adolescent girls • Special emphasis on selected high impact essential nutrition interventions • Incorporation of consumption of millets	• Promotion of balanced diet based on locally available low-cost and nutritious foods such as millets for reducing malnutrition and to compound effect of the scheme • Adoption of sustainable food systems and healthy lifestyle through Ayush practices

Cycle to work/ college initiative across all metropolitan cities	Adopt Healthy Lifestyle Save Energy	Change in Supply Change in Policy	<ul style="list-style-type: none"> • Develop a public outreach to promote the benefits of cycling to work through various media channels, including social media, local news, posters, and community events • Encourage employers to participate in bike-to-work schemes especially in winters, where employees can receive financial support for cycling to work such as mileage allowances or wellness incentives • Install secure and convenient bike parking facilities at key locations, including workplaces, public transportation hubs, and popular destinations • Building separate cycling lanes in campus/office premises for easy facilitation
Design retail store arrangements to nudge consumption behaviours	Adopt Healthy Lifestyle Reduce Waste	Change in Supply	<ul style="list-style-type: none"> • Promote inventory management to minimize food wastage, by encouraging stores to analyse waste data • Develop training programme with the support of through CSOs/ NGOs for shelf-stocking practices to minimize food wastage and monitor expiration dates
Pilot for city grid-level installation of e-waste drop-boxes and digital app/tool for e-waste collection points	Reduce E waste	Change in Supply Change in Policy	<ul style="list-style-type: none"> • Create a pilot project of city wise drop-boxes installation and, monitor the types of e-waste to be collected with clear objectives, such as reducing illegal e-waste dumping, increasing recycling rates • Develop a user-friendly digital app or tool that allows residents to locate e-waste drop-boxes, schedule pickups, track the status of their e-waste, and receive educational information on e-waste management • Launch a public awareness campaign to educate residents about the importance of proper e-waste disposal, how to use the drop-boxes and digital tool, and the environmental benefits of recycling e-waste • Use local media, social media, community events, and educational workshops to reach a broad audience

