

FAQs on Mission LiFE
(to be shared on the Meri LiFE Portal's Knowledge Tab)

1. What is Mission LiFE?

Mission LiFE is an India-led global mass movement launched by Prime Minister of India Narendra Modi on October 20, 2022, from the Statue of Unity in Kevadia, Gujarat. The term stands for "Lifestyle for Environment." The mission was first introduced by the Prime Minister globally at the UN Climate Change Conference (COP26) in Glasgow on November 1, 2021, with the vision of promoting "mindful and deliberate utilisation of resources, instead of mindless and destructive consumption" to protect and preserve the environment.

2. Why Was It Launched?

The mission recognizes that current global consumption patterns are unsustainable and environmental degradation requires action at the individual and community level. According to the United Nations Environment Programme (UNEP), if just one billion people out of the global population of eight billion adopt environment-friendly behaviors in their daily lives, global carbon emissions could drop by approximately 20 percent. Mission LiFE harnesses this transformative power by converting individual actions into a global movement.

3. How does Mission LiFE implement change? What is the three-phase approach?

Mission LiFE operates through a three-phase strategy to shift collective approaches toward sustainability

Phase	Focus	Mechanism
Phase I: Change in Demand	Nudging individuals to practice simple, environment-friendly actions in daily life	Individual behavior modification through 75 LiFE actions across 7 categories
Phase II: Change in Supply	Industries and markets respond to changed consumer demand for sustainable products	Market-driven shift toward eco-friendly offerings as demand increases

Phase III: Change in Policy	Government and industrial policies institutionalize sustainability measures	Policy frameworks aligned with sustainable consumption and production
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Key Principle: Each phase feeds organically into the next, creating a multiplier effect. When millions of individuals adopt eco-friendly practices (Phase I), industries perceive a market opportunity and shift their supply chains (Phase II). This demand-supply shift then creates nudges policies to institutionalize these practices (Phase III).

4. What Are the 75 LiFE Actions and Seven Core Themes?

Mission LiFE identifies a non-exhaustive list of 75 individual actions across 7 themes. These actions are specifically designed to be:

- Specific and measurable
- Simple to practice by individuals, communities, and institutions
- Minimally dependent on supply-side changes
- Non-disruptive to economic activity

The Seven Themes and Sample Actions:

Theme	Number of Actions	Key Actions
Save Energy	19	Use LED bulbs, public transport, solar water heaters, switch off appliances, use bicycles, maintain AC at 24°C, energy-saving mode on devices
Save Water	15	Install rainwater harvesting, use drip irrigation, fix leaks, practice crop diversification, use water-efficient fixtures, reuse water from AC/RO

Say No to Single-Use Plastic	11	Use cloth bags, carry own water bottles, use glass containers, prefer eco-friendly cutlery, use steel lunch boxes, practice cleanup drives
Adopt Sustainable Food Systems	6	Include millets in diet, compost food waste, create kitchen gardens, use organic manure, eat locally sourced seasonal food, use smaller plates
Reduce Waste	11	Segregate dry/wet waste, recycle newspapers, repair furniture, donate old clothes, double-side printing, contribute to biogas plants
Adopt Healthy Lifestyles	9	Encourage millet consumption, use organic products, plant medicinal herbs, biodiversity conservation, volunteer in community services, join green clubs
Reduce E-Waste	4	Repair devices before discarding, use e-recycling units, use rechargeable batteries, prefer cloud storage

Access the Complete List: All 75 actions are available on the official Mission LiFE portal at missionlife-moefcc.nic.in for guidance.

5. Who Are "Pro-Planet People" and How Can I Become One?

"Pro-Planet People" (P3) are individuals who practice a lifestyle that is synchronous with nature and does not harm it. They have adopted sustainable living practices and have a shared commitment to protect the environment through both individual actions and community engagement.

How to Become a Pro-Planet Person:

I. Take the LiFE 21-Day Challenge: Commit to performing one simple environment-friendly action per day for 21 consecutive days for lasting behavioral changes.

ii. Download the Meri LiFE App: Access the official Meri LiFE application to:

- a. Track your daily sustainable actions
- b. Connect with like-minded individuals
- c. Explore climate action opportunities matching your interests
- d. Volunteer for environmental projects
- e. Earn recognition through badges and certificates as you progress

iii. Register on the Meri LiFE Portal:

iii. Visit missionlife-moefcc.nic.in to Access resources, videos, and knowledge materials

iv. Join or Form Green Clubs: Create or participate in green clubs in your residential area, school, or office to amplify collective impact.

V. Participate in Community Activities: Engage in tree-planting drives, cleanup initiatives, water conservation projects, and awareness campaigns in your locality.

Vi. Recognition: As you practice LiFE actions consistently and document your journey through the Meri LiFE app, you progressively journey towards becoming a Pro-Planet Person.

6. What Is the Cultural and Philosophical Foundation of Mission LiFE?

Mission LiFE is uniquely rooted in India's ancient philosophical traditions and sustainable cultural practices, creating a bridge between millennia-old wisdom and contemporary climate action.

India has a distinctive ecological footprint with per capita carbon footprint lower than the global average. This reflects on the deeply embedded cultural values and traditional practices that have prioritized harmony with nature over extraction and exploitation.

7. What Is the UNEA Resolution on Sustainable Lifestyles?

India successfully led the adoption of UNEA Resolution 6/8 on "Promoting Sustainable Lifestyles" at the United Nations Environment Assembly (UNEA-6) on March 1, 2024. This was the first-ever UNEA resolution specifically focused on sustainable lifestyles, marking a historic milestone for Mission LiFE. Key Features of UNEA Resolution 6/8:

- Moved by India, co-sponsored by Sri Lanka and Bolivia
- Unanimously adopted by all UN member states

- Directly references Mission LiFE principles of mindful consumption and behavioral change
- Elevates individual action to same level as government policy and corporate responsibility

What the Resolution Commits UN Member States To:

- Create evidence-based enabling conditions, strengthen education at all levels, and undertake awareness-raising initiatives to empower individuals to make informed choices that support sustainable lifestyles.
- Promote behavioural change at individual and community levels as a key contribution to the economic, social, and environmental dimensions of sustainable development, in line with the 2030 Agenda.
- Enhance cooperation and collaboration among governments, international organizations, civil society, the private sector, Indigenous Peoples, and local communities by sharing information, best practices, research, and knowledge related to sustainable lifestyles.
- Integrate sustainable lifestyles into national and regional action plans, or incorporate them into existing policies and frameworks, based on national circumstances and priorities, with support from UNEP upon request.
- Acknowledge the essential role of individuals, communities, local authorities, and the private sector in advancing sustainable consumption and production patterns and enabling lifestyles in harmony with nature, while ensuring that efforts contribute to poverty eradication and leave no one behind.

Global Impact: The resolution transforms Mission LiFE from an Indian initiative to a global policy framework. UNEP and other UN agencies now actively promote LiFE principles worldwide.

For more information:

<https://documents.un.org/doc/undoc/gen/k24/008/01/pdf/k2400801.pdf>

8. What is the Ramsar COP15 Wetlands Resolution?

India introduced and achieved unanimous adoption of "Promoting Sustainable Lifestyles for the Wise Use of Wetlands" at Ramsar Convention COP15 held in Victoria Falls, Zimbabwe, on July 30, 2025.

Resolution Highlights:

- Supported by all 172 Ramsar Contracting Parties
- First Ramsar resolution specifically linking sustainable lifestyles to wetland conservation
- Directly embeds LiFE principles into global wetland management framework

- Builds upon with UNEA 6/8 resolution on Promoting sustainable lifestyles.

Specific Call to Action:

- Encourage the integration of sustainable lifestyles-based interventions into wetland management plans, programmes, investments, and communication, education, participation and awareness (CEPA) activities, in line with national legislation, priorities, and capacities.
- Promote voluntary behavioural changes that support the conservation and wise use of wetlands, recognizing the role of individual and community-level actions in maintaining wetland ecological character.
- Foster public and private collaboration, including engagement with the private sector, local authorities, Indigenous Peoples, and local communities, to create enabling conditions for sustainable lifestyles that contribute to wetland conservation.
- Pursue education at all levels and undertake awareness-raising initiatives to strengthen knowledge, skills, and informed decision-making related to sustainable lifestyles and the wise use of wetlands.
- Promote cooperation among Contracting Parties, international organization partners, non-governmental organizations, and other stakeholders through the sharing of information, best practices, research, and publications that support sustainable living within wetland conservation and wise use interventions.

For more information: https://www.ramsar.org/sites/default/files/2025-10/XV.20_promoting_sustainable_lifestyles_e.pdf

9. What Role Did India's G20 Presidency Play in Mission LiFE's Global Recognition?

During India's G20 Presidency (2023), Mission LiFE was elevated to an overarching agenda item across G20 working groups, achieving unprecedented diplomatic recognition

G20 Achievements for Mission LiFE:

- Endorsed by 20 largest economies (over 80% of global GDP)
- Tourism Working Group adopted "Travel for LiFE" as priority initiative
- Agricultural Ministers committed to sustainable food systems aligned with LiFE
- Energy Ministers recognized behavioral change as essential for energy transition
- G20 Delhi Declaration explicitly references sustainable lifestyles

Outcome: G20 member states directed relevant ministries to integrate LiFE principles into national climate action plans, creating policy momentum across major economies.

10. How Does Mission LiFE Contribute to India's Climate and Sustainable Development Commitments?

Mission LiFE plays a critical role in supporting India's national and international commitments on climate action and sustainable development by placing individual and community behaviour at the centre of environmental solutions.

At the national level, Mission LiFE complements India's climate goals by supporting India's Nationally Determined Contributions (NDCs) under the Paris Agreement through reduced energy use, lower emissions, and resource efficiency driven by everyday actions.

At the global level, Mission LiFE contributes directly to:

- **SDG 12 (Responsible Consumption and Production)** by encouraging sustainable lifestyle choices.
- **SDG 13 (Climate Action)** through climate-resilient behaviours.

Key Value Addition: Mission LiFE bridges the gap between policy intent and on-ground impact. By empowering individuals to act, it reduces reliance solely on regulatory or technological solutions and creates a scalable, low-cost, and inclusive pathway to sustainability. In essence, Mission LiFE transforms citizens from passive beneficiaries of climate policy into active partners in achieving India's climate, environmental, and sustainable development goals.