

How can you follow Mission LiFE?

Practice simple everyday actions under seven themes of Mission LiFE



How can you join the LiFE Movement ?

Participate in the Mission LiFE activities:

- Register on MeriLiFE Portal
- Download MeriLiFE App

Simple LiFE Actions for adoption

Save Energy

- Unplug devices when not in use
- Switch off engines at signals
- Keep AC at 24°C
- Defrost fridge regularly
- Use power-saving mode in E-devices
- Carpool with friendsom plug points

Save Water

- Reuse water from washed vegetables
- Fix leak taps immediately
- Use Buckets not hose pipes to water plants/ wash cars
- Reuse RO water
- Reuse RO water Soak utensils before washing

Adopt Sustainable Food Systems

- Eat millets, eat local
- Grow kitchen/ terrace gardens
- Use organic manure
- Choose seasonal / local foods

Reduce Waste

- Use smaller plates
- Segregate dry & wet waste
- Compost agri/food waste
- Donate old clothes & books
- Reuse, repair, recycle

Say No to Single Use Plastic

- Use cloth bag for shopping
- Carry your own water bottle
- Cut the packaging bags used for milk, buttermilk, etc. only partially to avoid plastic bits from mixing into biodegradable waste

Reduce E-waste

- Repair and use electronic devices over discarding the devices
- Discard gadgets in nearest e-recycling units
- Use rechargeable lithium cells
- Prefer cloud storage over a pen drive / hard drive

Adopt Healthy Lifestyles

- Plant medicinal plants such as neem, tulsi, giloy, mint, curry leaves etc.
- Plant trees to reduce the impact of pollution
- Prefer consuming natural or organic products

Take Action. Inspire Others. Follow LiFE

*Be a Pro-Planet Person. Adopt sustainable habits,
inspire your community and
contribute to a global shift toward environmental responsibility.*

Track your eco-actions on the
Meri LiFE Portal



Scan QR Code Here to Start Your
LiFE Journey!

[moefcc](https://www.moefcc.gov.in) [moefccgoi](https://www.moefccgoi.gov.in) [moef.gov.in](https://www.moef.gov.in)



Mission LiFE

An India-led
Global Mass Movement
Promoting Sustainable Lifestyle

Ministry of Environment
Forest and Climate Change
Government of India



Know about Mission LiFE

What does LiFE stand for ?

LiFE stands for Lifestyle for Environment

What is Mission LiFE ?

Mission LiFE is a global mass movement for “mindful and deliberate utilization, instead of mindless and destructive consumption” to protect and preserve the environment.

What is the objective of Mission LiFE ?

The primary objective is to nudge individuals and communities to practice a lifestyle that is synchronous with nature

Who are Pro-Planet People ?

People who practice a sustainable lifestyle are known as Pro-Planet People

Who introduced LiFE ?

LiFE was introduced by Hon'ble Prime Minister Shri Narendra Modi at COP26, Glasgow (2021).

When was Mission LiFE launched ?

Mission LiFE was formally launched on 20 October 2022 marking the beginning of a global campaign for sustainable lifestyles.

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This word is LiFE, which means Lifestyle for Environment. Today, there is a need for all of us to come together and take Lifestyle for Environment forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle.

Prime Minister
Shri Narendra Modi
COP26- Glasgow, United Kingdom
1st November, 2021



Three Pillars of Mission LiFE

As a global programme, Mission LiFE envisions three core shifts in our collective approach towards sustainability

Change in Demand (Phase I)

Nudging individuals to practice simple yet effective environment-friendly actions in their daily lives.

Change in Supply (Phase II)

Changes in large-scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised demands.

Change in Policy (Phase III)

By influencing the demand and supply dynamics, the long-term vision of Mission LiFE is to trigger shifts in large-scale industrial and government policies that can support both sustainable consumption and production.

Mission LiFE Journey

- India is the first country to include Mission LiFE in its Nationally Determined Contributions (NDCs) under the Paris Agreement.
- Mission LiFE has mobilised over 6 crore citizens in 37 lakh LiFE-related activities.
- Over 10 lakh school Eco-Clubs have been rebranded as “Eco-Clubs for Mission LiFE” aligning their activities with LiFE’s seven themes.
- **Ideas4LiFE Initiative:** 21 winning ideas with top 3 ideas under each Mission LiFE theme recognized & felicitated on World Environment Day 2025
- **Ek Ped Maa Ke Naam:** Over 259 crore saplings planted nationwide Since the launch of the initiatives on June 5, 2024
- **National Plastic Pollution Reduction Campaign** launched at World Environment Day 2025. Drives plastic waste reduction through citizen engagement, sustainable alternatives, and enforcement of single-use plastic bans.
- **National e-Waste Awareness & Reduction Campaign** (with UNICEF YuWaah): Raises awareness on responsible recycling and safe e-waste management.

Acknowledgment at the global platform



COP27- Sharm El-Sheikh Implementation Plan: Recognized the “importance of transitioning to sustainable lifestyles and consumption patterns” to tackle climate change.

IPCC Sixth Assessment Report (AR6) (2023): Demand-side measures and lifestyle changes can reduce GHG emissions in end-use sectors by 40–70% by 2050.” Mission LiFE embodies this vision by promoting behavioural and cultural shifts.



G7 Communiqué – Sapporo, Japan (2023): Called for innovation and public-private cooperation to incentivize sustainable consumption and emphasized sharing of experiences and best practices on low and zero emission products

G20 New Delhi Leaders' Declaration (2023) endorsed Lifestyles for Sustainable Development (LiFE) and committed to shared action on technology, finance, and cooperation.



India elected to the 10YFP Board (2024 - 2026) strengthening global leadership on Sustainable Consumption and Production (SCP).

UNEA-6 (March 2024) adopted India's resolution on Promoting Sustainable Lifestyles, reaffirming LiFE's global relevance.



Ramsar COP15 (July 2025) adopted Resolution on 'Sustainable Lifestyles for the Wise Use of Wetlands' adopted