

NEWSLETTER

**WORLD ENVIRONMENT DAY 2025
SPECIAL EDITION**

APRIL - JUNE 2025

MISSION LiFE



IN FOCUS: MESSAGE FROM HON'BLE PM SHRI NARENDRA MODI ON WORLD ENVIRONMENT DAY 2025

APRIL - JUNE 2025

In his video address, Hon'ble Prime Minister Shri Narendra Modi emphasized India's deep cultural ethos of coexisting with nature and spotlighted how India began its plastic waste mitigation efforts long before global consensus formed.

"The call to protect the environment is not new to India. Our traditions have always taught us the significance of living in harmony with nature," the Prime Minister remarked.



HON'BLE UNION MINISTER BHUPENDRA YADAV ON WORLD ENVIRONMENT DAY 2025 CELEBRATION



World Environment Day 2025 witnessed India emerging as a global leader in environmental leadership under the powerful call: "One Nation, One Mission: End Plastic Pollution."

At the flagship celebration held at Bharat Mandapam, New Delhi, the Ministry of Environment, Forest and Climate Change reiterated its commitment to Mission LiFE and the global SDG goals.

Hon'ble Union Minister addresses audience at Bharat Mandapam on World Environment Day 2025



HON'BLE UNION MINISTER SHRI BHUPENDER YADAV LEADS NATIONAL PUSH AGAINST PLASTIC POLLUTION

APRIL - JUNE 2025

At the Bharat Mandapam celebration, Hon'ble Union Minister Shri Bhupender Yadav launched a nation-wide Plastic Pollution Reduction Campaign spanning Tiger Reserves, rural and urban areas, and Government offices. A National Expo showcased eco-alternatives from over 150 startups and recyclers, while technical sessions addressed Extended Producer Responsibility (EPR), eco-packaging, and local governance. The event reflected India's united Whole-of-Government and Whole-of-Society approach to ending plastic pollution with participation of members of industry, civil society, students and Government officers from States and concerned central Ministries.

The event also witnessed the august presence of Shri Vinai Kumar Saxena, Lieutenant Governor of Delhi, Smt. Rekha Gupta, Chief Minister of NCT of Delhi; Sardar Manjinder Singh Sirsa, Minister for Environment, Forest & Wild Life, Delhi and Dr. Pankaj Kumar Singh, Delhi Transport Minister. 21 winning ideas under Ideas4LiFE Initiative for their citizen-led innovations under Mission LiFE themes were also felicitated on World Environment Day 2025.



MOEF&CC LAUNCHES NATION-WIDE MASS MOBILISATION CAMPAIGN TO END PLASTIC POLLUTION IN RUN-UP TO WORLD ENVIRONMENT DAY 2025

APRIL – JUNE 2025



In the run-up to World Environment Day (WED) 2025, the Ministry of Environment, Forest and Climate Change (MoEF&CC) launched a nationwide mass mobilisation campaign on May 22, 2025, in Udaipur, focusing on “Ending Plastic Pollution” aligning with the global theme. The campaign emphasised awareness, reduced plastic use, sustainable alternatives, and improved waste management aligning with the theme of Mission LiFE.

A video was launched at the International Day for Biodiversity event. The tagline “One Nation, One Mission: End Plastic Pollution” and campaign banner were displayed across all Ministry platforms.

All activities were reported via the MeriLiFE portal, with a dedicated WED 2025 tab, SoPs, and daily training sessions. The campaign also featured outreach with UNICEF YuWaah, portal integrations with MyBharat and Swachhata Hi Seva, and a one-month campaign with MyGov starting June 3, including quizzes, e-pledges, and discussions. For WED 2025, two campaign videos and banners (Hackathon by CPCB and NMNH competitions) were launched.



MOEF&CC FELICITATES IDEAS4LIFE INITIATIVE

APRIL – JUNE 2025



21 winning ideas under the 'Ideas4LiFE' initiative, which was conceptualised under the broader framework of Mission LiFE were announced by the Union Minister during the launch of the pre-campaign for World Environment Day 2025. These 21 winning ideas were felicitated on World Environment Day 2025.



The 'Ideas4LiFE' initiative inviting innovative ideas under seven themes of Mission LiFE was launched by the Union Minister Shri Bhupender Yadav at IIT Delhi on 29th July 2024, with a follow-up event at IIT Bombay on 31st August 2024. It sought innovative ideas from students, research scholars/faculties and institutions that will work towards fulfilment of the vision of Prime Minister Shri Narendra Modi, for mindful and deliberate utilization of resources, emphasising sustainable living.



A total of 1384 ideas were received and after a three phase evaluation process, top 3 ideas in each of the seven themes of Mission LiFE were selected. The announcement of winning ideas was done on the portal and disseminated through a tweet from Hon'ble Minister of Environment, Forests and Climate Change's social media account followed by a press release on 22 May 2025.

Ideas4LiFE winning ideas being felicitated at the World Environment Day 2025 celebrations at Bharat Mandapam



NATIONAL HIGHLIGHTS ON WORLD ENVIRONMENT DAY 2025

APRIL – JUNE 2025

PM PLANTS SINDOOR SAPLING TO HONOUR WOMEN'S COURAGE

On the occasion of World Environment Day 2025, Hon'ble Prime Minister Shri Narendra Modi planted a Sindoor sapling at his residence in New Delhi. The sapling was a symbolic gift from the courageous mothers and sisters of Kutch, Gujarat, who had shown exemplary valor during the 1971 India-Pakistan war.

Reflecting on his recent visit to Gujarat, the Prime Minister shared that the gift serves as a living tribute to the strength and inspiration of India's women. The act of planting the sapling connected the themes of nature, resilience, and gratitude, underscoring the cultural and emotional significance that trees carry within Indian tradition.

In a post shared on social media, the Prime Minister reiterated that environmental action in India is deeply interwoven with collective memory and societal values. His gesture was both personal and emblematic, embodying India's commitment to honouring heroes while advancing sustainability.



Hon'ble PM Narendra Modi planting the Sindoor Sapling
at his residence in New Delhi



DEPARTMENT OF SCHOOL EDUCATION & LITERACY HOSTS NATIONAL WEBINAR ON PLASTIC POLLUTION

APRIL – JUNE 2025

In the lead-up to World Environment Day 2025, the Department of School Education & Literacy (DoSEL), Ministry of Education, organized a national-level webinar titled “Ending Plastic Pollution Globally” on 4th June 2025. Chaired by Secretary Shri Sanjay Kumar, the event aimed to strengthen environmental consciousness among students, educators, and stakeholders under the banner of Eco Clubs for Mission LiFE.

Poster of DoSEL, Ministry of Education’s webinar on ‘Ending Plastic Pollution Globally’



MOEF&CC CELEBRATES HARIT YOGA ON INTERNATIONAL YOGA DAY 2025



Secretary, MoEF&CC, Shri Tanmay Kumar, with the officials and staff on the International Day of Yoga at the National Zoological Park, New Delhi.

Harit Yoga is a unique initiative launched by the Ministry of Environment, Forest and Climate Change (MoEF&CC) to integrate environmental consciousness with physical and mental well-being through the practice of yoga. Celebrated on the International Day of Yoga 2025, Harit Yoga encourages individuals to perform yoga in green and natural surroundings such as parks, forests, gardens, or riverbanks to promote harmony with nature and reinforce the values of sustainability and mindfulness. The campaign aligns with Mission LiFE by advocating for behavioural shifts that foster sustainable living, reduced ecological footprints, and deeper connection with the environment.



HARIT YOGA CREATIVES SHARED BY MOEF&CC ON INTERNATIONAL YOGA DAY 2025

APRIL - JUNE 2025



पर्यावरण अनुकूल योग अभ्यास
एक पृथ्वी, एक स्वास्थ्य के लिए योग
हरित योग प्राचीन योग परंपराओं और पर्यावरण अनुकूल विकल्पों को सम्मिलित करता है। एक स्वस्थ और हरित जीवनशैली के लिए योग करें
#HaritYoga #MissionLiFE



संतुलित जीवन के लिए हरित योग
एक पृथ्वी, एक स्वास्थ्य के लिए योग
हरित योग हमारी आंतरिक संतुलन और प्रकृति के बीच का सेतु है ! एक सतत और पर्यावरण अनुकूल जीवनशैली अपनाएं
#HaritYoga #MissionLiFE



अंतर्राष्ट्रीय योग दिवस 2025
हरित योग – हरित धरती की ओर एक सार्थक कदम
स्वस्थ जीवन और हरित धरती के लिए योग और मिशन LIFE actions अपनाएं
#HaritYoga #MissionLiFE #EkPedMaaKeNaam



योग और जलवायु परिवर्तन
एक पृथ्वी, एक स्वास्थ्य के लिए योग
हरित योग और मिशन लाइफ ऐसी जीवनशैली की प्रेरणा देते हैं जो सजग, सतत हो और प्रकृति के साथ संतुलन रखे
#HaritYoga #MissionLiFE #EkPedMaaKeNaam



MINISTRY OF DEFENCE: INDIAN COAST GUARD DEEPENS MARINE PROTECTION ON WORLD ENVIRONMENT DAY

APRIL – JUNE 2025

Marking World Environment Day 2025, the Indian Coast Guard (ICG) reaffirmed its leadership in marine conservation. Over the past year, it carried out 58 major coastal clean-ups, removing over 194 tonnes of plastic waste in line with #BeatPlasticPollution.

Through Swachh Sagar Surakshit Sagar, Puneet Sagar Abhiyan, and Mission LiFE, the ICG has strengthened marine governance across India's 11,000 km coastline, protecting coral reefs, mangroves, and nesting beaches. As the nation's frontline responder to marine pollution, it operates vessels like Samudra Prahari, Samudra Paheredar, and Samudra Pavak for spill control, supported by NATPOLREX drills with 50+ stakeholders.

In wildlife protection, Operation Olivia safeguarded over 6.98 lakh olive ridley turtle nests along Odisha's coast, while anti-poaching drives in the Andaman and Nicobar Islands curbed illegal trade in endangered species, underscoring the ICG's commitment to ecological integrity.

LIFE EVENTS ACROSS THE NATION ON WED 2025

MOS MS. NIMUBEN BAMBHANIYA LEADS PLANTATION DRIVE AT FCI NARELA DEPOT



To mark World Environment Day 2025, Hon'ble Union Minister of State for Consumer Affairs, Food & Public Distribution, Smt. Nimuben Bambhaniya, led a plantation drive at the Food Corporation of India (FCI) Narela Depot under the Delhi Region.

The MoS planted saplings on-site and commended FCI employees for their active participation, urging all citizens to adopt sustainable practices and nurture greenery. She highlighted the importance of integrating environmental protection into governance and daily life, calling for collective action across institutions to build a culture of sustainability.



NATIONAL ZOOLOGICAL PARK'S SUMMER PROGRAMME ENGAGES YOUTH FOR ENVIRONMENTAL ACTION

APRIL - JUNE 2025

As part of the Mass Awareness Campaign under Mission LiFE and the World Environment Day 2025 celebrations, the National Zoological Park (NZP), in collaboration with the National Museum of Natural History and the World Wildlife Fund-India, organised a two-week Summer Vacation Programme from 22 May to 4 June, engaging 240 students from across the Delhi NCR region.

The programme, held at the NZP Education Centre and the WWF community venue, offered participants an interactive platform to explore environmental themes through creative and hands-on activities. Students took part in slogan writing, storytelling, clay modelling, mask making, quizzes, and waste segregation workshops, each designed to encourage sustainable practices and environmental stewardship.

The closing day brought together participants, educators, and visitors for a public exhibition showcasing student work, followed by an award distribution ceremony. The event concluded with a tree plantation drive and a cleanliness campaign, reinforcing the core messages of Mission LiFE and fostering a collective commitment to a cleaner, greener future.



Students engaged in various activities to promote sustainability on World Environment Day 2025 at National Zoological Park



OTHER KEY MINISTRY-WIDE HIGHLIGHTS

HON'BLE UNION MINISTER SHRI BHUPENDER YADAV REPRESENTS INDIA AT SAGARMATHA SAMBAAD 2025 IN NEPAL

APRIL – JUNE 2025

Hon'ble Minister of Environment, Forest & Climate Change of India, Shri Bhupender Yadav, visited Nepal from 15–17 May 2025 to participate in the first edition of “Sagarmatha Sambaad,” hosted by the Government of Nepal in Kathmandu on the theme ‘Climate Change, Mountains and the Future of Humanity’. At the opening ceremony on 16 May, Shri Yadav reaffirmed India’s commitment to regional climate action and environmental conservation. He held a bilateral meeting with Nepal’s Minister for Forests and Environment to review ongoing cooperation and explore new opportunities.

Hon'ble Union Minister Shri Bhupendra Yadav with Hon'ble PM of Nepal Shri KP Sharma Oli on the sidelines of Sagarmatha Sambaad in Kathmandu, Nepal.



MOEF&CC UNVEILS ACTION PLAN FOR ARAVALLI RESTORATION

Hon'ble Union Minister Shri Bhupender Yadav launched the Detailed Action Plan for Aravalli Landscape Restoration at a national workshop in Udaipur. The plan focuses on ecological revival, community participation, sustainable livelihoods, policy convergence, and innovation across Delhi, Haryana, Rajasthan, and Gujarat.

Calling for a Whole-of-Government and Whole-of-Society approach, the Minister urged coordinated efforts to restore green cover, biodiversity, and climate resilience under the Aravalli Green Wall Project, aligned with the spirit of “Ek Ped Maa Ke Naam.”



Hon'ble Union Minister Shri Bhupender Yadav with key stakeholders at the launch of the Aravalli Landscape Restoration Action Plan in Udaipur



HONOURING BIODIVERSITY ON INTERNATIONAL DAY FOR BIOLOGICAL DIVERSITY

APRIL – JUNE 2025

On May 22, 2025, MoEF&CC celebrated International Day For Biological Diversity, reaffirming India's dedication to conserving biodiversity and enhancing ecological resilience. The day featured thematic messaging and stakeholder engagement in the lead-up to future biodiversity-focused outreach



GLOBAL SPOTLIGHT

UNICEF YUWAAH SHOWCASES MISSION LIFE AT SB62 ACE POSTER PAVILION

APRIL – JUNE 2025



Additional Secretary Dr. Amandeep Garg at the ACE Poster Pavilion during SB62 in Bonn

UNICEF YuWaaH supported the presentation and unveiling of a Mission LiFE poster at the ACE Poster Pavilion during SB62 in Bonn, alongside Additional Secretary Dr. Amandeep Garg. The UNFCCC-mandated Action for Climate Empowerment (ACE) agenda, anchored in Article 6 of the Convention and Article 12 of the Paris Agreement seeks to empower people across society to take climate action through six key pillars: education, public awareness, training, public participation, access to information, and international cooperation.

The exhibition space at SB62 reflected India's strong alignment with global climate commitments, including the Glasgow Climate Pact (COP26) and the Sharm El Sheikh Work Programme on ACE (COP27), both of which India has endorsed.

SOCIAL MEDIA CREATIVES

CREATIVES DEVELOPED IN COLLABORATION WITH UNICEF

MoEF&CC featured 21 creatives developed in collaboration with UNICEF. A few samples can be seen below.



SOCIAL MEDIA CREATIVES

APRIL - JUNE 2025

During the period April to June 2025, a total of 69 social media creatives were developed and disseminated as part of ongoing campaigns aligned with Mission LiFE. These included monthly thematic posts on key environmental themes

SAVE WATER (6 CREATIVES IN APRIL)



SOCIAL MEDIA CREATIVES

APRIL - JUNE 2025

SAY NO TO SINGLE USE PLASTICS (5 CREATIVES IN MAY)

#MissionLiFE

Say No to Single-Use Plastic
सिंगल-यूज प्लास्टिक को ना कहें

Reuse glass containers and plastic packaging as storage boxes.
भंडारण बक्से के रूप में कांच के कंटेनरों और प्लास्टिक पैकेजिंग का पुनः उपयोग करें।

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#MissionLiFE

Say No to Single-Use Plastic
सिंगल-यूज प्लास्टिक को ना कहें

Participate in clean up drive and motivate others
सफाई अभियान में स्वयं भाग लें और दूसरों को भी प्रेरित करें।

moefcc moefccgoi moef.gov.in

#MissionLiFE

Say No to Single-Use Plastic
सिंगल-यूज प्लास्टिक को ना कहें

Carry your own water bottle wherever possible.
जहां भी संभव हो स्वयं की पानी की बोतल लेकर जाएं।

moefcc moefccgoi moef.gov.in

#MissionLiFE

Say No to Single-Use Plastic
सिंगल-यूज प्लास्टिक को ना कहें

Prefer using eco-friendly cutlery during gatherings and events
समारोहों और आयोजनों के दौरान पर्यावरण-अनुकूल कटलरी का उपयोग करें।

moefcc moefccgoi moef.gov.in

#MissionLiFE

Say No to Single-Use Plastic
सिंगल-यूज प्लास्टिक को ना कहें

Use cloth bags instead of plastic bags.
प्लास्टिक बैग की जगह कपड़े के थैले का इस्तेमाल करें।

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SOCIAL MEDIA CREATIVES

APRIL - JUNE 2025

ADOPT SUSTAINABLE FOOD SYSTEMS (6 CREATIVES IN JUNE)



Adopt Sustainable Food Systems
सतत खाद्य प्रणाली अपनाएँ

#MissionLIFE

Prefer locally available and seasonal foods

स्थानीय रूप से उपलब्ध और मौसमी खाद्य पदार्थों को प्राथमिकता दें

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Adopt Sustainable Food Systems
सतत खाद्य प्रणाली अपनाएँ

#MissionLIFE

Include millets in diets

भोजन में मोटे अनाज जैसे बाजरा, ज्वार आदि को शामिल करें

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Adopt Sustainable Food Systems
सतत खाद्य प्रणाली अपनाएँ

#MissionLIFE

Use smaller plates for daily meals to save food wastage

भोजन की बर्बादी को बचाने के लिए दैनिक भोजन के लिए छोटी प्लेटों का उपयोग करें

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Adopt Sustainable Food Systems
सतत खाद्य प्रणाली अपनाएँ

#MissionLIFE

Prepare organic manure from cow dung and use it in farms

गाय के गोबर से जैविक खाद तैयार करें और इसका खेतों में उपयोग करें

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Adopt Sustainable Food Systems
सतत खाद्य प्रणाली अपनाएँ

#MissionLIFE

Compost food waste at home

घरों में बचे खाने की खाद बनाएं

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Adopt Sustainable Food Systems
सतत खाद्य प्रणाली अपनाएँ

#MissionLIFE

Create kitchen gardens/ terrace gardens at homes, schools/ offices

घरों/ स्कूलों / कार्यालयों में किचन गार्डन/ टैरेस गार्डन बनाएं

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SOCIAL MEDIA CREATIVES

APRIL – JUNE 2025

NATIONAL PLASTIC POLLUTION REDUCTION CAMPAIGN

Ministry of Environment, Forest and Climate Change has launched the national campaign “One Nation, One Mission: End Plastic Pollution” on World Environment Day 2025. With a strong focus on eliminating single-use plastics, the initiative seeks to move beyond awareness and drive concrete action on the ground. The campaign aims to foster a people-led movement that promotes sustainable lifestyles and responsible consumption, aligning with India’s broader environmental commitments and the principles of Mission LIFE.



Launch of the National Plastic Pollution Reduction Campaign on WED 2025



National Plastic Pollution Reduction Campaign Creatives



PHOTO GALLERY

APRIL – JUNE 2025

WORLD ENVIRONMENT DAY 2025 CELEBRATION AT BHARAT MANDAPAM



PHOTO GALLERY

APRIL – JUNE 2025



Hon'ble Union Minister Bhupendra Yadav delivered insightful remarks at the Grand Finale of the 110-Hour Hackathon on Biodiversity and Climate Change



Hon'ble Union Minister Bhupendra Yadav addressed the plenary session of the Indian Conservation Conference at Wildlife Institute of India in Dehradun on 25th June 2025



PHOTO GALLERY

APRIL – JUNE 2025



Hon'ble Union Minister Bhupendra Yadav attended India's Most Sustainable Companies Summit and Awards in Delhi on 6th June 2025

Hon'ble Union Minister Bhupendra Yadav attended the high-level opening of the BRS COPs in Geneva, underscoring India's commitment to sound chemicals and waste management.

