

Mission LiFE Newsletter

AUGUST 2025



IN FOCUS

Mission LiFE Elevated in “Next Generation Ecological Legacies”

India and Japan adopted a Joint Vision for the next decade during the Annual Summit 2025 held in Tokyo on 29th – 30th August 2025. The vision outlines eight directions to strengthen their Special Strategic and Global Partnership with a strong focus on sustainable lifestyles, climate action and environment-friendly development aligned with Mission LiFE.

Under the “Next Generation Ecological Legacies” pillar, both countries committed to promote sustainable communities and low-carbon lifestyles through Mission LiFE. The cooperation focuses on energy security, climate adaptation, waste reduction and pathways towards net-zero economies, while respecting national circumstances and development needs.

India and Japan will strengthen energy cooperation through the India-Japan Clean Energy Partnership and the India-Japan Energy Dialogue. This includes joint efforts on clean energy, green hydrogen value chains, emission and pollution reduction, and the use of satellite technology for emission estimation through mechanisms such as the Joint Crediting Mechanism (JCM) and Initiative of Clean Energy Mobility And Infra for Next-Generation (ICEMAN).

The partnership will promote a circular economy through cooperation on waste-to-energy technologies, waste segregation and recycling systems. Both sides will also work on sustainable farming, agroforestry, biodiversity conservation, marine and coastal ecosystem protection, and the sustainable use of natural resources such as bamboo to support climate-resilient livelihoods.



PM Shri Narendra Modi at the Meeting during the India-Japan Joint Vision for the Next Decade



PM Shri Narendra Modi met with the Governors of 16 prefectures in Tokyo

Sustainable mobility forms a key part of the vision under the Next Generation Mobility Partnership. India and Japan will collaborate on green transport systems, energy transition in railways, smart cities, city decarbonisation, and environment-friendly fuel use in automobiles and shipping. These efforts will support reduced emissions, improved urban air quality and efficient resource use. The vision also commits to disaster-resilient infrastructure and mainstreaming disaster risk reduction through resilient urban planning and cooperation under the Sendai Framework. Advanced digital tools and 3D city models will support disaster simulation and evacuation planning.

NATIONAL HIGHLIGHTS

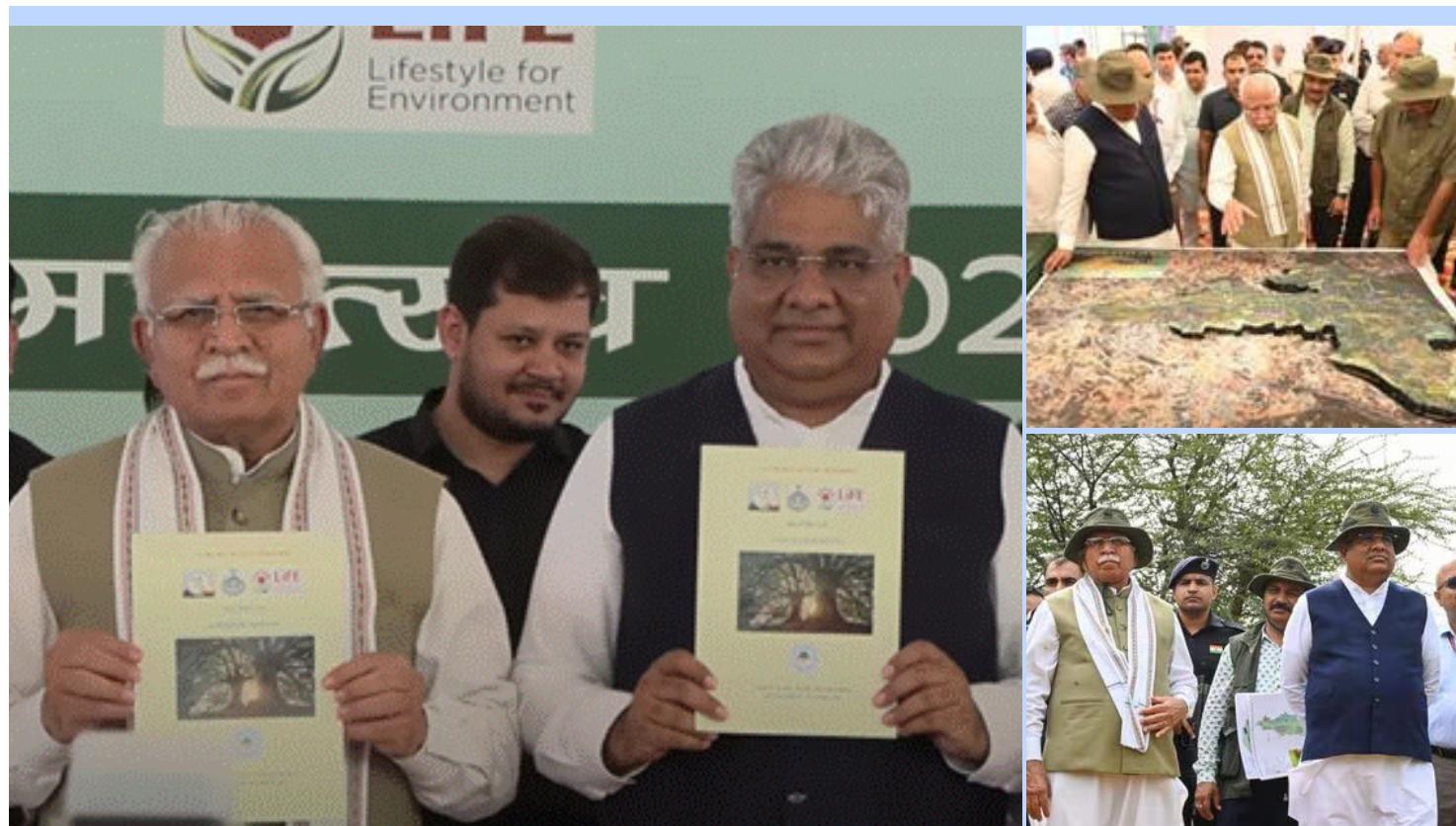
'Matri Van' Urban Forest Launched in Gurugram under Ek Ped Maa Ke Naam

Union Minister Shri Bhupender Yadav and Shri Manohar Lal Khattar launched the Matri Van initiative on 02nd August 2025 in Gurugram. The event was organised by the Haryana Forest Department under Van Mahotsav 2025 and held in the Aravalli hill area along the Gurugram–Faridabad Road.

The Matri Van project aims to restore degraded land in the Aravalli region by removing invasive plant species and replacing them with native trees. This effort supports Mission LiFE by encouraging responsible use of natural resources and promoting biodiversity conservation, improved air quality, and ecological balance.

Matri Van is being developed as a public green space to support sustainable lifestyles and nature-based activities. Planned features include nature trails, cycling tracks, water bodies, yoga areas, and themed plantations such as medicinal gardens and butterfly parks. These facilities are designed to promote low-impact recreation, environmental awareness, and community engagement.

The initiative reflects a practical approach to sustainable living by integrating ecological restoration with public access to green spaces. It supports climate resilience, carbon absorption, and healthier urban environments, aligned with Mission LiFE goals of fostering environment-friendly habits and conservation-driven development.



Union Minister Shri Bhupender Yadav and Shri Manohar Lal Khattar at the Matri Van initiative in Gurugram on 2nd August 2025

MoEF&CC celebrates Independence Day 2025

On 15th August 2025, the Ministry of Environment, Forest and Climate Change joined the nation in celebrating India's 79th Independence Day. The Ministry's Independence Day celebration embodied the spirit of "Naya Bharat" while reinforcing India's leadership in global environmental and climate action. As Prime Minister Shri Narendra Modi addressed the nation from the Red Fort, his emphasis on energy independence and clean energy achievements resonated deeply with MoEF&CC's mission. The PM's announcement that India achieved its 2030 clean energy target five years ahead of schedule by 2025 marked a historic environmental milestone for the nation.



Eco-Friendly Ganesha: Celebrating Faith with Sustainability



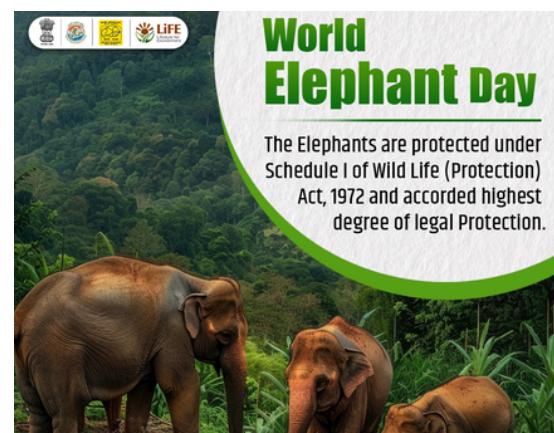
As part of the ongoing efforts to link cultural traditions with environmental sustainability, EcoClub students across several states came together this festive season to promote sustainable celebrations.

Under the Environment Education Programme (EEP), students from Andhra Pradesh, Chhattisgarh, Gujarat, Madhya Pradesh, Odisha, Rajasthan, and Telangana participated in hands-on workshops to design eco-friendly Ganesha idols. Using clay, leaves, and other natural materials, the initiative encouraged creativity while reducing environmental impact.

MoEF&CC Observes World Elephant Day 2025

World Elephant Day is observed globally on 12th August. The celebration this year focused on the role of elephants in maintaining healthy forests and ecosystems and highlighted the need for responsible human behaviour to support elephant conservation.

These include reducing unnecessary night-time travel through elephant areas, reporting injured or stranded animals to local forest authorities, supporting community-led conservation efforts, and choosing products that do not contribute to habitat loss.



NMNH has launched India's largest dolphin outreach campaign, "Our Dolphin – Our Heritage,"

The National Museum of Natural History (NMNH), New Delhi, launched a dolphin outreach campaign, "Our Dolphin – Our Heritage", in July 2025. The campaign will continue until National Dolphin Day on 5th October 2025 to raise awareness on river and marine dolphin conservation. Aligned with Mission LiFE, the campaign reached over 25 lakh students across 10,000 schools, colleges, and institutions, making it the largest dolphin awareness drive in the country. Supported by the Wildlife Institute of India, activities included a multilingual conservation pledge, documentary screenings, rallies, street plays, painting competitions, and field visits to dolphin habitats.



Chinmaya English School, Hubli, Karnataka engaged students on dolphin awareness through interactive activities

Mission LiFE Awareness Drives for Children

In August 2025, NMNH also led several Mission LiFE awareness activities for children and youth in collaboration with the National Tiger Conservation Authority and the National Zoological Park, NMNH organised a six-day programme from 29th July - 04th August to mark Global Tiger Day, engaging around 2,000 school children through talks, presentations, creative activities, exhibitions, and zoo visits to highlight the role of tigers in maintaining ecosystem balance. Participants were also encouraged to plant a tree under the "Ek Ped Maa Ke Naam" campaign to promote personal responsibility towards biodiversity conservation. In addition, NMNH observed World Elephant Day on 12th August 2025 by partnering with the Elephant Division of MoEF&CC to conduct a large-scale awareness and mobilisation event in Coimbatore, Tamil Nadu, further strengthening outreach on wildlife conservation and sustainable lifestyle practices.



Mass awareness pledge campaign and the painting competition organized to foster proactive participation in wildlife conservation

ICFRE Strengthens Mission LiFE Through Sustainable Lifestyle Activities

The Indian Council of Forestry Research and Education (ICFRE) carried out Mission LiFE activities across India from 23rd July to 21st August to promote sustainable lifestyles and environmental responsibility. Key efforts included training on nursery and seed technology, tree plantation and biodiversity drives and awareness programmes on raising forestry seedlings. Van Mahotsav 2025 was observed to amplify the message of native tree planting and land restoration.



ICFRE-AFRI Conducts Mission LiFE Awareness Programme for students in Raipur, Chhattisgarh



ICFRE-AFRI Conducts Biodiversity Promotion Drive for students in Chhattisgarh

Health and low-impact living were encouraged through sports and cycling initiatives along with a lecture on prevention of water-borne diseases. Waste reduction was promoted through upcycling workshops and Swachhata Abhiyan clean-up drives. The activities also focused on millet promotion and organic food workshops and water conservation efforts through reuse of AC waste water. School students were also trained on safe e-waste disposal as well.

EIACP Centres Drive Mission LiFE Action for Sustainable Change in Classrooms Across India

The Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP), supported by MoEF&CC, conducted multiple awareness activities in educational institutions across the country in August 2025 to promote Mission LiFE themes among students and teachers. EIACP centres organised interactive programmes including quizzes, games, awareness sessions, and the distribution of informational materials and eco-friendly festival items, covering topics such as sustainable food systems, plastic pollution, single-use plastic reduction, and environmentally responsible practices.



Mission LiFE Activities conducted by EIACP centres across the country

INTERNATIONAL HIGHLIGHTS

Sixth Session of the Forum of Ministers and Environment Authorities of Asia Pacific at Fiji

A delegation from MoEF&CC participated in the sixth session of the forum of Ministers and Environment Authorities of Asia Pacific, which was held in Nadi, Fiji during August 26th - 29th 2025. The Forum provides a platform for governments, intergovernmental organizations, and other stakeholders to discuss and prioritize environmental issues in the Asia Pacific region. It aims to contribute to the outcome of the seventh session of the UN Environment Assembly (UNEA-7) taking place from 08th - 12th December 2025 in Nairobi, with the theme "Advancing sustainable solutions for a resilient planet". India also proposed a draft resolution for UNEA-7 on "Strengthening Global Response on Management of Wildfires," highlighting the rising frequency and intensity of forest and wildland fires and their severe impacts on biodiversity, ecosystems, carbon sinks, and human well-being.



Delegation from the Ministry of Environment, Forest and Climate Change at the Ministerial Declaration at Fiji

CREATIVES

The creatives shared on MoEF&CC's Social Media handles, highlighting 'Save Energy' as the theme for August.



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