

# Mission LiFE Newsletter

OCTOBER 2025



# IN FOCUS

## India Emphasizes Equity, Knowledge Sharing, and Pro-Planet Lifestyles at G20 Environment Ministers' Meeting in Cape Town

Union Minister Shri Bhupender Yadav represented India at the G20 Climate and Environmental Sustainability Working Group Ministerial Meeting held in Cape Town, South Africa on 16 October 2025. He thanked the South African Presidency for advancing the theme "Solidarity, Equality, Sustainability" and called for a united global approach to protect the planet while ensuring fairness and equal access to resources.

Reflecting on a decade of the Paris Agreement, the Minister noted that countries have worked collectively to define and pursue their climate goals, with India achieving several of its Nationally Determined Contributions (NDCs) ahead of schedule. He highlighted that the G20 must serve as a bridge between ambition and implementation supporting countries with respect, equity, and strengthened capacities.



Union Minister Shri Bhupender Yadav represented India at the G20 Climate and Environmental Sustainability Working Group Ministerial Meeting held in Cape Town, South Africa

The Minister reiterated the importance of Common but Differentiated Responsibilities and Respective Capabilities (CBDR-RC), emphasizing that finance for developing countries must be treated as a responsibility, not merely an aspiration. He underscored that true equality is a right, not a privilege.

Drawing from the vision of Prime Minister Shri Narendra Modi, the Minister stressed the need to combine ecosystem-based solutions with advanced technologies. He highlighted that knowledge sharing, capacity building, and technology co-development and transfer will be central to achieving global sustainability. He also emphasized a whole-of-society approach and the power of pro-planet lifestyle choices, in alignment with Mission LiFE, which encourages individuals and communities to adopt environmentally sustainable habits.



# National Highlights

## MoEF&CC Conducts Swachhata Special Campaign 5.0

The Ministry of Environment, Forest and Climate Change (MoEF&CC) has successfully completed the Swachhata Special Campaign 5.0. The campaign was focused on institutionalizing cleanliness, improving efficiency, and reducing pendency across Government offices. Launched by the Department of Administrative Reforms and Public Grievances (DARPG) in 2021, the Swachhata Campaign has become an important national effort to promote clean workspaces, strengthen ease of doing business, and enhance citizen-focused service delivery. This year, Special Campaign 5.0 placed special focus on managing e-waste and supporting the National Plastic Pollution Reduction Campaign (NPPRC). During a month-long period of the campaign from October 2-31, 2025, over 7000 kg of dry and plastic waste was collected.



MoEF&CC and its offices maintaining cleanliness in and around buildings for implementing of the [#SpecialCampaign5.0](#) phase.



ZSI Kolkata volunteers participating in a clean up drive in marketplace area, New Alipore. Collected and handed over 450 Kgs of plastic waste to Municipal Corporation



## Union Minister Shri Bhupender Yadav laid the foundation stone of Namo Van during Wildlife Week 2025 celebrations in Haryana

As part of Wildlife Week 2025 celebrations in Manesar, Haryana, the foundation stone of Namo Van was laid by Union Minister Shri Bhupender Yadav with Haryana Minister Shri Rao Narbir Singh. The event also included a tree-planting activity under the "Ek Ped Maa Ke Naam" campaign, encouraging citizens to contribute to greener ecosystems. Individuals contributing to forest and wildlife conservation including school students, forest officials, journalists, and social activists were felicitated for their efforts. Observed from October 2 to 8 every year, Wildlife Week aims to deepen public awareness about the protection of India's rich biodiversity.



School students, forest officials, journalists, and social activists working in various fields for the protection of forests and wildlife being felicitated



## Mission LiFE Activities Across EIACP Centres

As part of the Mission LiFE initiative, EIACP centres across India undertook awareness and action-oriented programmes during October 2025 to promote sustainable lifestyles amongst youth.

At Pimpri-Chinchwad in Pune interactive quizzes on plastic pollution and distribution of cloth bags were organized to encourage reduction of single-use plastics. In Jharkhand, a 16 km marathon and walkathon was organised at Dalma Wildlife Sanctuary to mark the 71st Wildlife Week



In EIACP RP FRI Dehradun, the “E-Waste to Masterpiece” workshop was organized for creative upcycling of electronic waste while spreading awareness on energy conservation and circular economy practices. Sikkim EIACP conducted a two-day bamboo utility and capacity-building session promoting bamboo as an eco-friendly alternative to single-use plastics.

In Delhi, the “Breathable Art” installation at Swarn Jayanti Park, Rohini, supported by MoEF&CC, CAQM and DDA, engaged participants to raise awareness on clean air under the “Breath of Change – Clean Air, Blue Skies” campaign. Mizoram EIACP organised a Mission LiFE Street Campaign-cum-Concert at Aizawl, combining music with environmental messaging,



Location / EIACP Centre	Key Activity	Focus Area
Pune (IITM EIACP RP)	Awareness campaign & cloth bag distribution	Reduce single-use plastic
Jharkhand EIACP	Marathon & Walkathon	Healthy lifestyle & wildlife conservation
Dehradun EIACP-FRI	“E-Waste to Masterpiece” workshop	E-waste management & upcycling
Sikkim EIACP	Bamboo utility capacity-building session	Alternatives to plastic
Delhi (WWF EIACP)	Breathable Art Installation	Clean air awareness
Mizoram EIACP	Street Campaign-cum-Concert	Sustainable lifestyles awareness



## Mission LiFE Awareness Initiatives by J&K Pollution Control Committee

The Jammu & Kashmir Pollution Control Committee (J&K PCC) carried out Mission LiFE awareness activities from 21–31 October 2025. The activities were aimed at discouraging single-use plastic. The key interventions centred on “Say No to Single-Use Plastics” through anti-polythene seizure drives conducted across Kulgam, Kathua and Kishtwar. These enforcement and awareness efforts resulted in the seizure of 5.5 kg of single-use plastic and 82.3 kg of banned polythene bags, highlighting the Committee’s active role in reducing plastic pollution and strengthening compliance with environmental regulations.



The Jammu & Kashmir Pollution Control Committee (J&K PCC) carrying out anti-polythene seizure drives across Kulgam, Kathua and Kishtwar

## ICFRE Drives Mission LiFE Action Across India with Multi-Thematic Sustainability Initiatives

The Indian Council of Forestry Research and Education (ICFRE) implemented an extensive series of Mission LiFE activities across its regional institutes between 22 September and 15 October 2025, addressing key lifestyle themes such as Adopt Healthy Lifestyle, Adopt Sustainable Food Systems, Save Energy, Reduce Waste, Reduce E-Waste, and Say No to Single-Use Plastic. The programmes included awareness lectures on kitchen gardening and millet cultivation during Rashtriya Poshan Maah and cleanliness drives in laboratories and common areas, large-scale tree plantation, biodiversity promotion, and sensitisation sessions for forest officers, students, and the general public on sustainable and organic consumption practices. Activities also promoted seasonal and nutritious diets, reduced reliance on packaged foods, encouraged the use of LED lighting and responsible electricity consumption.





## Mass Plantation Drive Held at IIM Sirmaur under “Ek Ped Maa Ka Naam” Initiative

As part of the Ek Ped Maa Ka Naam campaign, a mass plantation drive was conducted at IIM Sirmaur in collaboration with the Central Academy for State Forest Service (CASFOS), Dehradun. The initiative highlighted the importance of community-driven green action and the role of academic and training institutions in promoting environmental awareness.



## Botanical Survey of India Declares Central National Herbarium a “No Plastic Zone”

The Botanical Survey of India (BSI) has taken a significant step toward environmental sustainability by replacing single-use plastic with earthen food plates and biodegradable crockery made from sugarcane fiber at the Central National Herbarium. By adopting eco-friendly alternatives, BSI is not only reducing plastic waste but also supporting local artisans who produce traditional earthen pots, cups, and utensils, helping revive indigenous craftsmanship and promote sustainable livelihoods.



**EARTHEN  
PLATES**





# International Highlights

## India Calls for “COP30 as the COP of Adaptation” at Pre-COP30 Ministerial Roundtable in Brasilia

Union Minister Shri Bhupender Yadav participated in the Pre-COP30 Ministerial Roundtable in Brasilia where he underscored the need for COP30 to deliver strong, action-oriented outcomes that directly benefit people and the planet. The Minister called for a renewed global commitment to multilateralism as the world marks ten years since the adoption of the Paris Agreement.

The Minister emphasized that COP30 must focus on translating climate commitments into real, locally grounded actions, particularly in areas that improve resilience for vulnerable communities. He stressed that COP30 should be the “COP of Adaptation”, and urged all countries to agree on a minimum package of indicators under the UAE-Belém Work Programme. He added that the Baku Adaptation Road Map should send a clear message that global climate efforts are on track to ensure safety and well-being for all, leaving no one behind.

The Minister highlighted the urgent need to scale up public finance for adaptation, noting that stronger public funding can also mobilize support from other sources. He cautioned against introducing new processes that may disrupt the spirit of the Paris Agreement, and instead called for nations to build on insights from the first Global Stocktake.



Union Minister Shri Bhupender Yadav at Pre-COP30 Ministerial Roundtable in Brasilia



## Strengthening Global Climate Partnerships: India - Germany Bilateral Meeting

Union Minister Shri Bhupender Yadav held a bilateral meeting with Mr. Jochen Flasbarth, State Secretary, BMUKN, Germany, in New Delhi on 1st October 2025. The discussion focused on strengthening ongoing Indo-German cooperation in the environment and climate sectors, including collaboration under the Indo-German Environment Forum and the International Climate Initiative (IKI).

The meeting also covered key issues for COP30, such as developing indicators for the Global Goal on Adaptation and advancing work on Climate Finance. The Minister highlighted the importance of global partnerships in accelerating climate action and reaffirmed its commitment to initiatives launched by Prime Minister Shri Narendra Modi such as the International Solar Alliance (ISA), the Coalition for Disaster Resilient Infrastructure (CDRI), and the Leadership Group for Industry Transition (LeadIT).



Union Minister Shri Bhupender Yadav, Secretary (MoEF&CC) Shri Tanmay Kumar along with other officials with State Secretary BMUKN, Germany Mr. Jochen Flasbarth and his team.

## India and Australia Strengthen Climate Cooperation Ahead of COP30

Union Minister Shri Bhupender Yadav along with senior officials from the Ministry of Environment, Forest and Climate Change held a virtual meeting with Australia's Minister for Climate Change and Energy, Mr. Chris Bowen. The discussion focused on key agenda items for COP30 and explored ways to deepen India - Australia collaboration on climate action in the coming years.





## UN Resident Coordinator Highlights India's Commitment to Sustainable Cities at World Habitat Day

At the World Habitat Day celebrations organized by the Ministry of Housing and Urban Affairs (MoHUA) in New Delhi, the UN Resident Coordinator in India, Mr. Shombi Sharp, recognized India's commitment to building sustainable and inclusive cities. He highlighted national efforts such as Mission LiFE, which encourage sustainable lifestyle and people-led climate action as part of urban development. The remarks underscored the growing global appreciation for India's integrated approach to sustainable urbanization and climate resilience.



Mr. Shombi Sharp, UN Resident Coordinator with Hon'ble Minister of State (MoS) for Housing and Urban Affairs, Shri Tokhan Sahu. Shri Srinivas Katikithala, Secretary, Ministry of Housing and Urban Affairs (MoHUA), Shri Satinder Pal Singh, Additional Secretary, MoHUA, at the World Habitat Day celebrations 2025

## Tree Plantation at Indian Embassy in Abu Dhabi Promotes 'Ek Ped Maa Ke Naam' Initiative

Minister of State Shri Kirti Vardhan Singh, during his visit to Abu Dhabi for IUCN 2025, planted a tree at the Indian Embassy under 'Ek Ped Maa Ke Naam' campaign. The initiative encourages citizens to plant trees in honor of their mothers while contributing to sustainable lifestyle. The activity highlighted India's broader efforts toward a green and sustainable future and reinforced the message of collective action under Mission LiFE.



Minister of State Shri Kirti Vardhan Singh planted a tree at the Indian Embassy in Abu Dhabi



# MONTHLY CREATIVES

The creatives shared on MoEF&CC's Social Media handles, highlighting 'Say No To Single Use Plastic' as the theme for September.



# OTHER CREATIVES

The creatives shared on MoEF&CC's Social Media handles on World Wildlife Week 2025





# OTHER CREATIVES

The creatives shared on MoEF&CC's Social Media handles on Diwali 2025



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