

Mission LiFE Newsletter

SEPTEMBER 2025



IN FOCUS

25,000 Saplings Planted Under "Ek Ped Maa Ke Naam" Campaign in Tonk, Rajasthan

Union Minister Shri Bhupender Yadav, along with Minister in the Government of Rajasthan Shri Kanhaiya Lal Choudhary, participated in a tree plantation drive at Deeg Shri Kalyan Van in Tonk district, Rajasthan. As part of the 'Ek Ped Maa Ke Naam - Hariyalo Rajasthan' campaign, 25,000 saplings were planted, reinforcing India's commitment to restoring green cover and promoting community-driven environmental action. Guided by the vision of Prime Minister Shri Narendra Modi, the initiative aligns with the goal of building a lush green and sustainable 'Developed India by 2047'.



Union Minister Shri Bhupender Yadav with Rajasthan Cabinet Minister Shri Kanhaiya Lal Choudhary in a tree plantation drive at Deeg Shri Kalyan Van in Tonk district, Rajasthan.

NATIONAL HIGHLIGHTS

Sewa Parv Begins with Green Footsteps

The Sewa Parv celebrations 2025, led by Union Minister Shri Bhupender Yadav commenced with a strong focus on environmental sustainability. The Minister planted a sapling at Asola Bhatti Wildlife Sanctuary in Delhi under the national campaign #EkPedMaaKeNaam. Organised by the National Museum of Natural History (NMNH) under the Ministry of Environment, Forest and Climate Change to mark the birthday of Prime Minister Shri Narendra Modi, the event witnessed the participation of 250 students who joined a plantation drive, with each planting a sapling and pledging to nurture it.

He also interacted with students and members of the Eco Task Force, reinforcing the message of collective responsibility towards a greener and more sustainable future. The initiative formed part of a nationwide celebration of service, creativity, and cultural pride under the theme "Viksit Bharat Ke Rang, Kala Ke Sang" (The Colours of a Developed India, with Art), featuring art workshops, cultural programmes, cleanliness drives, and tree plantation campaigns led by communities across the country.



Students joined a plantation drive at Asola Bhatti Wildlife Sanctuary in Delhi organised by the National Museum of Natural History on 18 September 2025



Union Minister Shri Bhupender Yadav planted a sapling at the Asola Bhatti Wildlife Sanctuary and interacted with school students and members of the Eco Task Force during his visit to the Asola Bhatti Wildlife Sanctuary in Delhi

Swachhata Hi Seva 2025: Swachhotsav Celebrations under Mission LiFE



Students participating in Swachhata Hi Seva activities across the country from 17 September - 02 October 2025

The Swachhata Hi Seva (SHS) 2025 campaign, observed every year from 17 September to 02 October, is a flagship initiative jointly coordinated by the Ministry of Housing and Urban Affairs (MoHUA) and the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti. MoEF&CC and its subordinate offices participated in a wide range of activities including transforming 147 Cleanliness Target Units and cleaning of 246 public spaces engaging over 48,592 participants. As part of advocacy, 222 events were conducted involving over 5 lakh participants. Further, 24 Say No to Plastic Use drives were organized with participation of 1658 participants. Besides, more than 1500 beneficiaries availed preventive health check-ups in more than 48 Safai Mitra Suraksha Shivirs held across various organizations under MoEF&CC.



MoEF&CC led and coordinated major activities focused on transforming Cleanliness Target Units (CTUs), Clean Public Spaces, organising Safai Mitra Suraksha Shivirs, promoting Clean Green Utsav, and strengthening Advocacy Activities. Key highlights included the nationwide shramdaan under "Ek Din, Ek Ghanta, Ek Saath" and the integration of the National Plastic Pollution Reduction Campaign, inaugurated on World Environment Day 2025. In addition, MoEF&CC strengthened coordination between government institutions and local communities, encouraging consistent action at the grassroots level. Regular monitoring, reporting, and community engagement ensured that activities were not limited to one-time events but contributed to long-term behavioural change. The campaign also promoted citizen participation through pledges, awareness sessions, rallies, and creative initiatives such as rangoli, painting, and school-based outreach.



Institutes affiliated to MoEFCC as well as MoEFCC Regional Offices participating in Swachhata Hi Seva activities from 17th September - 02nd October 2025

Union Minister Shri Bhupender Yadav Addresses Himalaya Environment Dialogue at Haridwar, Uttarakhand

Union Minister Shri Bhupender Yadav led the Himalaya Environment Dialogue at Dev Sanskriti Vishwavidyalaya, Shantikunj, Haridwar, where he addressed students and faculty on the need to integrate environmental sustainability with national development. He highlighted the strong connection between education, culture, and the environment, and stressed the importance of collective efforts to protect the fragile Himalayan ecosystem. The event brought together students, faculty members, and environmental conservation enthusiasts, creating a shared platform for meaningful dialogue and awareness.

During the programme, the Minister participated in the worship and dedication of a Rudraksha tree for plantation under the 'EkPedMaaKeNaam' campaign, symbolising respect for nature and the deep cultural bond between tradition and conservation. He appreciated the university's unique approach of combining modern education with moral, spiritual, and environmental values, recognising its role in nurturing responsible and environmentally conscious citizens. Students actively involved in environmental protection and awareness initiatives were also felicitated, encouraging continued participation and reinforcing the message of individual responsibility towards sustainable living.



Union Minister Shri Bhupender Yadav, addressed the Himalaya Environment Dialogue organised at Dev Sanskriti Vishwavidyalaya, Shantikunj, Haridwar.

Environment Education Programme: Students Leading Change through Mission LiFE

Under the Environment Education Programme (EEP) of the Ministry of Environment, Forest and Climate Change, schools and Eco-Clubs across India carried out a range of creative and practical initiatives to promote the themes of Mission LiFE (Lifestyle for Environment). In Sikkim, students learned to upcycle old clothes into cloth bags and semi-used paper into notebooks through the "Say No to Single Use Plastic" and "Clean Paper Initiative" drives transforming waste into sustainable, value-added products.



Students of Govt. Sr. Sec. School, Melli Bazar, Sikkim promoting cloth bags in community



Eco friendly Ganesha making activity conducted by the IAs of various States under EEP

Eco-Clubs in Andhra Pradesh, Odisha and other states marked Ganesh Chaturthi by making eco-friendly Ganesha idols made from clay and other natural materials. These initiatives encouraged students and communities to adopt environmentally sustainable practices by discouraging the use of Plaster of Paris idols through hands-on workshops and awareness activities. The Eco-Clubs highlighted the importance of reducing waste and aligning cultural traditions with environmental sustainability.

In Himachal Pradesh, students revived the traditional art of Buggar Grass Craft, highlighting its cultural significance while promoting the sustainable use of natural resources. Similarly, in Mizoram, workshops on eco-friendly filmmaking and the creation of decorative items from corn leaves showcased innovative approaches to environmental advocacy. These activities raised awareness on sustainable materials, and reinforced the role of art and local craftsmanship in advancing environmental sustainability.



Craft items made by students from Buggar grass in Himachal Pradesh

EIACP Network Promotes Sustainable Lifestyle through Mission LiFE

The Environmental Information, Awareness, Capacity Building and Livelihood (EIACP) network organized several Mission LiFE awareness programmes across India in September 2025 that engaged students, teachers, and communities in sustainability related activities. At the SACON EIACP Centre, Coimbatore, a Sustainable Development Cell was inaugurated at AJK College of Arts & Science and a session on "Sustainable Lifestyle: A Pathway to Achieve SDGs by 2030" introduced students to the Mission LiFE. Participants took LiFE pledge and received cloth bags, seedball kits, and green calendars to encourage daily sustainable actions.



Session on Sustainable Lifestyle and distribution of Cloth Bags by SACON EIACP



Workshop on Paper Bag Making organized by Punjab EIACP

In Punjab, the EIACP Centre observed Seva Parv 2025 through a series of engaging and environmentally focused activities. The celebrations included plogging drives and clean campus initiatives that encouraged participation in maintaining cleanliness and public hygiene. Complementing these efforts were poster-making and quiz competitions and a hands-on paper bag workshop that further promoted sustainable alternatives to single-use plastics,

Meanwhile, the CPREEC EIACP Centre, Chennai, organised awareness programmes in three schools to deepen students' understanding of sustainable practices. The sessions focused on the seven core themes of Mission LiFE - Save Energy, Save Water, Say No to Single-Use Plastic, Reduce Waste, Reduce E-waste, Adopt Healthy Food Systems, and Adopt Healthy lifestyles, highlighting how simple, everyday actions can contribute to environmental sustainability. Through interactive discussions and practical examples, students were encouraged to adopt sustainable habits, make informed choices, and recognise their role in building a more sustainable future for their communities.



Awareness Programmes conducted on Mission LiFE theme by CPREEC, EIACP

Training On Conversion of Plastic Waste to Bottle Bricks on The Occasion of "International Day of Clean Air for Blue Skies"

The International Day of Clean Air for Blue Skies was observed in Shillong on 9th September 2025 through a collaborative initiative of GreenAmmo Trust and the Meghalaya State Pollution Control Board (MSPCB). The training program honoured the critical role of waste sorters in reducing plastic pollution and improving air quality.



The program engaged 25 plastic waste sorters under the 'Plastic to Purpose' campaign, featuring an audiovisual orientation, a 'dignity walk' that diverted 8.75 kg of soft plastics, and practical training on bottle brick making, with participants collectively committing to repurpose ~510 kg of plastic each month. All participants received honoraria, welfare linkages, and recognition, with active support from the MSPCB.



The program recognised waste sorters as frontline environmental leaders and positioned the GreenAmmo-MSPCB partnership as a scalable model for circular waste management and clean air initiatives in Meghalaya.

The training programme, jointly organised by GreenAmmo Trust and the Meghalaya State Pollution Control Board (MSPCB)

Major Reform in Environmental Compliance: Environment Audit Rules, 2025

The Ministry of Environment, Forest and Climate Change (MoEF&CC) has notified the Environment Audit Rules, 2025 on 29 August 2025, marking a major reform in India's environmental compliance framework. The Rules aim to prevent environmental degradation while promoting sustainable development and ease of doing business. These Rules have been developed in line with the Government's approach to trust-based governance and draw upon international best practices to make compliance monitoring more transparent and effective.

Currently, environmental monitoring is carried out by the Central Pollution Control Board (CPCB), State Pollution Control Boards (SPCBs), and MoEF&CC's Regional Offices. However, these bodies face workforce and infrastructure limitations, making it difficult to monitor all projects nationwide. The new framework seeks to bridge this gap by creating a robust, transparent, and accountable audit system.

These reforms also strengthen the vision of Mission LiFE (Lifestyle for Environment). The Environment Audit Rules, 2025 encourage organizations to adopt sustainable practices, reduce pollution, and monitor their ecological footprint, key principles that align with Mission LiFE's call for sustainable actions. Together, they reinforce India's transition towards a culture of sustainability.

India Showcases Leadership in Regenerative Growth at CII Sustainability Summit, New Delhi

Union Minister Shri Bhupender Yadav, addressed the 20th CII Sustainability Summit on 2nd September 2025 on the theme "Redrawing the Contours of a Sustainable World" held in New Delhi. In his address, the Minister highlighted India's exemplary progress in advancing regenerative development, emphasizing key initiatives that strengthen the nation's ecological resilience.

The Minister underscored efforts in forest expansion, enhancement of carbon sinks, and the large-scale tree-planting campaign #EkPedMaaKeNaam, which has mobilized citizens across the country to plant trees in honour of their mothers. He said - "Sustainability should not be considered as a goal or an objective that has to be achieved. I believe it is a lifestyle choice, an evolving commitment to be resilient by withstanding and adapting to uncertainties of an ever-changing world." The Minister emphasized the central role of Mission LiFE in transforming individual and collective behaviour towards climate action. The Summit served as a platform to share India's holistic approach to sustainability rooted in community participation, green growth, and responsible consumption.



Union Minister Shri Bhupender Yadav at the 20th CII Sustainability Summit on 2nd September 2025

Chief Minister Rekha Gupta and Diplomats Join Union Minister Shri Bhupender Yadav in Tree Plantation Drive

As part of Sewa Pakhwada and commemorating the birthday of Prime Minister Shri Narendra Modi, a tree plantation drive was organised at Central Ridge, PBG Polo Ground, under the 'Ek Ped Maa ke Naam 2.0' campaign. The event saw the participation of 70 diplomats from various countries, symbolising a shared commitment to sustainability. Aligned with the vision of Mission LiFE (Lifestyle for Environment), the Ek Ped Maa Ke Naam initiative turns a simple act of planting into a powerful expression of love, respect, and sustainability for future generations.



Union Minister Shri Bhupender Yadav with Chief Minister Rekha Gupta and 70 Diplomats Join 'Ek Ped Maa ke Naam 2.0' Plantation Drive

Tree Production Fair Promotes Agroforestry and Green Growth in Gonda, Uttar Pradesh

Minister of State for Environment, Forest and Climate Change, Shri Kirti Vardhan Singh, inaugurated the Tree Production Fair organised by the Indian Council of Forestry Research and Education (ICFRE) at the District Panchayat Office, Gonda. The event carried the inspiring message "Where there is greenery, there is prosperity." The fair aimed to promote agroforestry among farmers of the Devi Patan Division, highlighting how integrating trees with farming systems can enhance income, improve soil health, and support climate resilience. Progressive farmers from different districts shared their experiences and were felicitated for their contributions to sustainable farming. An Agroforestry Information Booklet was also released during the event. The initiative reflects the essence of Mission LiFE by encouraging community-led green practices that connect livelihoods and ensure prosperity through sustainability.



Tree Production Fair attended by Minister of State (MoEF&CC) Shri Kirti Vardhan Singh with MLAs Shri Ramapati Shastri, Shri Prem Narayan Pandey, Shri Ajay Singh, MLC Shri Avdhesh Kumar Singh and other officials.

INTERNATIONAL HIGHLIGHTS

Union Minister Shri Bhupender Yadav discusses Climate Action Priorities with COP30 President-Designate

A discussion was held in New Delhi on 1st September 2025 between Union Minister Shri Bhupender Yadav and Ambassador André Corrêa do Lago, President-Designate of COP30, and his team. The meeting focused on key agenda items in the lead-up to COP30, with in-depth deliberations on the Global Goal on Adaptation (GGA), the status of Nationally Determined Contributions (NDCs), and the Presidency's priorities and plans for the upcoming year.

During the discussion, it was reiterated that India, under the leadership of Prime Minister Shri Narendra Modi, continues to advance ambitious and inclusive climate action through a whole-of-government approach. India's efforts, both domestic and international, reflect a deep commitment to addressing the climate crisis through initiatives such as Mission LiFE (Lifestyle for Environment), renewable energy expansion, and enhanced adaptation strategies. The interaction underscored India's proactive role in global climate diplomacy and its ongoing engagement with the COP30 Presidency to strengthen collective efforts towards a sustainable and resilient future.



Union Minister Shri Bhupender Yadav alongside Secretary (MoEF&CC) Shri Tanmay Kumar and other officials, with COP30 President-Designate H.E. Ambassador André Corrêa do Lago during a discussion on agenda priorities for COP30

"Ek Ped Maa Ke Naam" Reaches Iceland

Minister of State for Environment, Forest and Climate Change, Shri Kirti Vardhan Singh, planted a mountain ash sapling at Hljómskálagarðurinn Park in Reykjavík as part of Prime Minister Shri Narendra Modi's 'Ek Ped Maa Ke Naam' initiative. He was joined by Mr. Skúli Helgason, Chair of the Culture and Sports Council of Reykjavík city. The event highlighted the growing global resonance of India's people-led campaign, which inspires individuals worldwide to plant trees in honour of their mothers.



Shri Kirti Vardhan Singh, Minister of State (MoEF&CC) planting a mountain ash sapling in Reykjavik, Iceland with Mr. Skúli Helgason, Chair of the Culture and Sports Council of Reykjavik city.

CREATIVES

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



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