

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

RAJYA SABHA
UNSTARRED QUESTION NO. 1659
TO BE ANSWERED ON 03.08.2023

Adopting environment friendly lifestyle

1659. SHRI AJAY PRATAP SINGH:

Will the Minister of ENVIRONMENT, FOREST AND CLIMATE CHANGE be pleased to state:

- (a) the details of Government programs to increase the awareness among people and encourage them to adopt environment-friendly lifestyle; and
- (b) the places in the State of Madhya Pradesh where these programs were organized in the last two financial years 2020-21 and 2021-22 and outcome thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE
(SHRI ASHWINI KUMAR CHOUBEY)

- (a) To increase the awareness among people and encourage them to adopt environment-friendly lifestyle, the Ministry is implementing various programs such as Environment Education Programme (EEP) and Environmental Information Awareness Capacity Building and Livelihood Programme (EIACP). The EIACP Centres host a wide range of outreach and awareness activities such as debates, quizzes, webinars, plantation drives, and celebrations of environmental days to engage citizens actively. These Schemes are synergised with the Lifestyle For Environment (LiFE), an India-led global mass movement to nudge individual/community action to protect and preserve the environment.

Recently, a month long Mass Mobilization Campaign on Mission LiFE (Lifestyle For Environment) was organized in the run up to the World Environment Day, on 5th June, 2023 in which 16,29,086 events were organized and total 2,55,30,098 people participated till 31st July, 2023 and 2,38,70,488 took pledge on LiFE. The Ministry has developed two dedicated portals for LiFE viz. Mission LiFE Portal (missionlife-moefcc.nic.in), which is an open access portal and serves as a knowledge and social media creatives repository and Meri LiFE Portal (merilife.org) for uploading actions and awareness generation events. Further, the State Government of Madhya Pradesh has reported on Meri LiFE portal 2,18,091 events and participation of 16,27,745 peoples till 31st July, 2023 under the Mass Mobilization Campaign on Mission LiFE.

- (b) Under the EEP, financial assistance was provided to the Implementing/Nodal Agencies of States/UTs, including Madhya Pradesh, for organising various awareness programmes. In the State of Madhya Pradesh, 5,200 Eco-clubs (100 each in 52 districts) were supported during the year 2020-21 and 15,600 school Eco-clubs (300 each in 52 districts) were supported during the year 2021-22 under the National Green Corps (NGC) Programme. 100 college Eco-clubs in Madhya Pradesh were also supported during both these years. Major activities conducted by Eco-clubs include, debates, slogan writing, drawing/painting, poster making, quiz, wall painting, action-oriented activities like energy audit, water audit, plantation, rallies, exhibition, waste segregation, cleanliness drive, etc.
