

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

RAJYA SABHA
UNSTARRED QUESTION NO. 2157
TO BE ANSWERED ON 07.08.2025

"LiFE" mission and change in environmental behavior

2157. SHRI TEJVEER SINGH:

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

- (a) number of citizens/institutions which have taken voluntary pledge so far under the recently launched "Lifestyle for Environment (LiFE)" mission;
- (b) whether any behavioural change monitoring system or evaluation Index has been developed for this campaign,
- (c) whether any funding or resources are being provided to schools, universities and urban bodies for activities under the LiFE Mission, and
- (d) whether the LiFE mission has been presented to any international collaboration for Climate Finance?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE
(SHRI KIRTI VARDHAN SINGH)

(a) to (d):

Mission LiFE (Lifestyle for Environment) is a citizen-led initiative that focuses on inspiring and enabling individuals to adopt sustainable lifestyles through every day voluntary actions. It aims to nudge individuals and communities to practice a lifestyle that is synchronous with nature. The Ministry implements Environment Education Programme (EEP) with an objective to sensitize children/ youth, on issues related to environment and to motivate them to adopt sustainable lifestyle, through varied pedagogical initiatives like workshops, projects, exhibitions, campaigns, competitions, nature camps, summer vacation programmes, etc. The funding under EEP is given to State/UT-designated Implementing Agencies, which may either conduct the initiatives themselves or by transferring the funds to other resource agencies, including schools, colleges and universities. The Ministry has not presented the Mission to any international collaboration for Climate Finance. Citizens, institutions, organizations can report their LiFE activities on Meri LiFE portal and the data on various activities undertaken in Mission LiFE is available for viewing and monitoring the progress of Mission. The total number of participants who have taken voluntary pledge under Mission LiFE (Lifestyle for Environment) are over 4.84 crore as reported on Meri LiFE portal as on August 5, 2025.
