

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

LOK SABHA
UNSTARRED QUESTION NO. 2519
TO BE ANSWERED ON 04.08.2025

Ideas4LiFE Initiative

2519. DR. SANJAY JAISWAL:

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

- (a) the total number of entries received under the Ideas4LiFE initiative and the criteria used to shortlist the winners;
- (b) the number of educational Institutions, States and categories of participants represented in the entries; and
- (c) whether the initiative aligns with the larger political vision of “Viksit Bharat @2047” and Lifestyle for Environment (LiFE)?

ANSWER

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

(a) Total number of entries received under Ideas4LiFE initiative were 1384. The ideas were evaluated through a three phase evaluation process.

- Phase-I evaluation involved preliminary screening of ideas to ensure completeness and originality of the ideas.
- In Phase-2, evaluators empanelled with Dept. of Higher Education assessed the ideas on five parameters namely, Innovation potential, Feasibility, Impact, Scalability and Sustainability.
- In Phase-3, a national level jury duly constituted by the Ministry selected the top 3 ideas in each of the seven themes based on the same five parameters i.e., Innovation potential, Feasibility, Impact, Scalability and Sustainability.

(b) The number of educational institutions represented in the entries were 382 from 26 states and 5 Union Territories. There were four categories of participants namely Students, Faculty, Research scholars and Others.

(c) The Ideas4LiFE initiative was conceptualized under the broader framework of Mission LiFE wherein ideas were sought from Students, Faculty, Research scholars, others on all the

themes of Mission LiFE. 21 ideas with top 3 ideas from each of the seven themes were selected as winning ideas.

Environmental sustainability is one of the key goals of Viksit Bharat 2047. The Ideas4LiFE encourages behavioural change through innovation and actionable solutions to promote sustainable lifestyle. Engaging youth and academic minds through such initiatives makes them an active participant towards environmental sustainability and thereby achieving the goals of Viksit Bharat 2047.
