

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

LOK SABHA
UNSTARRED QUESTION NO. 3965
TO BE ANSWERED ON 18.08.2025

Expansion of Mission LiFE

3965. DR. D. PURANDESWARI:

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

- (a) the data on the initiatives implemented and the number of participants engaged under Mission Lifestyle for Environment (LiFE) along with the details of the States or regions that have shown the highest participation in Mission LiFE and the best practices have emerged, State-wise;
- (b) the measures undertaken to ensure that rural and economically weaker communities can participate in Mission LiFE initiatives;
- (c) the steps taken to encourage public participation in Mission LiFE and raise awareness about environmentally sustainable practices;
- (d) whether the Government has data on the contribution of Mission LiFE to reduce carbon footprints and promoting climate resilience at the community level, if so, the details thereof; and
- (e) whether the Government is considering to expand the scope and reach of Mission LiFE in the next five years, if so, the details thereof?

ANSWER

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

(a) to (e):

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 across all sections of society in rural and urban areas to practice a lifestyle that is synchronous with nature.

To encourage public participation in Mission LiFE and promote environmentally sustainable practices, the Ministry in collaboration with various stakeholders including Line Ministries, State/UT governments has undertaken mass mobilisation campaigns and awareness initiatives like 'One Nation, One Mission: End Plastic Pollution', 'Harit Yoga on International day of Yoga 2025', 'tree plantation drives under Ek Ped Maa Ke Naam', 'e-waste awareness and reduction campaign' on pilot basis in 13 cities across 3 states, etc. Over 38 lakh participants were mobilized in over 4.96 lakh LiFE events during the World Environment Day 2025 campaign and over 201 crore saplings have been planted so far under the Ek Ped Maa Ke Naam initiative.

As part of World Environment Day celebrations 2025, the Ministry also organized a one month campaign on MyGov to encourage youth participation in ending plastic pollution, with participation of nearly 93000 people. The Ministry is also leveraging social media to reach out to the citizens.

An 'Ideas4LiFE initiative' under the framework of Mission LiFE to seek innovative ideas from students, faculties, research scholars, etc. on seven themes of Mission LiFE was launched in 2024. A total of 1384 entries were received, out of which, 21 ideas with top 3 ideas in each of the seven themes were shortlisted and felicitated on the World Environment Day 2025.

LiFE pavilions have also been set up during major national events like Bharat Parv, Swachh Vayu Diwas, Mahakumbh Mela, India Water Week, World Environment Day 2025, G20 Environment and Climate Sustainability Working Group venue (ESWG), etc.

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 monitoring the progress of Mission. State/UT wise details of participation under the Mission LiFE is **Annexed**.

Mission LiFE and its principles have also been incorporated in the non-quantitative targets of India's Nationally Determined Contributions (NDCs). The activities under seven themes of Mission LiFE are aligned with climate resilience and environmentally sustainable practices.

To enhance the reach and scope of Mission LiFE, the Ministry is closely working with Line Ministries and State/UT Governments to amplify the reach of Mission LiFE and embed Mission LiFE into existing sectoral schemes, campaigns and programs. The Ministry is also working closely with International organizations like UNICEF, UNDP, UNEP and Asian Development Bank to expand the global reach of Mission LiFE.

The United Nations Environment Assembly (UNEA), at its Sixth Session held in Nairobi, Kenya, on 1st March 2024, unanimously adopted the resolution on promoting sustainable lifestyles submitted by India and co-sponsored by Sri Lanka and Bolivia, which is a significant move forward on globalization of the concept of Lifestyle for Environment (LiFE). Post adoption of this resolution, India also secured a position on the board of the 10 Year Framework of Programmes on Sustainable consumption & production patterns. Recently, India's resolution on 'Promoting Sustainable Lifestyles for the Wise Use of Wetlands', which builds upon the UNEA Resolution on 'Promoting Sustainable Lifestyles' was adopted at Ramsar 15th Conference of Parties in Zimbabwe. Mission LiFE with reference to sustainable lifestyles has been acknowledged at various global platforms including Intergovernmental Panel on Climate Change Working Group III, Sharm-El-Sheikh implementation plan, G7 Communiqué, G20 New Delhi Leaders' Declaration, and Green Rising initiative in CoP 28.

Annexure**State/UT-wise details of participation for Mission LiFE as reported on Meri LiFE Portal**

S.No.	State/UT Name	Total
1	Tamil Nadu (TN)	5722928
2	Telangana	4677142
3	Punjab (PB)	3804208
4	Gujarat (GJ)	2893601
5	Uttar Pradesh (UP)	2841040
6	Rajasthan (RJ)	2715816
7	Madhya Pradesh (MP)	2693550
8	Andhra Pradesh (AP)	2626964
9	Jammu and Kashmir (JK)	2229207
10	Assam (AS)	1979490
11	Odisha (OD)	1744108
12	Kerala (KL)	1578433
13	Jharkhand (JH)	1546419
14	Maharashtra (MH)	1416204
15	Haryana (HR)	1332801
16	Delhi (DL)	1262622
17	Bihar (BR)	1222218
18	Chandigarh (CH)	1016201
19	Karnataka (KA)	939616
20	West Bengal (WB)	733709
21	Uttarakhand (UK)	720673
22	Chhattisgarh (CG)	697456
23	Himachal Pradesh (HP)	676413
24	Sikkim (SK)	443970
25	Goa (GA)	400635
26	Manipur (MN)	381731
27	Daman and Diu (DD)	285926
28	Puducherry (PY)	270600
29	Tripura (TR)	220849
30	Mizoram (MZ)	208597
31	Arunachal Pradesh (AR)	173664
32	Andaman and Nicobar (AN)	161306
33	Meghalaya (ML)	138399
34	Nagaland (NL)	123004
35	Ladakh	42886
36	Dadra and Nagar Haveli (DN)	30788
37	Lakshdweep (LD)	12954
	Total	49966128