

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

LOK SABHA
UNSTARRED QUESTION NO. 3993
TO BE ANSWERED ON 18.08.2025

Measurable Behavioural Indicators under Mission LiFE

3993. SHRI DHAVAL LAXMANBHAI PATEL:

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

- (a) whether the Government has developed measurable behavioural indicators under Mission LiFE;
- (b) the methods/criteria used to track these indicators at school, community or Urban Local Body (ULB) levels; and
- (c) whether the Mission is integrated with Corporate Social Responsibility (CSR) or startup innovation initiatives?

ANSWER

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

(a) to (c):

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. Mission LiFE comprise of non-exhaustive list of 75 individual LiFE actions spread across seven themes (Save Energy, Save Water, Reduce Waste, Reduce e-waste, Say No To Single Use Plastic, Adopt Healthy Lifestyle, Adopt Sustainable Food Systems), which are easy to practice, by individuals, communities and institutions. Citizens, institutions, organizations can report their LiFE activities on Meri LiFE portal and the data on number of activities and participation is available on the said portal. The activities aligned with seven themes of Mission LiFE, undertaken in Eco-clubs on Mission LiFE in schools are captured on Meri LiFE portal through the integration of Eco-clubs portal of Department of School Education & Literacy.

An 'Ideas4LiFE initiative' under the framework of Mission LiFE to seek innovative ideas from students, faculties, research scholars and others on seven themes of Mission LiFE was launched by the Ministry 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.
