



Mass Campaign for Environmentally Conscious Lifestyle



MISSION LiFE

Lifestyle for
Environment

Madhya Pradesh Pollution Control Board

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The Core Points



India's Global Call to adopt Traditional & Value based Sustainable way of living for a Healthy Environment.



India introduced Concept of LiFE during UN-COP26 in 2021.



Discourage throw-away culture, adopt Circular Economy.



Join 21 day LiFE Movement. Be Pro-planet people.



The Campaign to go from 18th May to 5th June 2023



Campaign to focus broadly on Seven Categories of activities.




75 Action Points addressed under seven LiFE themes.

Cont...



Details Info on <http://missionlife-moefcc.nic.in/>



Meri LiFE Mobile App launched to enable youngsters to emerge as pro-planet-person, change makers and solution providers for the betterment of the environment.



Interdepartmental approach for effective campaign.



Designated Nodal officers and regional officers to coordinate with the district administration

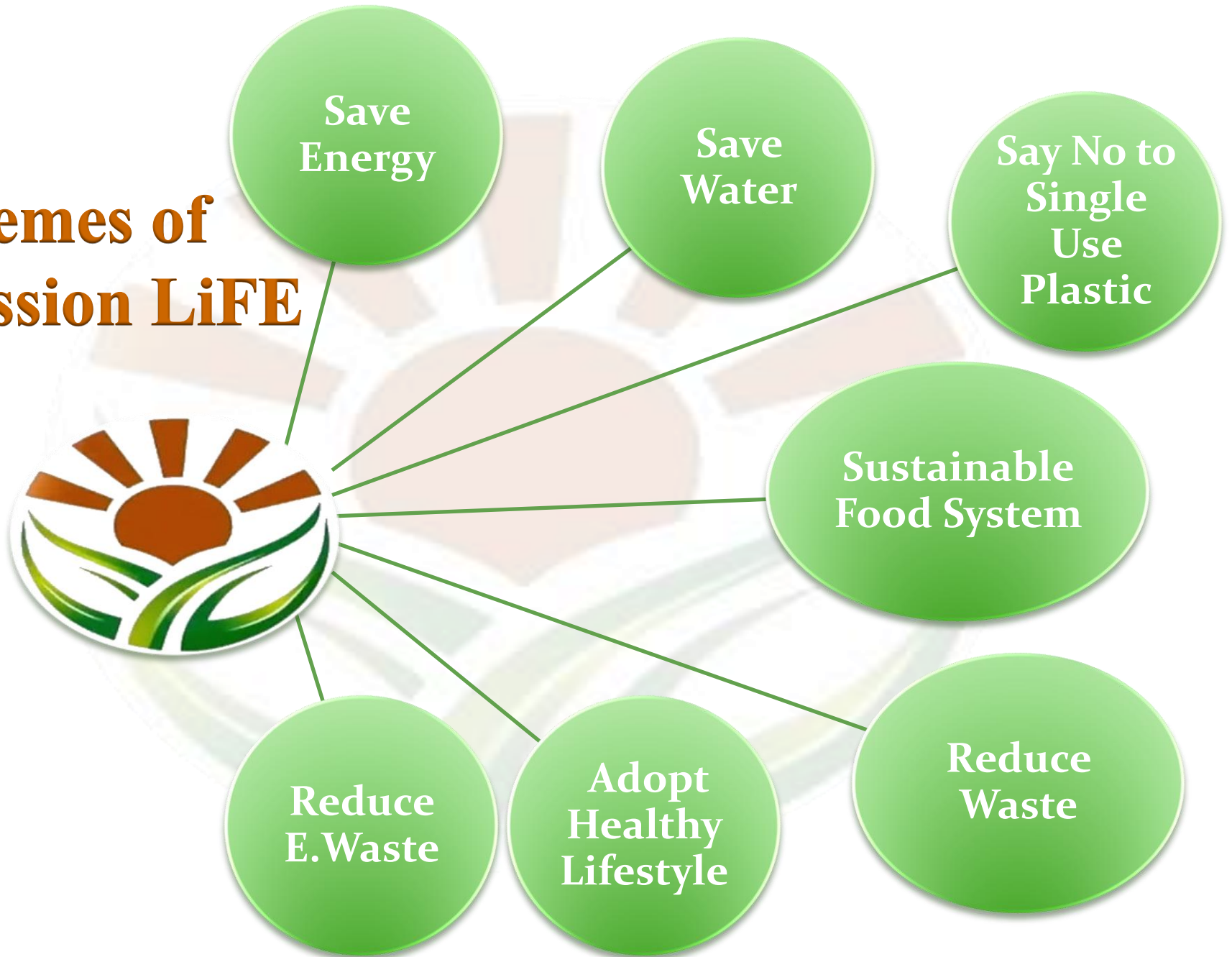


All the activities to be uploaded on the GoI website www.merilife.org



Designated Nodal officers and regional officers are to register on GoI website www.merilife.org

Themes of Mission LiFE



LiFE Campaign Activities

Hackathon, Social Media Campaign,

Photography Competition On Environment Themes

Slogan Writing & Jingle Competition

Drawing Competition, Workshops/Seminars

Distribution Of Literature, Advertisement In Print Media.

Street Play, Bicycle Rally

Run For Lifestyle Campaign, Mass Plantation Drive

Inter-Departmental Coordination

S.No.	Theme	Coordination
1	Save Energy	Energy Deptt
2	Save Water	UADD, PHED and Water Resources
3	Say No to SUP	School Education, Higher Education, UADD, Panchayat & Rural Development
4	Adopt Sustainable Food System	Food & Civil Supplies, UADD, Animal Husbandry and Horticulture
5	Reduce Waste	Panchayat & Rural Development and UADD
6	Adopt Healthy Lifestyle	Aayush Department and Health Department
7	Reduce E.Waste	M.P. Electronics Development Corporation, Information & Technology and Industry Department.

Tips to Individuals to Save Energy

Use LED bulbs/ tube-lights

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Use public transport wherever possible

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Take the stairs instead of an elevator wherever possible

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Switch off vehicle engines at red lights and railway crossings

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Use bicycles for local or short commute

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Switch off irrigation pumps after use

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Prefer CNG/ EV vehicle over petrol/ diesel vehicles

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Use carpooling with friends & colleagues, Drive in the correct gear.

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Keep your foot off the clutch when not changing gears

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Install a solar water or solar cooker heater on rooftops

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Switch off appliances from plug points when not in use

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Use biogas for cooking and electricity needs

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Keep temperature of Air Conditioners to 24 degrees

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Prefer pressure cookers over other cookware

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Defrost fridge or freezer regularly

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Run outdoors instead of on a treadmill

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Tips to Individuals to reduce Waste



Contribute cattle waste, food waste, and agricultural waste to biogas plant



Practice segregation of dry and wet waste at homes



Use agricultural residue, animal waste for composting, manuring and mulching



Recycle and reuse old newspapers, magazines



Feed unused and uncooked vegetables leftovers to cattle



Set printer default to double-side printing



Repair, reuse and recycle old furniture



Buy paper products made from recycled paper



Donate old clothes and books



Do not discard waste in water bodies and in public spaces

Tips to Individuals to Save Water

Adopt cultivation of less water intensive crops like millets

Participate in recharge of rural water bodies through Amrit Sarovar Scheme

Practice crop diversification.

Move from rice & wheat cultivation to pulse & oil seed cropping system.

Use efficient water saving technologies

Create rainwater harvesting infrastructure in home/ schools/ offices

Use drip irrigation systems created with waste materials, wherever possible

Reuse water from washed vegetables to water plants and other purpose

Pre-soak heavy pots and pans before washing them

Use buckets instead of hose pipes to water plants/ floors/ vehicles

Fix leaks in flushes, taps and waterpipes

Use water-efficient fixtures for taps, and showerheads, and toilet flush units

Invest in a water meter for your house to measure water consumption regularly

Reuse water drained out from AC/RO for cleaning utensils, watering plants etc

Prefer a water purification system that generates less waste water

Tips to Individuals to Stop SUP Use

Use cloth bag for shopping instead of plastic bags

Carry your own water bottle wherever possible

Reuse glass containers/ packaging plastic items as storage boxes

Participate in and mobilize participation for clean-up drives of cities and water bodies

Prefer using non-plastic eco-friendly cutlery during gatherings and events

Turn off running taps when not in active use

Use menstrual cups instead of sanitary napkins

Use recycled plastic over virgin plastic, wherever possible Use steel/ recyclable plastic lunch boxes and water bottles

Cut the packaging bags used for milk, buttermilk, etc. only partially to avoid plastic bits from mixing into biodegradable waste

Opt for bamboo toothbrushes and neem combs

Tips to Adopt Sustainable Food System

Include millets in diets through Anganwadi, Mid-Day meal and PD scheme



Compost food waste at home



Create kitchen gardens/ terrace gardens at homes/ schools/ offices



Prepare organic manure from cow dungs and apply to farms



**Prefer locally available and seasonal foods.
Use smaller plates for daily meals to save food wastage**

Tips to adopt Healthy Lifestyle



Encourage use of millets in food and indigenous herbs and medicinal plants for nutrition and well being



Prefer consuming natural or organic products



Start biodiversity conservation at community level



Plant medicinal plants such as neem, tulsi, giloy, mint, curry leaves, ashwagandha, curry leaves etc. within household premises



Practice natural or organic farming



Plant trees to reduce the impact of pollution



Avoid purchasing products/souvenirs made from skin, tuskers and fur of wild animals



Create and volunteer at community food and cloth banks, and at animal shelters



Initiate and/or join green clubs in your residential area/ school/ office

Pledge for the LiFE Mission

An Appeal to Join this Movement

“My Environment – My Responsibility”

मैं प्रतिज्ञा करता/करती हूँ कि पर्यावरण को बचाने के लिए अपनी दैनिक जीवन में हर संभव बदलाव लाऊंगा/लाऊंगी। मैं यह भी वचन देता/देती हूँ कि अपने परिवार, मित्रों और अन्य लोगों को पर्यावरण के अनुकूल आदतों और व्यवहारों के महत्व के विषय में सतत रूप से प्रेरित करूंगा/करूंगी।



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Let's Make it a Global Mission