



**INDIAN INSTITUTE OF TROPICAL METEOROLOGY (IITM), PUNE**  
**ENVIRONMENTAL INFORMATION SYSTEM (ENVIS) Resource Partner**  
**(Ministry of Environment, Forest & Climate Change, Govt. of India)**

# MISSION LiFE

Focus on Individual  
Behaviours

Leverage  
Local Cultures

Co-create  
Globally

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### **EDITORIAL**

At the United Nations Climate Change Conference Hon'ble Prime Minister of India Shri Narendra Modi calls for making mission LIFE a global mass movement to fight climate change.

LiFE envisions replacing the prevalent 'use-and-dispose' economy governed by mindless and destructive consumption—with a circular economy, which would be defined by mindful and deliberate utilization. The Mission intends to nudge individuals to undertake simple acts in their daily lives that can contribute significantly to climate change when embraced across the world.

LiFE plans to leverage the strength of social networks to influence social norms surrounding climate. The Mission plans to create and nurture a global network of individuals, namely 'Pro-Planet People' (P3), who will have a shared commitment to adopt and promote environment friendly lifestyles. Through the P3 community, the Mission seeks to create an ecosystem that will reinforce and enable environment friendly behaviours to be self-sustainable.

# MISSION LiFE

At the 2021 UN Climate Change Conference (UNFCCC COP26), Hon'ble Prime Minister of India Shri Narendra Modi announced Mission LiFE, to bring individual behaviours to the forefront of the global climate action narrative.

Underlining the importance of change in lifestyle as an important tool to fight climate change. We must accept that our lifestyle is a big challenge for the climate. Throwing away culture and consumerism have turned (the problem of) climate change much more serious.

## ❖ Approach of LiFE Campaign



### Focus on Individual Behaviours

Make life a mass movement by focusing on behaviours and attitudes of individuals and communities.



### Co-create Globally

Crowd source empirical and scalable ideas from the best minds of the world, through top universities, think tanks and international organisations.



### Leverage Local Cultures

Leverage climate-friendly social norms, beliefs, and daily household practices of different cultures worldwide to drive the campaign.

## ❖ LiFE Global call for Ideas

In this context, NITI Aayog (Behavioural Insights Unit) and the Ministry of Environment, Forest, and Climate Change (MOEFCC), in partnership with the United Nations, World Resources Institute, Centre for Social and Behaviour Change (CSBC) and Bill and Melinda Gates Foundation (BMGF), are inviting ideas from across the world for one of the following, or related, areas:

- ✓ Behaviour-change solutions aimed at individuals, households, and communities to drive climate-friendly behaviours in sectors, including: Water, Transport, Food, Electricity, Waste Management, Recycle, Reuse.
- ✓ Innovative solutions that promote wider adoption of traditional, climate-friendly practices and/or create livelihood options for communities that may lose their jobs with a shift towards climate-friendly production.
- ✓ International, national and/or local best practices that can be feasibly scaled-up for driving behaviour change related to climate action.

Participants are strongly encouraged to submit empirically informed and measurable ideas that can offer implementable solutions while having the potential to be published in reputed academic journals.

For more information visit following website...



[www.niti.gov.in/life](http://www.niti.gov.in/life)

### ❖ Application Process

- **Applications Open: 05th June 2022, 12:01 AM IST**
- **Applications Close: 31st December 2022, 11:59 PM IST**
- **Awards : Authors of the top 5 ideas will each be awarded with**

 <p>Ambassador for LiFE Award at COP 28, hosted by UNFCCC</p>	 <p>USD 25,000, to test and pilot their idea(s) in India</p>	 <p>Opportunity to present in person at the Global LiFE Conference in India</p>	 <p>End-to-end implementation support from NITI Aayog and MoEFCC to scale ideas</p>
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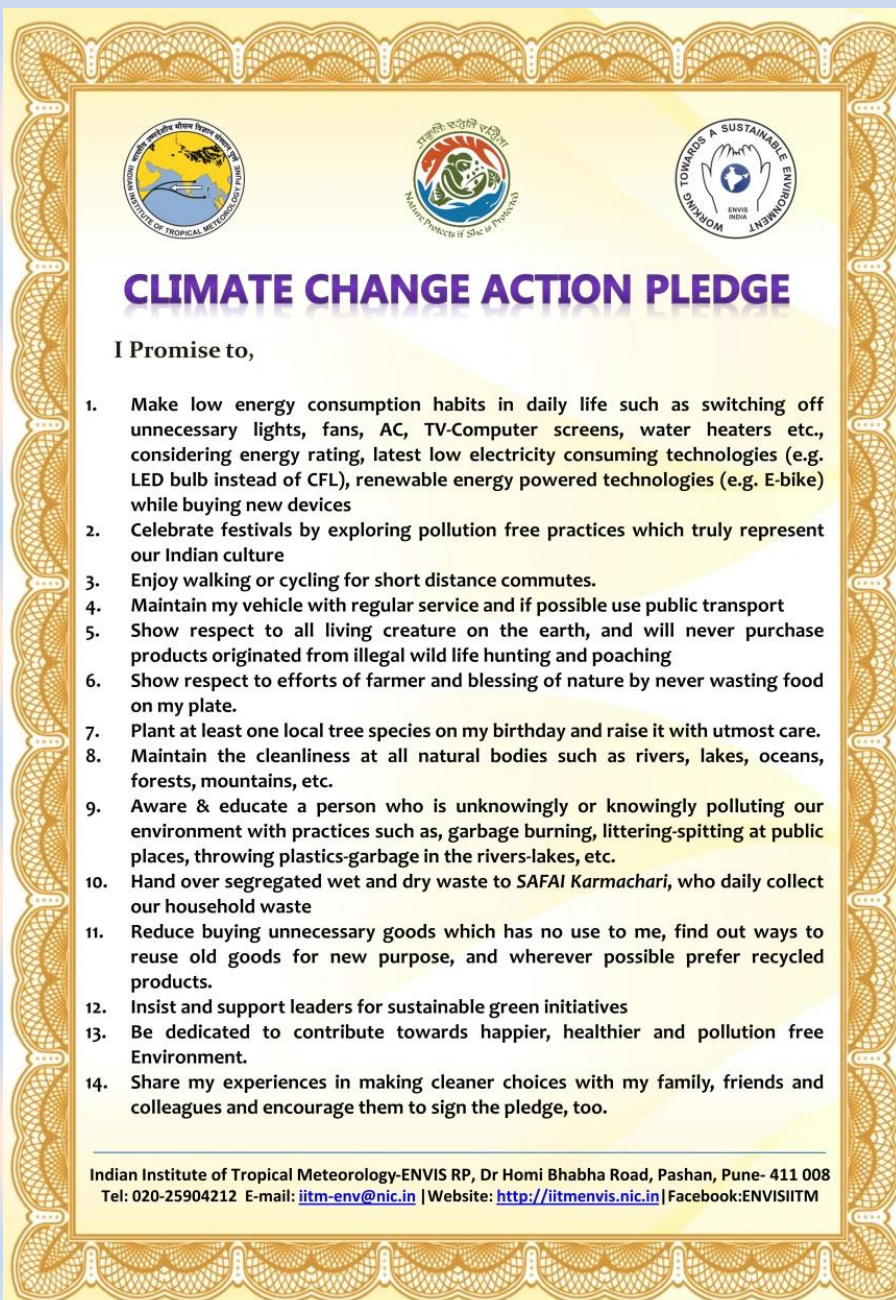


**Scan and Apply**

# Initiative taken by IITM-ENVIS Resource Partner: Mission LiFE

## 1. Climate Change Action Pledge

Since Dec 2020 IITM-ENVIS RP, Pune had developed and initiated “Climate Change Warrior E-Pledge” for sensitization of masses about changing climate and our duty as responsible society. It tells the pledgee what individual actions he/she can take to make his/her mark against the Climate Change. Each pledgee gets certificate and badge for motivation. From last year pledge is revamped as “Climate Change Action Pledge” which is integrated in the Android Mobile App “IITM-ENVIS” to start the public movement to reduce individual emissions and live a sustainable lifestyle. Till now 2500+ people have taken the pledge and became climate change warrior.



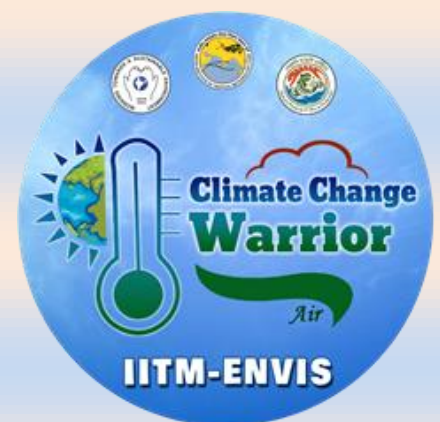
The certificate template features a decorative gold border and three logos at the top: IITM-ENVIS, Mission LiFE, and the Sustainable Environment Movement logo. The text is as follows:

**CLIMATE CHANGE ACTION PLEDGE**

I Promise to,

1. Make low energy consumption habits in daily life such as switching off unnecessary lights, fans, AC, TV-Computer screens, water heaters etc., considering energy rating, latest low electricity consuming technologies (e.g. LED bulb instead of CFL), renewable energy powered technologies (e.g. E-bike) while buying new devices
2. Celebrate festivals by exploring pollution free practices which truly represent our Indian culture
3. Enjoy walking or cycling for short distance commutes.
4. Maintain my vehicle with regular service and if possible use public transport
5. Show respect to all living creature on the earth, and will never purchase products originated from illegal wild life hunting and poaching
6. Show respect to efforts of farmer and blessing of nature by never wasting food on my plate.
7. Plant at least one local tree species on my birthday and raise it with utmost care.
8. Maintain the cleanliness at all natural bodies such as rivers, lakes, oceans, forests, mountains, etc.
9. Aware & educate a person who is unknowingly or knowingly polluting our environment with practices such as, garbage burning, littering-spitting at public places, throwing plastics-garbage in the rivers-lakes, etc.
10. Hand over segregated wet and dry waste to *SAFAI Karmachari*, who daily collect our household waste
11. Reduce buying unnecessary goods which has no use to me, find out ways to reuse old goods for new purpose, and wherever possible prefer recycled products.
12. Insist and support leaders for sustainable green initiatives
13. Be dedicated to contribute towards happier, healthier and pollution free Environment.
14. Share my experiences in making cleaner choices with my family, friends and colleagues and encourage them to sign the pledge, too.

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Climate Change Action  
Pledge and Badge

## 2. Plastic Waste Awareness Campaign

In India to reduce plastic pollution our Hon'ble Prime Minister has decided to phase out single use plastics by 2022, through "Awareness Program to avoid the use of Single use Plastics". As per our Hon'ble Prime Minister clarion call IITM-ENVIS RP organized "SAY NO TO SINGLE USE PLASTIC" campaign from 7th to 10th October. Under this campaign IITM-ENVIS has arranged a "Plastic Waste Collection Campaign at IITM Campus" with SWaCh, Pune. SWaCh is one of the renowned organizations working genuinely for the welfare of waste pickers, waste management, plastic recycling. The waste collection drive has been conducted in 7 broad categories of plastic from 8th to 11th October in IITM office campus and colony.



**Banner displayed at IITM Colony, Area**



**Collection Bins for reusable items and Plastic Waste are placed at IITM Reception**



**Awareness Talk on " Behavioural Change, Household Waste Management and Plastic Waste"**

In view of this campaign, an Awareness webinar is also organized for all IITM staff, research students and colony residents. We invited Amogh Bhongale, Outreach and communications executive at SWaCh, to give talk on "Behavioural Change, Household Waste Management and Plastic Waste".

### 3. Single Use Plastic ban

From 1<sup>st</sup> of July 2022, when the Single Use Plastic ban comes into force in India. The success of the ban will only be possible through effective engagement and concerted actions by all stakeholders and enthusiastic public participation, believes the MoEF&CC. To give wider publicity to the ban and create awareness among people the Standee and Banner on the Single Use Plastic (SUP) ban displayed at prominent position in IITM campus.

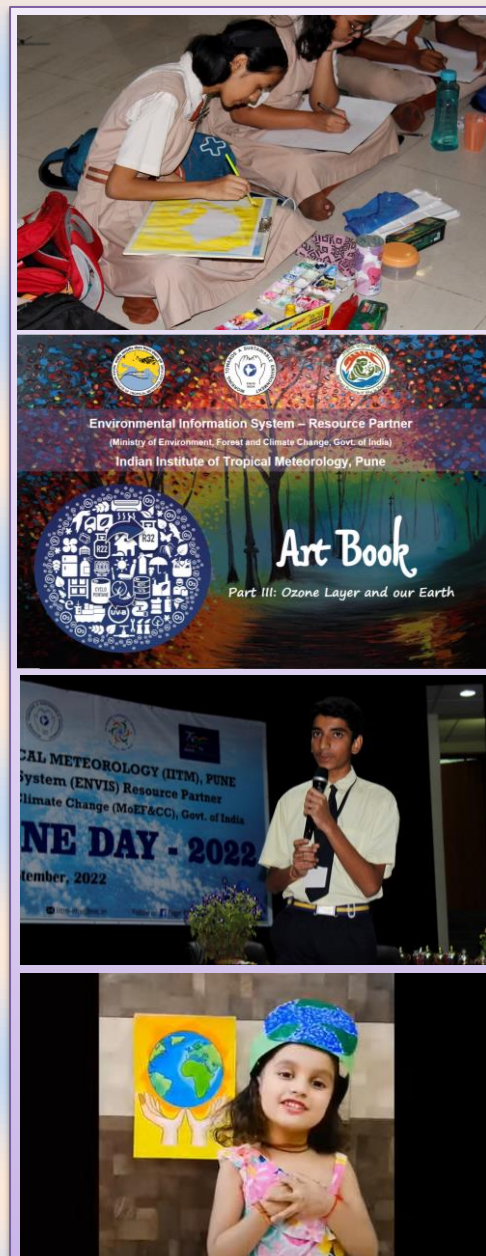


**Banners of Single Use Plastic Ban**

### 4. Outreach Activities

IITM-ENVIS RP promotes awareness about Mission LiFE among people through various outreach activities. We observed important National and International Environmental days throughout the year. On these environmental days, we organized Webinar/public talk, Workshop, competitions like Quiz, Drawing/Poster, Slogan, Elocution, Essay writing, Best out of waste, Video documentary etc. We organized this competition for different categories like for students at schools and colleges, scientists, researchers, common public. We always got huge responses from schools, common public from almost every state of India.

We made Art books with compilation of beautiful drawings which we got in Drawing competitions. To increase the awareness among the most important link of our society chain, the school student, and to engage students in productive activities, we have organized a competition where they were to produce a short video highlighting air pollution and climate change the causes/remedy/conditions. During the ongoing COVID-19 lockdown period apart from online Drawing and Quiz we organized Reusable mask making competition which aims to reduce use and throw mask usage and mitigate ocean pollution.



## 5. Sustainable Development Goals Initiative



SDGs Initiative

ENVIS RP Pune has developed Android Mobile app “IITM-ENVIS”. Mobile app contains information about 17 interlinked global goals (Sustainable Development Goals - SDG) by United Nations General Assembly. This facilitates to submit individual or Organizational activity or contribution which support SDGs.



Scan and get  
the Mobile app



Scan and submit  
Initiative towards SDG



All queries and feedback regarding this newsletter should be addressed to:

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