

Ideas4LiFE portal

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About Ideas4LiFE portal:

- It was launched for inviting ideas related to products and services, which induce behavioral changes related to **environment-friendly lifestyles**.
- This initiative aims to **encourage and motivate students**, faculty and research scholars to contribute their innovative ideas to the **global initiative of Mission LiFE**.
- It is a remarkable opportunity for inspired minds to participate in global movement dedicated to environmental sustainability.

Key facts about Mission LiFE

- Mission LiFE, or **Lifestyle for Environment**, is an **India-led global mass movement** to nudge individual and community action to protect and preserve the environment.
- It was launched at the 26th **UN Climate Change Conference of the Parties (COP26)** in **Glasgow in November 2021**.

- The program hopes to “mobilize one billion Indians as well as people in other countries to become individuals who practice sustainable lifestyles.
 - It emboldens the spirit of the **P3 model, i.e., Pro Planet People.**
 - It aims at following a three-pronged strategy for changing people’s collective approach towards sustainability,
 - **nudging individuals** to practice simple yet effective environment-friendly actions in their daily lives (demand)
 - **enabling industries** and markets to respond swiftly to the changing demand (supply)
 - to **influence government** and industrial policy to support both sustainable consumption and production (policy).
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Q1: What Is Nudge Theory?

“Nudge theory” is a behavioral science concept that proposes people’s decisions and behaviors can be influenced in predictable ways by small changes in how choices are presented.

Source: Shri Bhupender Yadav launches Ideas4LiFE portal for inviting ideas related to products and services for inducing behavioral changes related to environment-friendly lifestyles

Source: <https://vajiramandravi.com/current-affairs/ideas4life-portal/>

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