

Mission LiFE (Lifestyle for Environment)

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About Mission LiFE (Lifestyle for Environment):

- It was first proposed by the Prime Minister at COP 26, Mission LiFE.
- It envisioned as an India-led global mass movement that will nudge individual and collective action to protect and preserve the environment.
- The global movement will showcase sustainable goals and climate actions taken by countries and individuals around the world.
- It makes the fight against climate change democratic, in which everyone can contribute with their respective capacities.
- It emboldens the spirit of the P3 model, i.e. Pro Planet People.
- It functions on the basic principles of 'Lifestyle of the planet, for the planet and by the planet'.
- It aims at following a three-pronged strategy for changing people's collective approach towards sustainability.

- This includes 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), and to influence government and industrial policy to support both sustainable consumption and production (policy).

Source : **PIB**

Source: <https://vajiramandravi.com/current-affairs/mission-life-lifestyle-for-environment/>

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