



ज्ञान-विज्ञान विमुक्तये

आचार्य मनिष र. जोशी  
सचिव

**Prof. Manish R. Joshi**  
Secretary



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव  
विश्वविद्यालय अनुदान आयोग  
**University Grants Commission**  
(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

D.O.File No.1-1/2025 (Mission LiFE)

12 अग्रहायण, 1947/3<sup>rd</sup> December, 2025

**Subject: Follow-up actions regarding Mission LiFE – Display of Mission LiFE Logo and Availability of Course Content – reg.**

आदरणीय महोदय/महोदया,

In continuation of the *UGC Letter File No. 1-1/2025 (Mission LiFE)* dated 28th October regarding documentation of flagship schemes, programmes and initiatives aligned with the seven themes of Mission LiFE and as per the directions emerging from the meeting held between Secretary, Department of Higher Education (DHE) and Secretary, Ministry of Environment, Forest and Climate Change (MoEFCC) on 13th October 2025, the following actions are requested from all Higher Education Institutions (HEIs):

**(i) Display of Mission LiFE Logo in Educational Material and Campus Activities**

All HEIs are requested to display the Mission LiFE logo suitably on educational materials, awareness campaigns, student activity banners, digital content, and other campus initiatives for co-branding and enhanced visibility of Mission LiFE.

**(ii) Dissemination of Mission LiFE Course Content (Available on iGOT Platform)**

In pursuance of the above meeting, MoEFCC has shared the **Mission LiFE e-learning module** currently hosted on the Karmayogi (iGOT) platform. The module includes:

- a 22-minute structured course,
- nine short video segments,
- one final assessment comprising ten questions, and
- a brief introduction on the **Vision, Mission, and Approach of Mission LiFE**(attached).

The course content can be accessed through the link shared by MoEFCC below:

**Google Drive Link (MoEFCC):**

[https://drive.google.com/drive/folders/136\\_RG616eLWwoCu69ju7L4W0n8o2DhwQ](https://drive.google.com/drive/folders/136_RG616eLWwoCu69ju7L4W0n8o2DhwQ)

All HEIs are requested to:

- widely disseminate the above module among faculty, students, and administrative staff;
- encourage its use for **capacity building, orientation programmes, induction activities**, and curriculum-linked awareness; and
- promote Mission LiFE behavioural principles across campus.

HEIs are once again encouraged to continue sharing details of their flagship initiatives aligned with Mission LiFE themes—as outlined in the earlier UGC communication dated 28th October 2025—at [cbc-section@ugc.gov.in](mailto:cbc-section@ugc.gov.in).

**Your support in promoting sustainable practices and strengthening Mission LiFE initiatives across campuses is earnestly solicited.**

सादर,

भवदीय,



(मनिष जोशी)

संलग्नक: As above.

To,

1. The Vice Chancellors/Directors of all Universities & Principals of all Colleges
2. The State Higher Education Councils
3. The Principal Secretaries (Higher Education) of all States and UTS

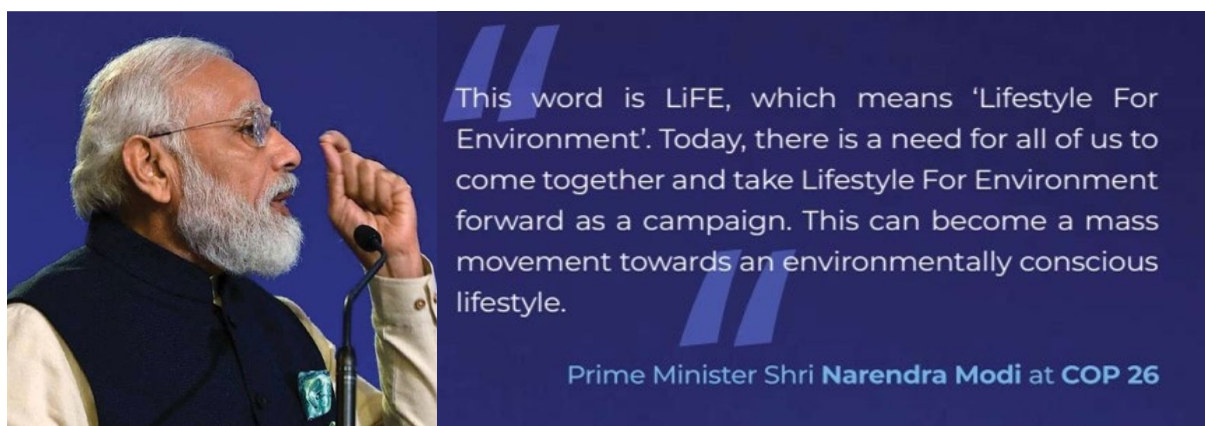
## Introduction

### 1.1 Mission LiFE and its Alignment with India's Sustainability Goals

Climate change stands as the defining challenge of our times, driven by patterns of human activity that prioritize unchecked consumption over maintaining environmental equilibrium. Mission LiFE (Lifestyle for Environment), introduced by the Honourable Prime Minister Shri Narendra Modi at COP26 in Glasgow in 2021 is India's landmark initiative to redefine individuals as the driving force behind the global response to climate change. Instead of solely relying on policy or technological transformations, Mission LiFE advocates for lifestyle transformation rooted in sustainable behaviour.

Formally launched globally by the Hon'ble Prime Minister in the presence of United Nations Secretary-General Mr. António Guterres on 20 October 2022 at Kevadia, Gujarat, Mission LiFE underscores the power of everyday choices in shaping the planet's future.

The initiative advocates a shift from “mindless and destructive consumption” to “mindful and deliberate utilization” of resources. It is a strategic response to the interwoven challenges of environmental degradation, climate change, environmental pollution, biodiversity loss and unsustainable development. The movement aims to nudge individuals and communities to practice a lifestyle that is in harmony with nature and does not harm it. Those who practice such a lifestyle are recognised as Pro Planet People.



Aligned with India's Nationally Determined Contributions (NDCs), Panchamrit commitments and Sustainable Development Goals (SDGs), Mission LiFE reinforces the idea that grassroots behavioral changes, when scaled nationally and globally, can significantly strengthen environmental resilience. With India's per capita GHG emissions already well below the global average, the nation is uniquely positioned to lead a lifestyle revolution anchored in its cultural traditions of balance, restraint, and reverence for the environment without compromising on our shared vision of Viksit Bharat@2047 .

In line with SDG 12 (Responsible Consumption and Production) and India's NDCs under the Paris Agreement, Mission LiFE calls upon individuals to align their daily lifestyles with the planet's finite resources, ensuring harmonization of human progress with environmental sustainability.

### 1.2 Vision for Mission LiFE

Mission LiFE's aim is to enhance the environmental consciousness with the thought of 'Oneness of Nature and Humans' rooted in our age-old principle of “Vasudhaiv Kutumbakam” – One Earth, One Family, One Future . Mission LiFE will contribute towards the vision of Viksit Bharat@2047 by promoting a development pathway that is sustainable, inclusive, and

climate-resilient. Mission LiFE aspires to build a global movement where individuals consciously adopt environment-friendly behaviours that collectively translate into substantial climate action. Mission LiFE positions behavioural transformation as a critical and replicable pillar of citizen centric positive climate action worldwide.

The overarching vision of Mission LiFE is to ‘Make Environment Friendly Lifestyle or Sustainable Living a Mass Movement’. Mission LiFE 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’.

### **1.3 Mission**

Mission LiFE has the overarching vision to make sustainable living a mass movement transforming demand, supply, and policy ecosystem, thereby aligning with India’s net-zero by 2070 and SDG 2030 targets.

India is the first country to include LiFE in its Nationally Determined Contributions. In June 2025, India has reached a major milestone in its energy transition by achieving the NDC goal of 50% of its installed electric power capacity from non-fossil fuel sources; five years ahead of the committed timeline of 2030. This remarkable achievement highlights the government’s commitments to environment friendly climate action and sustainable growth to become Viksit Bharat@2047.

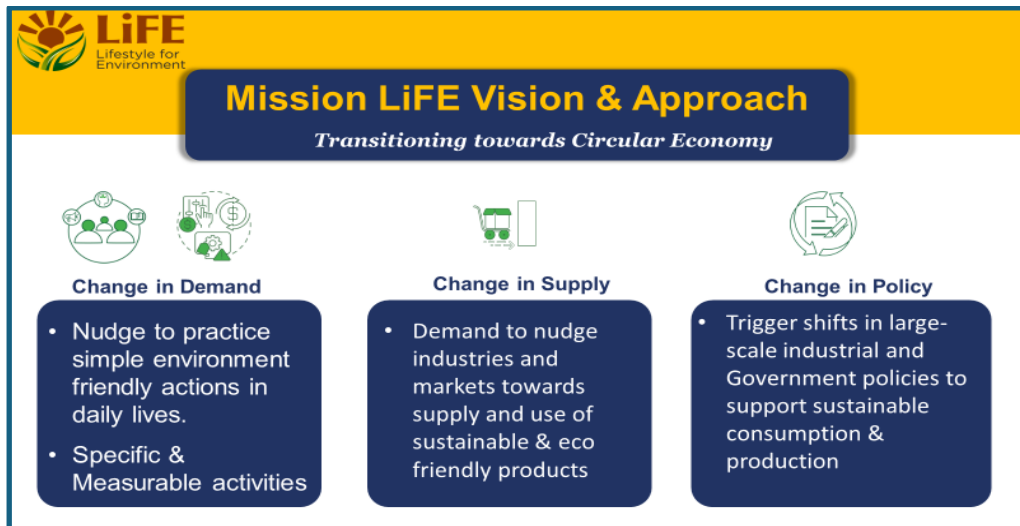
Anchored in the philosophy of “leading by example”, Mission LiFE aims to nudge individuals into adopting environment friendly lifestyle, which leads to change in lifestyle choices that are in sync with nature or Mother Earth leading to change in demand, consequent change in supply ultimately leading to change in policy ecosystem. This cyclical effect, if adopted by the community at large, would ultimately lead to a global mass movement having a significant positive impact in our collective fight against the adverse impact of climate change.

The engagement with individuals and communities would focus on inspiring behavioural changes in daily routines and fostering a sense of stewardship over local natural resources. Through targeted Information, Education, and Communication (IEC) campaigns, well-designed nudges, and digital tools, the objective would be to mobilize citizens to adopt climate-friendly habits and collectively safeguard their surroundings. At the same time, industry and businesses would be encouraged to integrate circular economy practices and embed Environmental, Social, and Governance (ESG) standards into production and supply chains. To sustain and scale these efforts, policies and governance systems would need to incorporate LiFE-aligned principles on sustainable consumption and production across planning, procurement, and regulation.

By simultaneously engaging citizens, enabling markets/industries, and strengthening institutions, Mission LiFE aims to create a self-reinforcing cycle where sustainable living becomes both a cultural norm and a structural reality and the key driver of our policy, programmes and actions.

India has successfully demonstrated the transformative power of collective action through ‘Swachh Bharat Mission’ for nationwide sanitation, ‘Namami Gange’ for river rejuvenation, the ‘Give It Up’ campaign for voluntary LPG subsidy surrender, and large-scale immunisation drives. Mission LiFE builds up on these successes to create similar momentum for climate-positive living on the principles of Common but Differentiated Responsibilities and Respective Capabilities, with a focus towards realising the vision of Viksit Bharat@2047, which aspires to build a developed, inclusive, and sustainable India by the 100th year of its independence. By embedding climate-conscious behaviours across sectors and stakeholders, Mission LiFE continues to strengthen the foundation for a development model where the

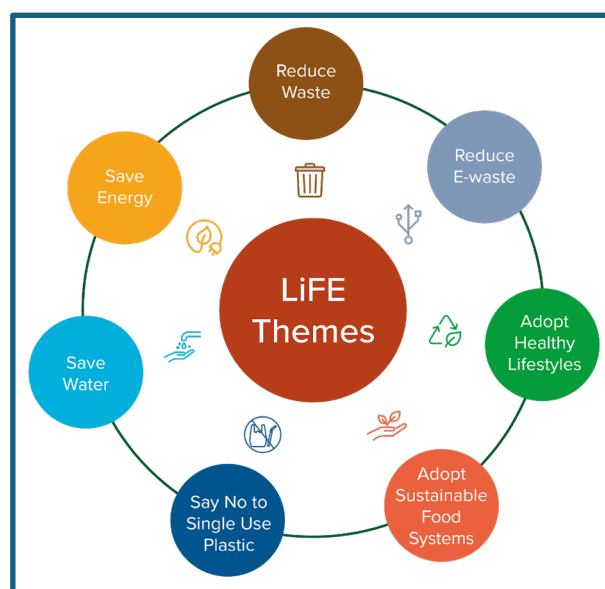
citizens are Pro-Planet persons and the society is, therefore, environmentally responsible, socially inclusive, and future-ready.



Mission LiFE is structured around seven key thematic areas that reflect the key areas of our daily lives where sustainable practices can have the most significant impact:

- **SAVE ENERGY:** Encouraging responsible energy use, adoption of energy-efficient appliances, and uptake of renewable sources.
- **SAVE WATER:** Promoting water-saving techniques, rainwater harvesting, and prevention of wastage.
- **SAY NO TO Single-Use Plastic:** Minimizing plastic consumption through reuse, recycling, and alternative materials.
- **ADOPT Sustainable Food Systems:** Encouraging dietary shifts towards seasonal, local produce and reducing food waste.
- **REDUCE Waste:** Encouraging segregation at source, composting, repair, reuse, and recycling- transition towards circular economy
- **Reduce e-Waste:** Focusing on reusing of e gadgets, proper e-waste collection and recycling
- **Adopt Healthy Lifestyles:** Advocating low impact living that promotes physical health, environmental harmony and overall well-being.

The strategic focus on these key thematic areas strives to build a structured, measurable movement that transforms everyday actions into a nationwide momentum for climate resilience.





## **1.4 Mission Approach**

The objective of Mission LiFE is to mobilize citizens, communities, and institutions across the country to adopt sustainable lifestyles that are environmentally conscious and socially responsible. This will be achieved through:

### **1. Behavioural Transformation leading to change in Lifestyle choices**

- Encouraging individuals and households to make small but significant lifestyle changes in areas such as energy use, water conservation, waste reduction, and sustainable consumption.
- Using nudges, awareness campaigns, and community engagement to shift practices from “mindless and destructive consumption” to “mindful and deliberate utilization.”

### **2. Ecosystem Creation for Sustainable Living**

- Building a supportive environment where sustainable choices are accessible, affordable, and aspirational.
- Fostering collaboration between government, private sector, civil society, and academia to mainstream eco-friendly practices.
- Strengthening institutions at local, regional, and national levels to promote community-driven sustainable solutions.

### **3. Demand Generation and Supply-side Support**

- Creating widespread awareness and demand for eco-friendly products, technologies, and services.
- Supporting industries and entrepreneurs in scaling up the supply of sustainable alternatives, thereby making green options the norm rather than the exception.

### **4. Policy and Institutional Support**

- Aligning policies, regulations, and incentives to promote sustainable production and consumption patterns.
- Encouraging institutions, both public and private, to lead by example in adopting green practices and integrating sustainability into their operations.