

## #Ideas4LiFE Initiative Concept Note

### About Mission LiFE:

“Mission LiFE”- Lifestyle for Environment was launched globally, by the Hon'ble Prime Minister in October, 2022, in the presence of the UN Secretary-General António Guterres. The key principles encompass behavioural changes through environment friendly choices and adopting sustainable lifestyles. LiFE promotes environmental conscious lifestyle and advocates for ‘Mindful and Deliberate Utilisation of resources, instead of Mindless and Destructive Consumption’.

Ministry of Environment, Forest and Climate Change (MoEFCC) is the nodal Ministry for implementation of Mission LiFE. MoEFCC has mobilized its resources for raising awareness of environment-friendly actions that individuals and communities can adopt.

### About Ideas4LiFE:

In alignment with the objectives of Mission LiFE, MoEFCC is now inviting innovative ideas and technologies through the initiative titled ‘**Ideas4LiFE**’. This



call seeks to generate practical and impactful solutions that support the Mission’s vision of promoting citizen centric environment-friendly lifestyle and combating climate change. The ideas include themes of Mission LiFE such as- Save Water, Save Energy, Reduce Waste, Reduce E-waste, Adopt Healthy Lifestyle, Adopt Sustainable Food Systems and Say No to Single Use Plastic and may include any other themes related to sustainable lifestyles.

This initiative aims to encourage and motivate students, faculty and research scholars to contribute their innovative ideas to this global initiative of Mission LiFE. This is a remarkable opportunity for inspired minds to participate in a real-time global movement dedicated to environmental sustainability.

During the event to be organised on 29<sup>th</sup> July 2024 at IIT Delhi, a dedicated portal developed under this initiative will be launched. This event offers a unique opportunity to bring together students, research scholars, faculty members and others associated with various institutes like IITs, IIMs, NLUs, other Universities and Colleges associated with AICTE and UGC across the country; and it is open to all disciplines. With encouraging words and the vision of HMEFCC, Shri Bhupender Yadav and HMOS, Shri Kirti Vardhan Singh, the launch event will mark an enthusiastic and energetic start of the initiative to mainstream the innovation and technological efforts towards sustainable lifestyles.



### **About Submission of Ideas:**

A dedicated portal has been developed and will be launched for smooth functioning of this initiative. The participants can submit their ideas as an individual or as a team related to single or multiple themes of Mission LiFE. The submissions for the ideas will be open for 45 days from the date of the launch of the web portal, i.e. from 29<sup>th</sup> July 2024. The detailed submission procedure will be available on the portal post its launch.

### **About Selection and Prize Distribution:**

The winning ideas under this initiative will be recognised and awarded with attractive prizes for individuals as well as for institutions.

Going forward, the MoEFCC will create a repository with a set of ideas/innovations under each theme of Mission LiFE. Further, these ideas can be nurtured and implemented by various stakeholders.

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