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Government of India
Ministry of Information and Broadcasting

116, A Wing, Shastri Bhawan, New Delhi
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ADVISORY

Mission LiFE (Lifestyle for Environment) is an initiative introduced by the Hon'ble Prime Minister at COP26 in Glasgow on 1 November 2021—as a mass movement for “mindful and deliberate utilization, instead of mindless and destructive consumption” to protect and preserve the environment. It aims to nudge individuals and communities to practice a lifestyle that is synchronous with nature and does not harm it. Those who practice such a lifestyle are recognised as Pro Planet People. It is a comprehensive program that aims to promote sustainable lifestyles and reduce India's carbon footprint. The Mission is steered by the Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India.

As part of Mission LiFE, MoEFCC is working with a number of partners, including community radio stations. Community Radio stations can play a vital role in creating mass awareness about LiFE on account of its popularity with the local communities. Here are some ways that Community Radio Stations can help in creating mass awareness about LiFE:

- Broadcast social media creatives/videos on LiFE. MoEFCC has created a number of social media creatives and videos about LiFE. You can broadcast these and your own created programmes on Community Radio station.
- Broadcast regular talk shows on Mission LiFE. Work with local environmentalists, NGOs working for environment to broadcast regular talk shows and broadcasts about Mission LiFE. Programmes for waste specially e-waste management & recycling of different types of waste, may be broadcasted.
- Showcase best practices on LiFE and create special programmes on 5th June, which is World Environment Day.

Further details of the campaign can be accessed at <http://missionlife-moefcc.nic.in/>

All community radio stations are requested to support the initiative through their platform for a sustainable planet.

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To

All operational Community Radios in India.