GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

RAJYA SABHA
UNSTARRED QUESTION NO.1817
TO BE ANSWERED ON 22.12.2022

Progress of LiFE Campaign

1817.   Dr. AMAR PATNAIK:

Will the Minister of ENVIRONMENT, FOREST AND CLIMATE CHANGE be pleased to state:

(a)   the total budget allocation for the LiFE Campaign as of December 2022;
(b)   the number of people that enrolled or showed interest in signing up for the LiFE Campaign as of December 2022;
(c)   the number of Departments and Ministries that joined the LiFE Campaign as of December 2022;
(d)   the number of private companies that have come on board with this challenge, as part of their CSR Initiatives or otherwise;
(e)   whether any steps are taken by Government for the materialization of the SDG Goals in line with the vision of LiFE Campaign; and
(f)   if so, the details thereof andif not, reasons therefor?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE
(SHRI ASHWINI KUMAR CHOUBEY)

(a) to (f) 'Mission LiFE' calls for behavioural changes at the individual level leading to change in demand and consequent change in policies to control mindless and destructive consumption and therefore, it calls for a People's movement involving the Government as well as the Private sector and above all public at large. Besides NITI Aayog, some of the key Ministries involved are Ministry of Panchayati Raj, Ministry of Housing and Urban Affairs, Ministry of Information and Broadcasting, Department of Rural Development, Department of School Education and Literacy, Department of Youth Affairs and Department of Sports. Implementation of 'Mission LiFE' is through use of existing budget available with the Ministries/Departments under various heads.

The various actionable points were identified under the seven themes namely, Energy Saved, Water Saved, Single Use Plastic Reduced, E-Waste reduced, Sustainable Food Systems Adopted, Waste Reduced (Swachhata Actions) and Healthy Lifestyles Adopted which aim to fulfil SDGs related to Environment.

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