



LiFE

Lifestyle for Environment

An India-led global mass movement to nudge
individual and community action to protect and
preserve the environment



Ministry of Environment,
Forest and Climate Change
Government of India



सत्यमेव जयते
NITI Aayog

“This word is LiFE, which means ‘Lifestyle For Environment’. Today, there is a need for all of us to come together and take Lifestyle For Environment forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle.”

Prime Minister Shri **Narendra Modi** at **COP 26**



Transitioning from throwaway culture to a circular economy is imperative

Environmental degradation and climate change impact ecosystems and populations across the globe

Without timely action, 800 million to 3 billion people are projected to experience chronic water scarcity due to droughts at 2°C warming.¹

Global economy could lose up to 18% of GDP by 2050 without urgent action by all²

Several policy reforms have been implemented globally to address environmental degradation and climate change. Actions required at the level of individuals, communities and institutions, despite their enormous potential, have received limited attention.

Changing individual and community behaviour alone can have a significant impact on the environmental and climate crises.

1

According to the United Nations Environment Programme (UNEP), if 1 out of 8 billion people worldwide adopt environment-friendly behaviours in their daily lives, global carbon emissions could drop upto 20 per cent³

2

The 2020 UNDP report 'The Next Frontier: Human Development and the Anthropocene' says that, "Humans wield more power over the planet than ever before. In the wake of COVID-19, record-breaking temperatures, and spiralling inequality, it is time to use that power to redefine what we mean by progress, where our carbon and consumption footprints are no longer hidden."⁴



DID YOU KNOW?

Circular economy can generate around INR 14 lakh crore of additional cost savings by 2030.⁵

India has rich experience in implementing large-scale behavioural change programmes

While the world is focusing on policy and regulatory measures to address the environmental crisis, India has demonstrated success in harnessing the power of collective action to solve complex problems.



Swachh Sagar Surakshit Sagar campaign aimed to remove approximately 15,000 tonnes of waste from 75 beaches in 75 days.⁶

The **Swachh Bharat Mission (SBM)** led to the construction and use of over 100 million toilets in rural India within a span of 7 years.⁷



Ujjwala Scheme increased households with LPG connections from 62 percent in 2015 to 99.8 percent⁸ in 2021

