

# Mission-Life Approach: A Road towards Energy and Environmental Sustainability in India

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**Abstract:-** A growing interest in human adaptation to climatic fluctuation and change is indicated by recent advances in the policy domain as well as in the research community about the implications of climate change. However, little is known about the nature and mechanisms of human climate adaptation, and direct research on the subject is rarely conducted. In effects research, human responses of one kind or another are frequently taken for granted. The analyses that do focus on adaptation employ a range of interpretations and points of view, leading to an insufficient and occasionally erroneous knowledge of how humans adjust to changes in their surroundings. Climate change and environmental degradation are two prominent global issues in our current era. Therefore, in order to guarantee the long-lasting advancement of the nation's economic sectors, including production patterns, it is crucial to enforce efficient policies and laws with the goal of decreasing greenhouse gas (GHG) emissions. This study is done to see how mission life plays an effective role in environmental sustainability and help to energy efficiency with mitigation of climate change and reduce green house impact and how it plays a major road towards sustainable development. The motivation to enhance the standard of living and prevent environmental deterioration through the utilisation of energy efficiency.

**Keywords:-** Mission Life, Environmental Sustainability, Energy Efficiency, Adaptation.

## I. INTRODUCTION

Since the agricultural revolution and the industrial revolution's global growth, humans have had more power over the environment. This is mostly owing to the massive and quick organisation and distribution of natural materials and energy (Daniels et al., 2010). Development of society and quality of life does not increase the Earth's carrying capacity (Barrett and Odum, 2000), so many environmental problems have arisen and ensuring human development without causing the ecosystem to collapse is the main challenge. Some environmental challenges may only affect a few tiny ecosystems, but others could change the Earth's topography and human areas. Many extreme weather occurrences and unpredictable weather patterns cause

natural disasters like floods and droughts due to climate change. (Aghakouchak et al., 2015)

The gradual deterioration of the ecosystem has heightened interest in environmental conservation and the interaction between human behaviour and the environment (Banks and Sokolowski, 2011; Raymond et al., 2013), which is always changing (Muduli et al.). Rachel Carson's 1962 book, *Silent Spring*, raised awareness about pesticides' environmental impact. Following this, there were numerous environmental protection movements, policies, and research projects (UNEP, 1972; UN, 1992). With the recognition that human activities have had a significant impact on the environment, the human-nature interaction has evolved towards living with nature and implementing sustainable development (Fischer and Hajer, 1999; Bill et al., 2010; Crutzen, 2002).

Human behaviours have a huge impact on the environment and sustainability. Although a unified definition has yet to be established, environmental behaviour is defined as conscious actions taken by various subjects, ranging from individuals to society, to reduce negative environmental impacts, avoid or resolve environmental problems, and directly or indirectly improve environmental sustainability (Hines et al., 1987; Diane et al., 2006; Chen et al., 2017). It is critical to understand the interaction between human activity and the environment, its impact on the environment, and the factors that influence this relationship. As a result, recommendations for further research and solutions for policymaking and management could be presented. (Wang, F et al., 2019)

## II. LITERATURE REVIEW

Richardson et. a., 2020 in his study "The green care code: How nature connectedness and simple activities help explain pro-nature conservation behaviors" demonstrates that the biodiversity crisis necessitates a more active involvement in pro-nature conservation behaviours. The researcher examined the elements that influence general pro-environmental behaviour, which refers to behaviour aimed at minimising one's environmental footprint. He utilises online data obtained from a demographic survey conducted in the United Kingdom, which includes 1,298 persons aged 16 years and above. Overall, the findings of this study

highlight the significant importance of actively engaging with nature on a daily basis in promoting pro-nature conservation behaviour. This relationship enhances nature connectedness and aids in the catalyzation of efforts to protect and preserve our planet.

Pocock et. al.,2023, in “The benefits of citizen science and nature-noticing activities for well-being, nature connectedness and pro-nature conservation behaviours” sees the prevailing biodiversity crisis, the erosion of natural experiences, and the increasing apprehension regarding human well-being and mental health, it is imperative that we comprehend the advantages of engaging in activities that foster human interaction with nature. Conducting a randomized controlled experiment for one week, he examined the effect of nature-focused activities on individuals' well-being and connection to nature. Based on his research, he determined that public policy should embrace a "one health" approach to human interaction with nature. This strategy would involve promoting community engagement in observing and monitoring common biodiversity, while acknowledging the interconnectedness of human and natural health.

The research "Citizen science can improve conservation science, natural resource management, and environmental protection" by McKinley et al. (2017) discusses the ways in which citizen science can assist in tackling significant conservation concerns. Research demonstrates that citizen science has the capacity to have influence on conservation policies and outcomes through two clearly defined mechanisms. One approach entails the acquisition of scientific knowledge, similar to traditional research. Volunteers contribute to the generation of scientific data that is used by decision-makers, such as conservation scientists, natural resource and environmental administrators, and other relevant individuals. The alternative route encourages public participation and input in environmental and natural resource policymaking and management. Indirect forms of participation and engagement are also possible; For example, people can motivate others to participate in activities related to the preservation of the environment, such as managing natural resources, discussing policies, and making decisions, by sharing information within their communities.

In the study "Measuring Actions for Nature—Development and Validation of a Pro-Nature Conservation" by Barbett et.al.,2020, the authors explore strategies for promoting behaviours that support nature conservation in order to protect and improve biodiversity. This necessitates a more comprehensive understanding and measurement of these behaviors through the Pro-Nature Conservation Behavior Scale (ProCoBS). A total of 300 individuals were included in the data collection process, and the findings strongly suggest that the ProCoBS is the essential and highly valuable instrument for assessing conservation traits. This will enhance scientific inquiry and exert a significant impact on applied efforts in the field of conservation, thereby guaranteeing a viable and enduring future. There is still a need for a cross-cultural evaluation of the scale.

A consumer is ecologically conscious, according to Roberts (1996), if they purchase products and services that they perceive to have a positive or minimally negative impact on the environment. Ecological behaviour can be impacted by multiple reasons, such as psychological issues and the desire to save money, as demonstrated by decreased energy and water usage. Consumers may adopt ecological practices when they perceive such actions as morally correct. There are two clearly defined categories of ecological consumers: (1) those who are compelled to adopt ecological behaviours because of financial limitations (such as reducing consumption in reaction to price hikes), and (2) those who are willing to pay extra for ecological items.

#### ➤ *Mission Life and Environmental Sustainability*

The interdependence of ecosystems and communities across many regions implies that choices taken in one geographical location might have extensive consequences on remote areas. Climate change and environmental degradation are worldwide problems that go beyond national boundaries. Shri Narendra Modi, the renowned Prime Minister of India, announced Mission LiFE during the 2021 UN Climate Change Conference (UNFCCC, COP26) to acknowledge this. The primary goal of this project is to emphasise the significance of individual actions within the broader context of global climate initiatives. Mission Life, an abbreviation for "lifestyle for environment," aims to encourage individual actions such as idling car engines at traffic lights, conserving water by turning off faucets when not in use, and adopting long-lasting alternatives to disposable plastic bags. The government anticipates that the implementation of those measures on a national scale could substantially reduce waste, water consumption, and emissions.(NITI Aayog, 2023.)

The circular economy aims to replace the current 'use-and-dispose' economy with a more intentional and conscious approach to resource utilisation. This shift involves moving away from mindless and harmful consumption patterns. The Mission's objective is to encourage individuals to implement straightforward actions in their daily routines that, when implemented globally, can make a substantial impact on climate change. (NITI Aayog, 2023.)

This unequivocally illustrates that climate change goes beyond the realm of policy-making, as individuals, families, and communities are acknowledging the imperative to make a positive impact on the environment.

The Prime Minister highlighted the slogan of Mission LiFE, in which LiFE represents Lifestyle for Environment. The Prime Minister emphasised the benefits of Mission LiFE, emphasising that it leverages the combined skills of citizens to protect the planet and educates them on how to maximise its use. He stressed that Mission LiFE advocates for a democratic approach to addressing climate change, enabling individuals to contribute based on their capabilities. "The Prime Minister stated that he holds the belief that the environment can be safeguarded through modifications in our way of life," the Prime Minister expressed. The NITI Aayog is expected to be operational by 2023.

LiFE seeks to leverage the power of social networks to affect the societal norms surrounding climate change. Objective The Prime Minister's explanation of LiFE focusses on enhancing the principles of the P3 model, which give priority to the welfare of both the planet and its inhabitants. This program brings together individuals from around the world who are committed to the environment, promoting a mutual comprehension of their viewpoints. The Mission seeks to create a self-sustaining ecosystem that promotes ecologically responsible behaviours in line with the fundamental principles of the Planetary Lifestyle. This will be achieved through the P3 community. The Prime Minister noted that in order to shape the future, it is essential to draw upon the knowledge gained from past experiences. He remembered that India has a longstanding tradition of venerating nature for millennia and particularly highlighted the importance of elements such as water, earth, land, fire, and water. The Prime Minister invoked the Atharvaveda and uttered the words "Mata Bhumiah Putroham Prithiviah," which can be translated as "The earth is our mother, and we are her offspring." The NITI Aayog is expected to be operational by 2023.

#### ➤ *Components of Mission LiFE*

Some of the important component of Mission Life on which the soul of mission LiFE is based are as follows

- **Importance of individual efforts:** Mission LiFE fosters active participation in environmental protection and conservation, acknowledging the significance of every individual's contribution, regardless of its scale, in preserving the environment at both the individual and community levels.
- **Changing Utilization Attitude:** The concept advocates for an ecologically aware way of living that emphasises thoughtful and intentional use, rather than thoughtless and excessive consumption.
- **Creating Social Networks:** The LiFE Movement seeks to harness the influence of collective action and encourage individuals worldwide to engage in straightforward climate-friendly behaviours in their everyday lives. The LiFE movement aims to utilise the power of social networks to shape social norms related to climate change.
- **Creating Pro-Planet People:** The Mission aims to establish and cultivate a worldwide community of individuals, referred to as 'Pro-Planet People' (P3), who will collectively pledge to embrace and advocate for eco-friendly lives.
- **Seeks to behavioral change and individual actions:** The Mission aims to establish an ecosystem within the P3 community that will support and empower environmentally conscious behaviours to become self-sustaining. LiFE acknowledges that little individual actions have the potential to tilt the balance in favour of the planet. (Climate change negotiations, 2018)

#### ➤ *Need for Mission LiFE*

These are some of the factors impacting the need for Mission LiFE for energy and environment sustainability:

- Environmental degradation and climate change are having a growing influence on ecosystems and people worldwide. Ex- Cloud Burst
- According to the IPCC (Intergovernmental Panel on Climate Change) Sixth Assessment Report- human-caused global warming of 1.1°C is increasingly impacting nature and people's lives everywhere despite adaptation efforts to it.
- If no action is taken promptly, it is estimated that between 800 million and 3 billion people may face long-term water scarcity as a result of droughts caused by a 2°C increase in temperature.
- According to the Swiss Re Institute's Climate Economics Index stress-tests, climate change is the most significant long-term threat to the world economy. If no measures are made to address this issue, the global economy might experience a loss of up to 18% of GDP by 2050.
- India's economy is especially susceptible to substantial damage in the agriculture and tourist sectors, which collectively contribute approximately 18% and 9% respectively to the country's total GDP.

#### ➤ *Implementation of the Programme*

The Mission LiFE initiative will operate for a duration of 5 years, focussing on three fundamental changes in our shared approach to sustainability. In the initial year, NITI Aayog will oversee and support the development of Mission LiFE. Afterwards, the Ministry of Environment, Forest and Climate Change (MoEFCC) will implement it in a manner that is not linear or sequential.

#### ➤ *Objective of Programme*

- Our goal is to rally a minimum of 1 billion Indians and individuals from around the world to actively participate in safeguarding and conserving the environment between 2022 and 2027.
- By 2028, a minimum of 80% of villages and urban local bodies in India are targeted to achieve environmental sustainability.

#### ➤ *Prospective actions for and Potential Benefits of Mission LiFE*

The Mission was initiated in the 75th year of India's independence and introduced a catalogue of 75 lifestyle habits that can encourage environmentally-friendly behaviour. These acts are categorised into 7 groups, as seen in the image.

#### ➤ *Specific and Measurable Benefits:-*

- Simple to use by people, teams, and organisations, requiring little in the way of outside resources.
- not harmful to the economy's current state and, in fact, expected to boost it in the foreseeable future.
- By assisting in altering both individual and group behaviour, this will have a substantial influence on the environmental and climatic emergencies.

➤ *Themes of Mission Life*

Mission LiFE is based on these 7 major themes( as shown in figure 1) under these 7 themes there are various

activities enumerated for environment conscious conservation mechanism with the proper coordination of human and civil society as shown in table



Fig 1 Themes of Mission Life  
Source: (LiFE LiFEStYle for Environment, 2023.)

➤ *Activities Under Different Themes*

75 lifestyle practices that can promote climate-friendly behaviour are clubbed into 7 different themes and these are as follows:

Table 1 Themes and its Component of Mission LiFE

1.Saved Energy	
1.	Use LED bulbs/ tube-lights
2.	Use public transport wherever possible
3.	Take the stairs instead of an elevator wherever possible
4.	Switch off vehicle engines at red lights and railway crossings
5.	Use bicycles for local or short commute
6.	Switch off irrigation pumps after use
7.	Prefer CNG/ EV vehicle over petrol/ diesel vehicles
8.	Use carpooling with friends & colleagues
9.	Drive in the correct gear. Keep your foot off the clutch when not changing gears
10.	Install a solar water or solar cooker heater on rooftops
11.	Switch off appliances from plug points when not in use
12.	Use biogas for cooking and electricity needs
13.	Keep temperature of Air Conditioners to 24 degrees
14.	Prefer pressure cookers over other cookware
15.	Keep your electronic devices in energy-saving mode
16.	Use smart switches for appliances which are used frequently
17.	Install community earthen pots for cooling water
18.	Defrost fridge or freezer regularly
19.	Run outdoors instead of on a treadmill
2. Water Saved	
20.	Adopt cultivation of less water intensive crops like millets
21.	Participate in recharge of rural water bodies through Amrit Sarovar Scheme



22.	Practice crop diversification. Move from rice & wheat cultivation to pulse & oil seedcropping system.
23.	Use efficient water saving technologies (like micro-irrigation, bunding, farm ponds, zerotillage, direct seeded rice, alternate wetting and drying and others)
24.	Create rainwater harvesting infrastructure in home/ schools/ offices
25.	Use drip irrigation systems created with waste materials, wherever possible
26.	Reuse water from washed vegetables to water plants and other purpose
27.	Pre-soak heavy pots and pans before washing them
28.	Do not discard unused stored water every time there is fresh water coming in taps
29.	Use buckets instead of hose pipes to water plants/ floors/ vehicles
30.	Fix leaks in flushes, taps and waterpipes
31.	Use water-efficient fixtures for taps, and showerheads, and toilet flush units
32.	Invest in a water meter for your house to measure water consumption regularly
33.	Reuse water drained out from AC/RO for cleaning utensils, watering plants and others
34.	Prefer a water purification system that wastes less water
	<b>3.Single Use Plastic Reduced</b>
35.	Use cloth bag for shopping instead of plastic bags
36.	Carry your own water bottle wherever possible
37.	Reuse glass containers/ packaging plastic items as storage boxes
38.	Participate in and mobilize participation for clean-up drives of cities and water bodies
39.	Prefer using non-plastic eco-friendly cutlery during gatherings and events
40.	Turn off running taps when not in active use
41.	Use menstrual cups instead of sanitary napkins
42.	Use recycled plastic over virgin plastic, wherever possible
43.	Use steel/ recyclable plastic lunch boxes and water bottles
44.	Cut the packaging bags used for milk, buttermilk, etc. only partially to avoid plastic bits from mixing into biodegradable waste
45.	Opt for bamboo toothbrushes and neem combs
	<b>4. Sustainable Food System Adopted</b>
46.	Include millets in diets through Anganwadi, Mid-Day meal and PD scheme
47.	Compost food waste at home
48.	Create kitchen gardens/ terrace gardens at homes/ schools/ offices
49.	Prepare organic manure from cow dungs and apply to farms
50.	Prefer locally available and seasonal foods
51.	Use smaller plates for daily meals to save food wastage
	<b>5. Waste Reduced</b>
52.	Contribute cattle waste, food waste, and agricultural waste to biogas plant (provided under GOBARDHAN)
53.	Practice segregation of dry and wet waste at homes
54.	Use agricultural residue, animal waste for composting, manuring and mulching
55.	Recycle and reuse old newspapers, magazines
56.	Feed unused and uncooked vegetables leftovers to cattle
57.	Set printer default to double-side printing
58.	Repair, reuse and recycle old furniture
59.	Buy paper products made from recycled paper
60.	Donate old clothes and books
61.	Do not discard waste in water bodies and in public spaces
62.	Do not let pets defecate in the public places
	<b>6. Healthy Life Style Adopted</b>
63.	Encourage use of millets in food and indigenous herbs and medicinal plants for nutrition and well being
64.	Prefer consuming natural or organic products
65.	Start biodiversity conservation at community level
66.	Plant Medicinal Plant
67.	Practice natural or organic farming
68.	Plant trees to reduce the impact of pollution
69.	Avoid purchasing products/souvenirs made from skin, tuskers and fur of wild animals
70.	Create and volunteer at community food and cloth banks, and at animal shelters
71.	Initiate and/or join green clubs in your residential area/ school/ office
	<b>7. E-Waste Reduced</b>
72.	Repair and use electronic devices over discarding the devices

73.	Discard gadgets in nearest e-recycling units
74.	Use rechargeable lithium cells
75.	Prefer cloud storage over a pen drive / hard drive

Source : (Lifestyle for Environment, Niti Ayoag 2023.)

➤ *Approach of Mission LiFE Campaign:*

The principle of Mission LiFE is founded on three distinct methodologies.

- *Emphasize Individual Behaviors*

Direct attention towards the actions and mindsets of individuals and groups with the aim of converting life into a widespread movement (Jan Andolan).

- *Collaborate on a Global Scale*

Collect empirical and scalable ideas from the most brilliant minds in the world by crowd sourcing them through prestigious universities, think institutes, and international organizations.

- *Capitalize on the Cultural Traditions of the Region*

Harness the climate-friendly social norms, beliefs, and daily domestic behaviours of diverse cultures globally to drive the campaign forward.

➤ *Strategy for Mission LiFE*

Mission Objective LiFE aims to change our shared perspective on sustainability by pursuing a three-pronged strategy. The first approach entails promoting the adoption of uncomplicated yet impactful environmentally conscious actions in individuals' everyday routines (demand); the second approach involves expediting the ability of industries and markets to swiftly adapt to changing demand (supply); and the third approach involves exerting influence on government and industrial policies to foster sustainable consumption and production (policy).

- *Change in Demand (Phase I):*

Encouraging individuals globally to adopt straightforward yet impactful environmentally-friendly behaviours in their everyday lives.

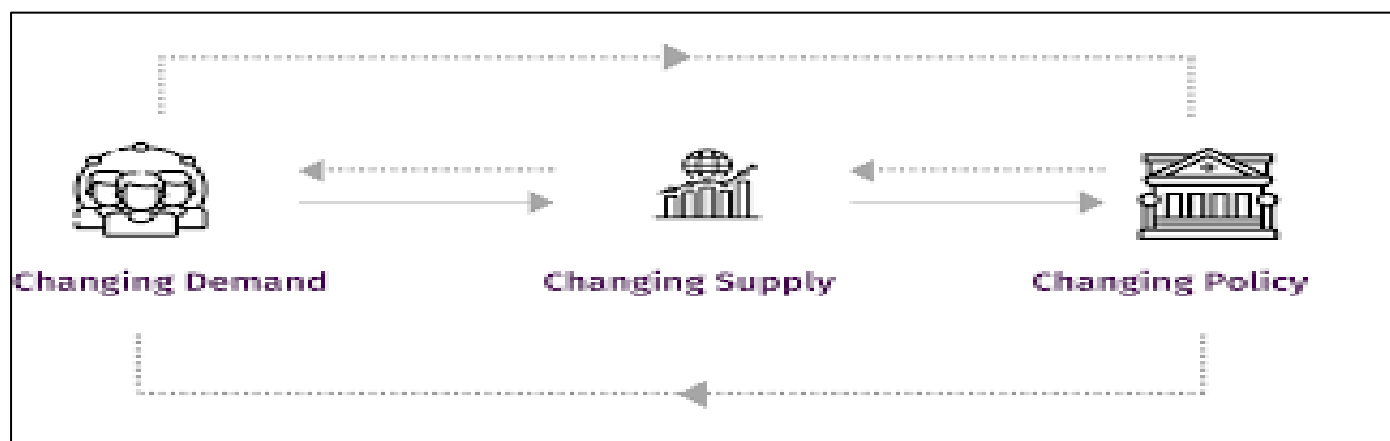


Fig 2 Strategy for Mission LiFE

Source:(Lifestyle for Environment, Niti Ayoag 2023.Pdf)

- *Change in Supply (Phase II):*

Markets and industries should be gradually nudged to adapt supply and procurement to the updated demands as a result of changes in large-scale individual demand.

- *Change in Policy (Phase III):*

Mission LiFE seeks to promote sustainable production and consumption by influencing global and Indian demand

and supply dynamics, which will ultimately result in modifications to significant industry and governmental policies.

➤ *Important Performance Measures and Objectives*

The objectives and performance metrics for Mission LiFE from 2022 to 2028 are as follows: These goals are just recommendations and could alter.

Table 2 Key Performance Indicator of Mission Life

Results Framework Matrix						
Key Performance Indicator	Unit	Target Value				
		Year 1	Year II	Year III	Year IV	Year V
Number of Pro PlanetPeople	Million	150	400	650	900	1000
Number of LiFEVillages	Thousand	77	206	335	463	515
Number of LiFE ULBs	Hundred	5	15	24	33	37
Number of LiFEDistricts	No.	115	306	498	690	766

Source : (Lifestyle for Environment, Niti Ayoag 2023)

➤ *How Mission LiFE will be Helpful?*

The Mission LiFE programme will be helpful in following manner:-

• *Mindless Resource Consumption:*

The resources of Planet Earth are being rapidly depleted by humans, surpassing their capacity and ability to sustain life. According to a new research, two other planets must exist alongside Earth by 2050 if consumption continues at its current rate.

• *Diminished Natural Resources and Beauty:*

It implies that we may face severe climate catastrophes in the future and that future generations may never witness the wonders of nature that we have had the good fortune to witness, including rivers, glaciers, oceans, and snow.

• *Unsustainable Consumption Pattern:*

The rate at which we are producing and consuming implies that we may face severe climate catastrophes in the future and that future generations may never witness the wonders of nature that we have had the good fortune to witness, including rivers, glaciers, seas, and snow. It implies that we may face severe climate catastrophes in the future and that future generations may never witness the wonders of nature that we have had the good fortune to witness, including rivers, glaciers, seas, and snow. It is the most significant threat to our existence. There is a lack of consideration for the environment in the global consumption pattern, which is also senseless.

• *Mission-Driven Attitude Modification LiFE:*

In order to stop the excessive depletion of our limited resources and the possible collapse of the world due to the ongoing accumulation of garbage, it is imperative that we adopt a new attitude based on the concepts of reducing, reusing, and recycling.

The Mission LiFE philosophy shows how this is possible with little efforts that have a big impact. It serves as an example of how small efforts may have a significant impact. It firmly believes that every person has the ability to change the world. It is the catchphrase for the movement to right the cultural and historical wrongs done to the environment. Mission LiFE is a call to action for citizens and governments to safeguard the environment.

➤ *What are India's efforts for LiFE ?*

The United Nations Environment Programme (UNEP) estimates that if one in eight billion people adopt ecologically friendly habits in their daily lives, global carbon emissions might drop by as much as 20%. Here are a few of India's Mission LiFE initiatives:

- India's culture promotes environmental sustainability by emphasising the importance of limiting demands and showing profound respect for the environment and its resources. This cultural principle has resulted in significant positive consequences. India represents 17 percent of the world's population, however our

contribution to global carbon emissions is less than four percent.

- Several programs have been implemented to address climate change, such as the Swachh Bharat Mission, GOBAR DHAN Scheme, and the 'Give It Up' Campaign.
- Reduced individual carbon emissions: Compared to the average carbon footprint of four tonnes per person in the industrialised world, the carbon footprint of an ordinary Indian is only 1.8 tonnes.
- The average carbon footprint per capita in India is 1.8 tonnes per annum, which is much below the global average of 4.5 tonnes.
- Various worldwide endeavours: India has become a prominent global leader in suggesting and implementing solutions for global concerns, but not being directly accountable for them. This has been accomplished through a range of worldwide endeavours, such as the International Solar Alliance, the One Sun One World One Grid program, and the Coalition for Disaster Resilient Infrastructure.
- The necessity to establish global coalitions to tackle climate change is rooted in the recognition that only united endeavours can protect the planet from the growing and more frequent consequences of climate change.
- India's Renewable Energy (RE) capacity is the fourth highest globally, enabling it to meet its Intended Nationally Determined Contribution (INDC) of achieving 40% of its electric capacity from non-fossil-fuel sources. This target has been accomplished nine years ahead of the 2030 deadline.

• *Mindful Utilization of Resources:*

Mission LiFE, which is led by India, seeks to redirect the global community from a "mindless and destructive" consumerist approach to a "mindful and deliberate utilisation" of resources by imparting knowledge from its religious and cultural ethos. Additionally, it is an endeavour to avert India from proceeding in that direction.

• *Shift towards Sustainable Policies:*

India is currently in the process of implementing a circular economy and is moving towards a state where all of its energy requirements are met exclusively by renewable energy sources. Our policies aim to foster sustainable development, ensuring that marginalised groups are not neglected in the pursuit of progress, while also taking into account the preservation of nature.

By installing water-efficient fixtures such as faucets and showers, water consumption can be reduced by 30-40%.

➤ *Mission Life and Environmental and Energy Sustainability*

Mission life can definitely be a road towards environmental sustainability in India. It promotes a sustainable and responsible way of living, emphasizing on reducing one's carbon footprint and adopting eco-friendly practices. By adopting this lifestyle, individuals can contribute towards mitigating climate change and reducing

their impact on the environment. In India, where environmental sustainability is a growing concern due to factors like population growth, urbanization, industrialization, and agricultural practices, adopting a mission life can play a significant role in preserving natural resources and reducing pollution.

➤ *Some ways in which Mission life can Promote Environmental Sustainability in India Include:*

- **Conserving resources:** Mission life emphasizes on reducing consumption and conserving natural resources like water, energy, and materials. By adopting practices like rainwater harvesting, using renewable energy sources, and reducing waste generation, individuals can contribute to resource conservation.
- **Promoting eco-friendly practices:** Mission life promotes the use of eco-friendly products and practices like composting, organic farming, and using public transport, which can help in reducing pollution levels and protecting the environment.
- **Encouraging sustainable living:** By adopting sustainable living practices like consuming locally produced food, reducing meat consumption, and using reusable products, individuals can reduce their carbon footprint and contribute towards building a sustainable future.
- **Raising awareness:** By promoting the mission life concept and raising awareness about environmental issues, individuals can encourage others to adopt eco-friendly practices, which can lead to a broader impact on the environment.

Overall, Mission Life can be an effective way to promote environmental sustainability in India by encouraging individuals to adopt responsible and eco-friendly practices, and raising awareness. The campaign is using a "whole of government" and "whole of society" approach to mobilize central ministries, state governments, institutions, and private organizations to spread the message.

➤ *But there are some Bottlenecks in their role in Attaining Environmental and Energy Sustainability*

Although mission life has the capacity to have a beneficial influence on the environment, there are certain obstacles that may impede its efficacy. There are several factors that may hinder the effectiveness of mission life to promote environmental sustainability in India:

- **Lack of awareness:** Many people in India may not be aware of the concept of mission life and its benefits. Without adequate awareness and education, individuals may not understand how their actions can impact the environment and may not be motivated to adopt eco-friendly practices.
- **Limited access to resources:** Adopting eco-friendly practices often requires access to resources such as renewable energy, composting facilities, and public transportation. Access to these resources in certain regions of India may be constrained or not readily

available, posing challenges for persons seeking to embrace sustainable practices.

- **Economic barriers:** Adopting sustainable practices might be challenging for persons with lower means due to the higher cost of eco-friendly items and services compared to their traditional alternatives.
- **Cultural and social barriers:** Cultural and social norms can also be a barrier to the adoption of eco-friendly practices. For example, in some parts of India, meat consumption is an important part of the local culture, making it challenging for individuals to reduce their meat consumption.
- **Lack of government support:** While there are some government initiatives aimed at promoting environmental sustainability in India, there may be a lack of adequate support and funding for such initiatives. This could make it challenging for individuals to adopt sustainable practices and for mission life to have a broad impact.

While mission life has the potential to promote environmental sustainability in India, there are several factors that could limit its effectiveness. Addressing these barriers will be critical to ensure that mission life can make a meaningful contribution to environmental sustainability in India.

### III. CONCLUSION

The contemporary era of sustainable development has additionally engendered interest in environmental issues, including but not limited to corporate social responsibility and green marketing. The acknowledgement of environmentally conscious behaviour (ECCB) as a major factor influencing consumer behaviour has increased recently on a global scale (Akehurst et al., 2012). In order to safeguard the environment, the earth, and one another from climate-related disasters and extreme weather tragedies, the battle against climate change requires more than just policymaking. Individuals must also support the cause within their families and the larger community. Through Mission living, sustainability incorporates into modern living all forms of environmental protection that our forefathers practiced and embraces them (Awad, 2011). As a result, consumers' pro-environmental knowledge, attitudes, and behaviours have evolved favourably, giving rise to a form of consumption known as "green consumerism" (Moisander, 2007). Mission LiFE will facilitate the democratic integration of the power of the people with global efforts to combat climate change. It will motivate individuals to align their lifestyles with the resources at their disposal and to contribute to the preservation of the planet.:

- 'Lifestyle of the planet, for the planet, and by the planet' is the foundation of the P3 model, also known as the Pro Planet People model, which attempts to instill a stronger sense of environmental consciousness.



- Substituting the prevailing 'use-and-dispose' economy (characterised by thoughtless and harmful consumerism) with a 'circular economy' (marked by conscious and intentional utilisation).
- Harness the power of social networks to shape social standards, thereby making a direct and indirect impact on nearly all the Sustainable Development Goals (SDGs), with a particular emphasis on SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), SDG 14 (Life Below Water), and SDG 15 (Life on Land).

The 27th Conference of Parties (CoP) in Egypt offers a significant political opportunity to accelerate action and establish trust across all of the objectives of the Paris Agreement. India's substantial economy and susceptibility to climate consequences position it as an ideal contender for a pivotal bridging role. India, in its role as the G20 Presidency, has the opportunity to actively contribute to the establishment of a new era of sustainability that is in complete harmony with its abundant history, culture, and tradition.

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