



MISSION LiFE

LIFESTYLE FOR ENVIRONMENT



MISSION LIFE





LIFE

Lifestyle for
Environment



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Ministry of Jal Shakti (MOJS)

Shri Pankaj Kumar, Secretary

National Mission for Clean Ganga (NMCG)

Shri G Asok Kumar, Director General

Shri S. P. Vashishth, Executive Director (Admin)

Shri Bhaskar Dasgupta, Executive Director (Finance)

Shri Himanshu Badoni, Executive Director (Projects)

Shri D. P. Mathuria, Executive Director (Technical)

Shri Brijesh Sikka, Senior Consultant

Dr. Sandeep Behera, Biodiversity Consultant

Shri Sunil Kumar, Assistant Engineer

Ministry of Environment, Forest & Climate Change (MoEFCC)

Uttarakhand Forest Department

Uttar Pradesh Forest Department

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West Bengal Forest Department

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State Rural Livelihood Mission (SRLM)

Ganga Praharis stakeholder

Schools and Universities stakeholder

Wildlife Institute of India (WII)

Shri V. R. Tiwari, Director

Dr. Ruchi Badola, Dean



Environmental degradation and climate change are pressing global issues that transcend geographical boundaries and impact ecosystems and populations across the globe. The consequences of these phenomena are far-reaching and pose significant challenges to the well-being of both present and future generations. One of the most alarming implications of environmental degradation and climate change is the potential for chronic water scarcity. Current estimates suggest that if immediate and effective action is not taken to address these issues, about three billion people worldwide could face chronic water shortages. Water scarcity affects basic human needs and has far-reaching implications for diverse ecosystems, biodiversity, agriculture, various industries, and socio-economic stability. Furthermore, the consequences of environmental degradation and climate change extend beyond water scarcity and have significant implications for the global economy. In the past two decades, various macro measures have been implemented globally to combat environmental degradation and climate change. These measures encompass policy reforms, economic incentives, and regulations, demonstrating their potential for significant impact. However, there has been a lack of sufficient attention towards the actions needed at the individual, community, and institutional levels, despite their crucial role in addressing these challenges.





INTRODUCTION

The adoption of sustainable behaviours at the individual and community levels holds immense potential in mitigating environmental and climate crises. The United Nations Environment Programme (UNEP) highlights that substantial impact can be achieved by empowering one billion people out of the global population of eight billion to embrace environmentally friendly practices in their daily lives. According to UNEP, this concerted effort can potentially reduce global carbon emissions by approximately 20%. While on the one hand, the world has focused disproportionately on policy and regulatory measures to address the climate and environmental crisis, on the other hand, India has demonstrated multiple successes in tackling longstanding development challenges through large-scale behaviour change movements such as Swachh Sagar Surakshit Sagar Campaign, the Swachh Bharat Mission, the Ujjwala Scheme, Give-It-Up Campaign. India has also launched several initiatives to support the fight against climate change, such as National Afforestation Programme (NAP), National Mission for a Green India (GIM), National Action Plan on Climate Change (NAPCC) and National Biodiversity Action Plan.

In this context, Mission Lifestyle for the Environment (LiFE) was first introduced by Hon'ble Prime Minister Narendra Modi at the 26th United Nations Climate Change Conference of the Parties (COP26) in Glasgow in 2021, calling upon the global community of individuals and institutions to drive LiFE as an international mass

movement towards "mindful and deliberate utilisation, instead of mindless and destructive consumption" to protect and preserve the environment. On 5th June 2022, coinciding with World Environment Day, India launched the LiFE Global Movement. Mission LiFE is India's global initiative to combat climate change and promote sustainable living to achieve the United Nations' Sustainable Development Goals (SDGs). Mission LiFE is designed with the objective to mobilise at least one billion Indians and other global citizens to take individual and collective action for protecting and conserving the environment in the period 2022-23 to 2027-28. Within India, at least 80% of all villages and urban local bodies are aimed to become environment-friendly by 2028. Mission LiFE follows the P3 model, which stands for Pro Planet People, emphasising a lifestyle that prioritises the planet's well-being for the planet and by the planet. It advocates for the adoption of a circular economy, where the principles of reduce, reuse, and recycle are key in achieving a harmonious balance between development, economic growth, and sustainability".

Rivers in India hold immense cultural, ecological, and economic significance, being considered sacred and revered as lifelines for millions of people. However, lifestyle choices, directly and indirectly, impact the health and well-being of rivers, which serve as habitats for a diverse range of aquatic flora and fauna, including species of conservation concern and contribute to human well-

being by providing essential ecosystem services. Directly, pollution from untreated wastewater, improper waste disposal, and excessive use of chemicals affect water quality and aquatic biodiversity; unsustainable water extraction practices and unregulated irrigation impact the river flows; deforestation and land use change contribute to sedimentation, degraded water quality, and habitat loss. Indirectly, consumption patterns influence rivers through unsustainable agriculture and hydropower generation. Adopting sustainable practices, such as proper waste management, water conservation, responsible land use, and supporting sustainable agriculture and renewable energy, can help protect and restore river health and aquatic biodiversity. Therefore, individuals, communities, and institutions must recognise the connection between lifestyle choices and the well-being of rivers, ensuring their preservation for future generations.

As a knowledge partner institute to National Mission for Clean Ganga (NMCG), the Wildlife Institute of India (WII) organised various people participation activities in the seven Ganga River Basin states, namely Himachal Pradesh, Uttarakhand, Uttar Pradesh, Haryana, Bihar, Jharkhand, and West Bengal, to promote Mission LiFE campaign and the importance of river and wetland conservation and cleanliness under phase II of NMCG-WII project "Biodiversity conservation and Ganga Rejuvenation" with the support of the State Forest Department, Fisheries Department, District administration, village representatives, Ganga Prahari, local communities, fishermen, Nehru Yuva Kendra Sangathan (NYKS), Self Help Groups (SHGs), NGOs, boatmen, Bal Ganga Prahari, school and college students, professors and teachers, defense, farmers, tourists and guides.



A series of events were conducted in 41 districts of seven states in the Ganga River Basin from April to June 2023, in which more than 23,000 people participated. During these events, an array of activities, including awareness activities, cleanliness drive, bird watching, cultural activity, plantation, exposure visits, earthen drinking water pot installation, eco-art, nukkad natak, educational competition, river walk, yoga, and oath have been conducted to create awareness about the LiFE Campaign, adopting sustainable practices, the significance of cleanliness and conserving rivers and wetlands, and the impact of pollution on the river and wetland ecosystems. These initiatives sought to actively engage individuals and communities, fostering a sense of responsibility towards the environment.



STAKEHOLDER GROUPS

Ganga Prahari
 Bal Ganga Prahari
 School teachers and students
 Professors and College students
 Local communities
 Women Self Help Groups
 Farmers
 Pilgrims
 NGOs
 Tourist and guides
 Hari Yamuna Samiti
 State Forest Department
 District administration
 Fisheries Department
 State Pollution Board
 Municipal Corporation
 Village representatives
 Defense
 Nehru Yuva Kendra Sangathan
 Fisher community
 Boating community

Type of Activities conducted in the Ganga River Basin

Type of Activities	Bihar	Haryana	Himachal Pradesh	Jharkhand	Uttar Pradesh	Uttarakhand	West Bengal	Total activities conducted
Awareness Activity	3	1		2	17	8	1	32
Awareness activities and Educational competition	4			2	6	4	1	17
Awareness Activity and oath	17	4	2	1	59	19	15	117
Bird watching					1			1
Cleanliness Drive	4			1	12	4	3	24
Cultural activity (including Shram Daan Activity)	1				2			3
Earthen drinking water Pot installation						5		5
Eco-art					1	2		3
Educational competition	4	1			10	3	1	19
Exposure Visit							1	1
Nukkad Natak						1		1
Plantation	2			1	6	1	3	13
River walk		1			4			5
Training workshop					7	3		10
Yoga	1				12	1		14
State-wise total activities conducted	36	7	2	7	137	51	25	265

PEOPLE PARTICIPATION IN THE GANGA RIVER BASIN

23298



HIMACHAL PRADESH

35

Sirmaur
35

UTTARAKHAND

8260

Chamoli
288
Champawat
55
Dehradun
2335
Haridwar
2588
Pauri Garhwal
453
Rudraprayag
130
Tehri Garhwal
1288
Uttarkashi
1123

UTTAR PRADESH

10833

Allahabad
310
Auraiya
25
Bijnor
2369
Bulandshahr
349
Faizabad
965
Farrukhabad
220
Ghazipur
92
Gorakhpur
3415
Jaunpur district
261
Kannauj
317
Kanpur
345
Kaushambi
52
Mau
30
Mirzapur
448
Muzaffarnagar
272
Varanasi
1363

HARYANA

465

Yamuna Nagar
465

BIHAR

1298

Begusarai
38
Bhagalpur
692
East Champaran
44
Katihar
20
Khagaria
100
Patna
46
Samastipur
214
West Champaran
144

JHARKHAND

307

Sahibganj
307

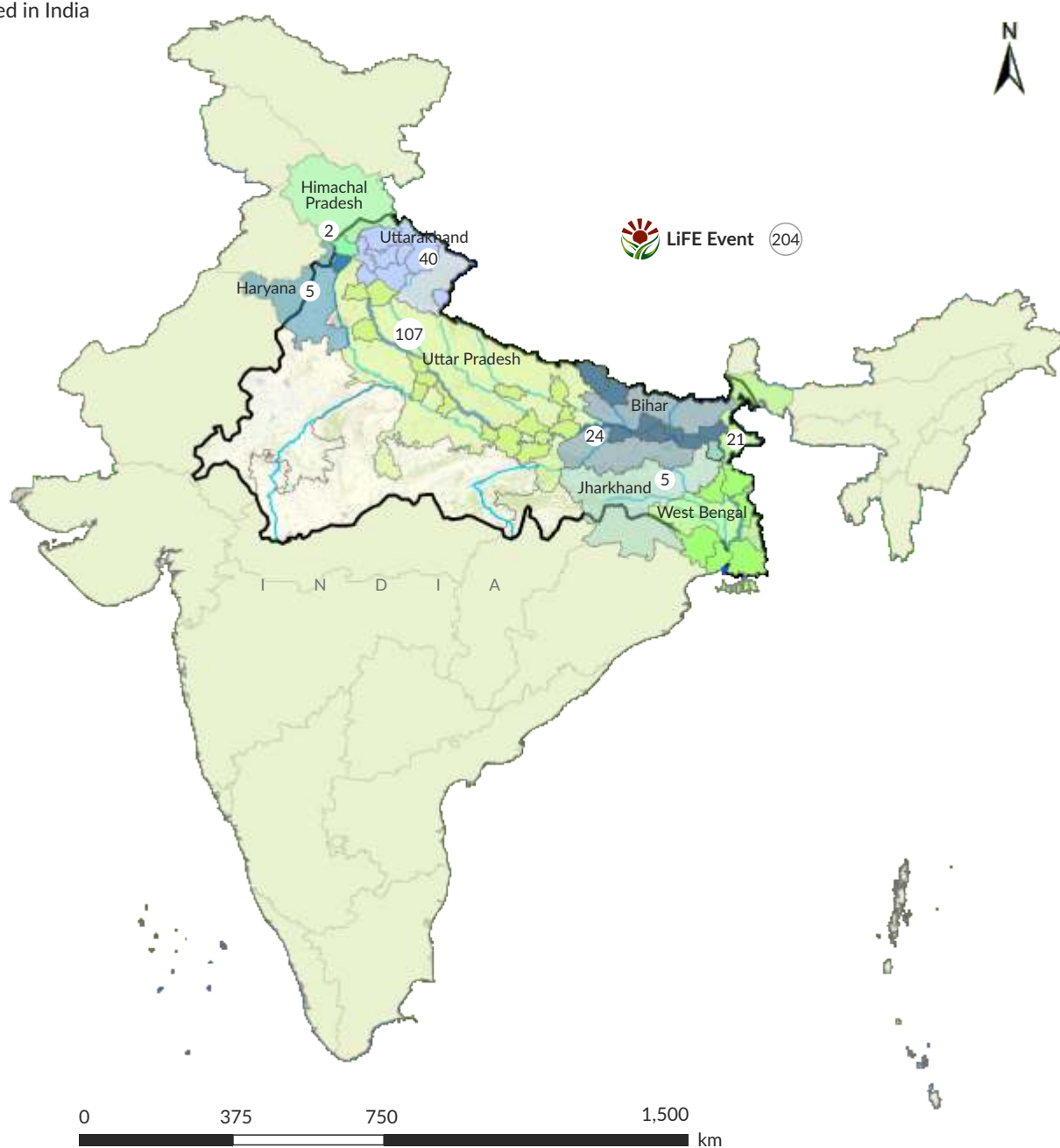
WEST BENGAL

2100

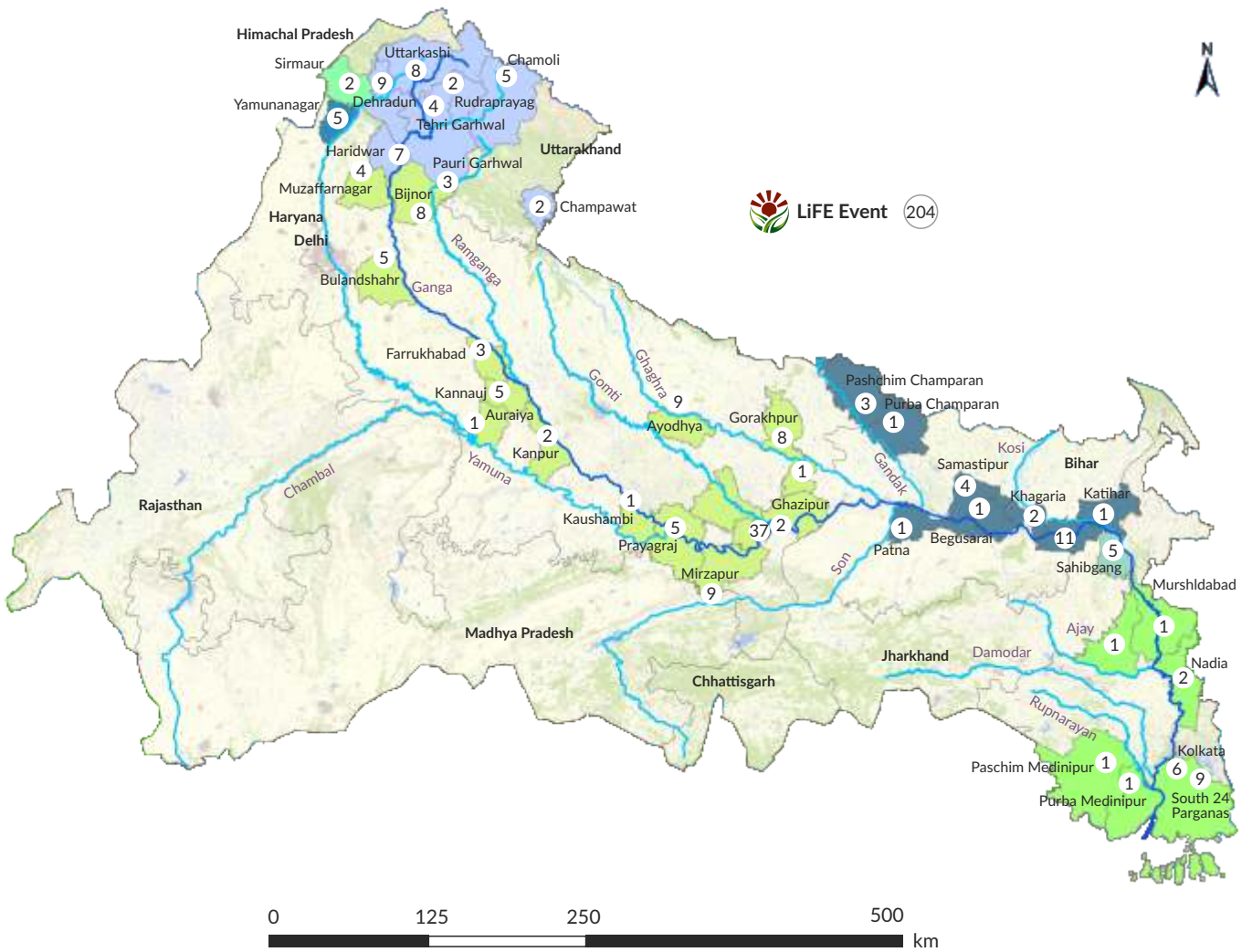
Birbhum
45
Kolkata
441
Murshidabad
81
Nadia
292
Purba Medinipur
195
South 24 Parganas
1046



Map of districts covered in India



Map of Districts Covered in the Ganga River Basin







HIMACHAL PRADESH



Awareness programmes were organised in the Sirmour district of Himachal Pradesh under the Mission LiFE campaign to sensitise general public. A total of 105 participants from State Pollution Board, District Administration, Municipal Corporation, Hari Yamuna Samiti, local communities, and SHGs, participated in these programmes and were informed about the objectives and themes of the Mission LiFE campaign, as well as the significance of the Ganga River and its biodiversity. During the programmes, people were sensitised on importance of conserve the environment and encouraged to adopt sustainable practices such as composting at home, reducing the use of plastic and maintaining cleanliness in their surroundings and rivers. Furthermore, the programmes encouraged SHGs to make organic and millet-based food products and promote sustainable and healthy dietary practices while supporting local livelihoods and promoting biodiversity-friendly agriculture. As a result of the programmes, the participants also pledged their commitment to contribute to environmental protection and sustainability actively.



TYPE OF ACTIVITIES CONDUCTED IN HIMACHAL PRADESH

Awareness activity
and oath

2

PEOPLE PARTICIPATION IN THE DISTRICT OF HIMACHAL PRADESH

105
SIRMAUR



Map of districts
covered in Himachal
Pradesh



HIMACHAL



PRADESH



UTTARAKHAND



Various events were organised in eight districts of Uttarakhand, namely Haridwar, Dehradun, Uttarkashi, Tehri Garhwal, Chamoli, Pauri Garhwal, Champawat and Rudrapur to promote the Mission LiFE campaign and instilled a sense of responsibility and commitment among stakeholders to protect the environment, conserve biodiversity, and adopt sustainable practices. More than 8,000 people, including college and school students, local communities, SHGs, Bal Ganga Praharis, NGOs, and Forest Department, participated in the educational competition, awareness activities, cleanliness drive, yoga, best out of waste, training workshop, pledge and cultural activities.

Local communities and students actively participated in events such as open discussions, quizzes, drawing, and slogan competitions, where they learned about the importance of biodiversity conservation and pledged to protect the environment and adopt a healthy and sustainable lifestyle. Additionally, earthen pot water coolers were installed in Bal Ganga Prahari schools, public places and government organisations to promote the 'Save Energy' theme of the Mission LiFE Campaign, accompanied by various competitions, cultural events, and awareness sessions.

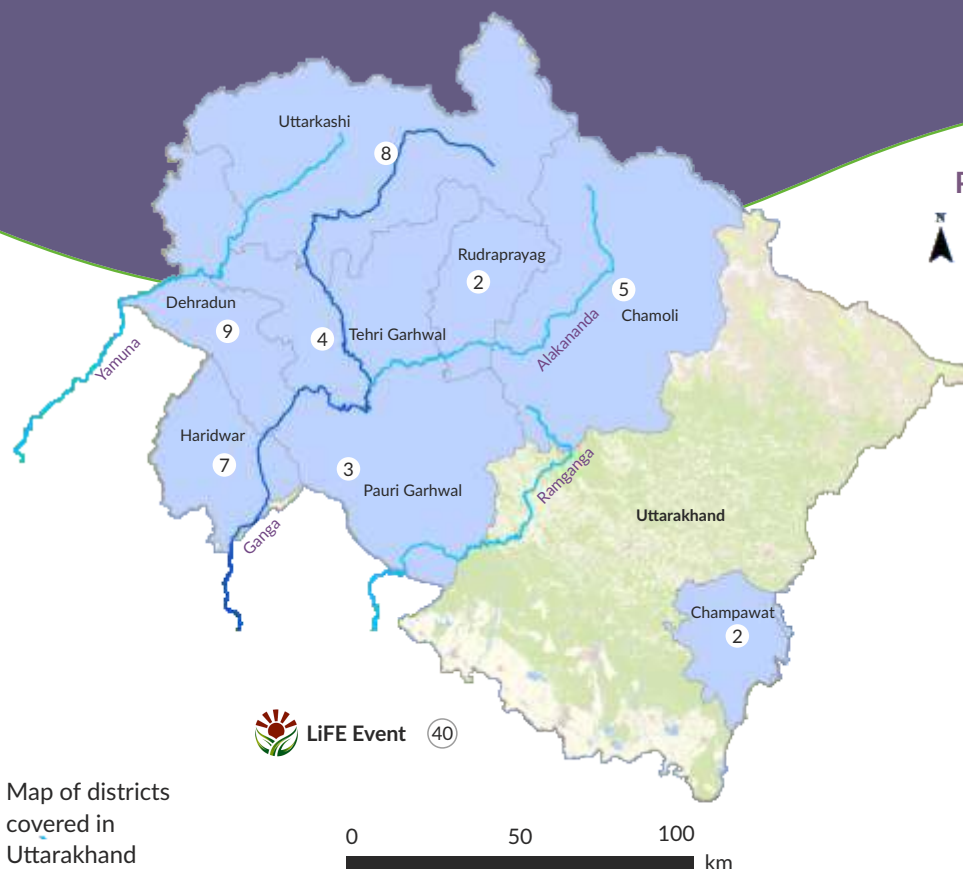
SHGs were encouraged to promote organic and millet-based food items, contributing to a larger movement towards sustainable agriculture and the promotion of healthy dietary habits. Additionally, conducted training workshops for NGOs with a specific focus on biodiversity conservation, community participation, and the importance of environmental sustainability and effective water conservation practices.



TYPE OF ACTIVITIES CONDUCTED IN UTTARAKHAND

51

Awareness activity	8
Awareness activities and educational competition	4
Awareness activity and oath	19
Cleanliness drive	4
Earthen drinking water pot installation	5
Eco-art	2
Educational competition	3
Nukkad natak	1
Plantation	1
Training workshop	3
Yoga	1



PEOPLE PARTICIPATION IN THE DISTRICTS OF UTTARAKHAND

8260

Haridwar	2588
Dehradun	2335
Tehri Garhwal	1288
Uttarkashi	1123
Pauri Garhwal	453
Chamoli	288
Rudrapur	130
Champawat	55



UTTARAKHAND



KHAND

UTTAR PRADESH



The diverse range of events were conducted in 16 districts of Uttar Pradesh, namely Allahabad, Bijnor, Bulandshahr, Faizabad, Farrukhabad, Farukkabad, Ghazipur, Gorakhpur, Jaunpur, Kannauj, Kaushambi, Mau, Mirzapur, Muzaffarnagar, Prayagraj, and Varanasi, to promote the Mission LiFE campaign, and raise awareness about the ecological and socio-cultural significance of the Ganga River among various stakeholders and engage them in sustainable practices. About 11,000 people, including the state forest department, district administration, village representatives, farmers, Ganga Praharis, Bal Ganga Praharis, school and college students, teachers, local communities and boatmen were reached out through educational competitions, awareness activities, cultural events, cleanliness drives, yoga sessions, plantation drives and eco-art competitions. These events collectively fostered a sense of responsibility, inspired sustainable practices, and contributed to the preservation of the Ganga River, aligning with the objectives of the LiFE campaign.

Educational competitions such as quizzes, essay writing, and painting competitions helped deepen students' understanding of environmental issues and the Mission LiFE campaign's and NMCG-WII project's key role in mitigating them. At the same time, awareness activities were conducted to sensitise stakeholders to the importance of conserving the environment, including the Ganga River. A cultural activity like aarti was conducted to connect people with the river and foster a sense of responsibility towards river conservation.

During the programmes, the farmers were inspired and motivated to implement multiple cropping techniques using millets. To encourage farmers to adopt sustainable agricultural millet seeds were distributed. Farmers also pledged to actively contribute to environmental conservation and adopt a healthy lifestyle, particularly by embracing organic farming.

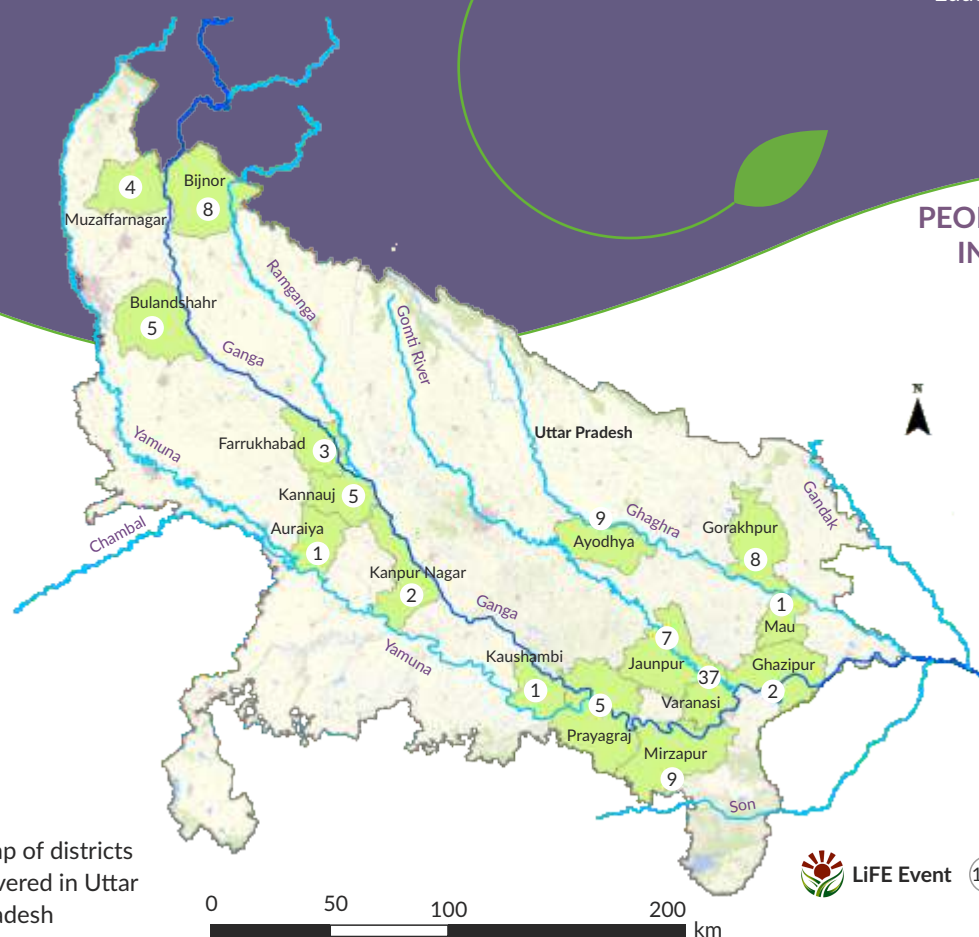
Cleanliness drives encouraged active participation of Ganga Praharis, local communities and boatmen in maintaining the cleanliness of the ghats and riverside areas, and yoga sessions fostered a harmonious relationship with nature. Plantation drives contributed to increasing the green cover and restoring the biodiversity of the region. The eco-art competition served as a creative platform to express the significance of the LiFE campaign, biodiversity conservation and the rejuvenation of the Ganga.



TYPE OF ACTIVITIES CONDUCTED IN UTTARAKHAND

7

Awareness activity	1
Awareness activity and oath	4
Educational competition	1
River walk	1



Map of districts
covered in Uttar
Pradesh

PEOPLE PARTICIPATION IN THE DISTRICTS OF UTTAR PRADESH

108333

Gorakhpur	3415
Bijnor	2369
Varanasi	1363
Faizabad	965
Mirzapur	448
Bulandshahr	349
Kanpur	345
Kannauj	317
Allahabad	310
Muzaffarnagar	272
Jaunpur	261
Farrukhabad	220
Ghazipur	92
Kaushambi	52
Mau	30
Auraiya	25



UTTAR P



RADJESH



HARYANA



Awareness programmes were conducted in the Yamuna Nagar district of Haryana to promote the Mission LiFE campaign and the conservation of the Ganga River. More than 600 participants, including local communities, non-governmental organisations (NGOs), students, and teachers, actively participated in these programmes, which aimed to sensitise the stakeholders through awareness activities, educational competitions and river walks.

During the programme, local communities were informed about practical ways to reduce single-use plastic and were introduced to the concept of eco-bricks made from single-use plastic. They were encouraged to adopt sustainable practices in their daily lives. School students and NGOs were sensitised through engaging short videos highlighting the importance of the environment, the Ganga River, and its biodiversity.

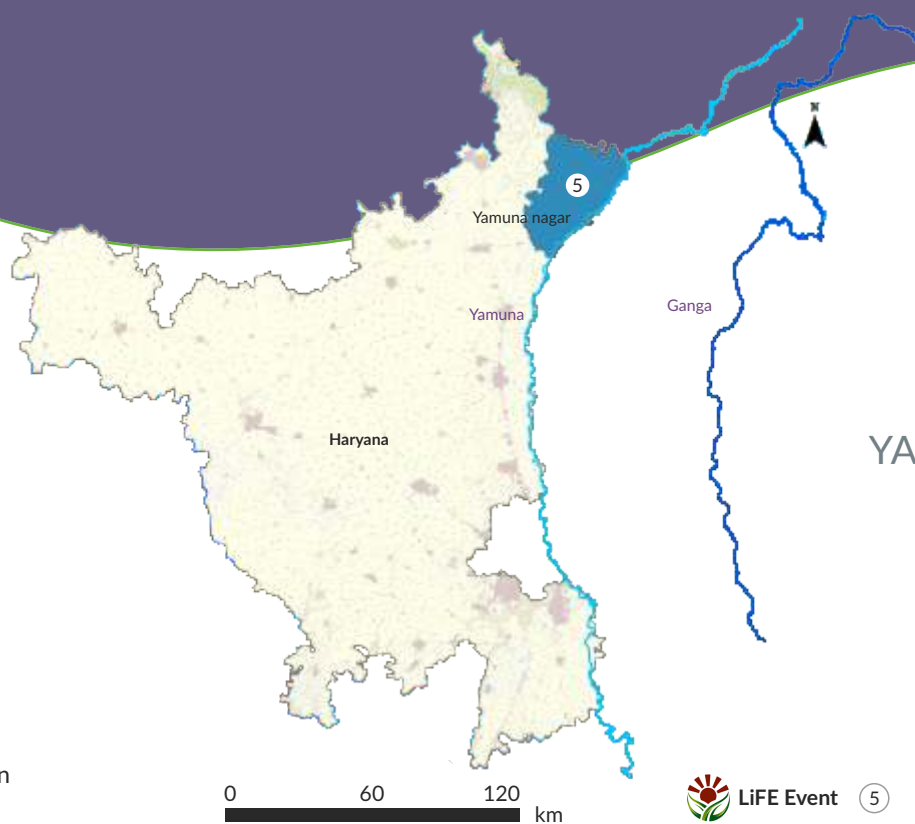
Students also participated in educational competitions such as drawing, speech, and poetry, allowing them to express their understanding of the environment and the river's significance. Additionally, an educational river walk along the Somb River, a tributary of the Yamuna River, was organised to inspire students to observe and appreciate nature as an integral part of their daily routine. Throughout these programmes, participants pledged to contribute to a healthier and greener environment.



TYPE OF ACTIVITIES CONDUCTED IN HARYANA

137

Awareness activity	17
Awareness activities and educational competition	6
Awareness activity and oath	59
Bird watching	1
Cleanliness drive	12
Cultural activity	2
Eco-art	1
Educational competition	10
Plantation	6
River walk	4
Training workshop	7
Yoga	12



Map of
districts
covered in
Haryana

PEOPLE PARTICIPATION IN THE DISTRICTS OF HARYANA

625
YAMUNA NAGAR



MISSION LIFE





BIHAR



A series of events were conducted in eight districts of Bihar, namely Bhagalpur, Samastipur, West Champaran, Khagaria, Patna, East Champaran, Begusarai, and Katihar, in which about 1,300 people participated and sensitised about the Mission LiFE campaign its objectives and theme and the Ganga River conservation value. A wide range of stakeholders, including youths, local communities, tourists, students, teachers, local administrations, and the MLAs, were engaged in these programmes through awareness activities, educational competitions, yoga and cleanliness drives.

Educational competitions, such as drawing, painting, elocution, slogans, and quizzes, were organised to actively involve school students and youth. Yoga sessions were organised to promote a healthy lifestyle among the participants. An exhibition was organised at Simaria Ghat in Begusarai to sensitise tourists and local communities and promote the utilisation of eco-friendly products crafted by local communities and Ganga Praharis. Additionally, participants spearheaded cleanliness drives to amplify the message of refraining from using plastic and striving for a cleaner environment. Participants also pledged to adopt healthy and eco-friendly lifestyles and contribute to conserving biodiversity and the environment.



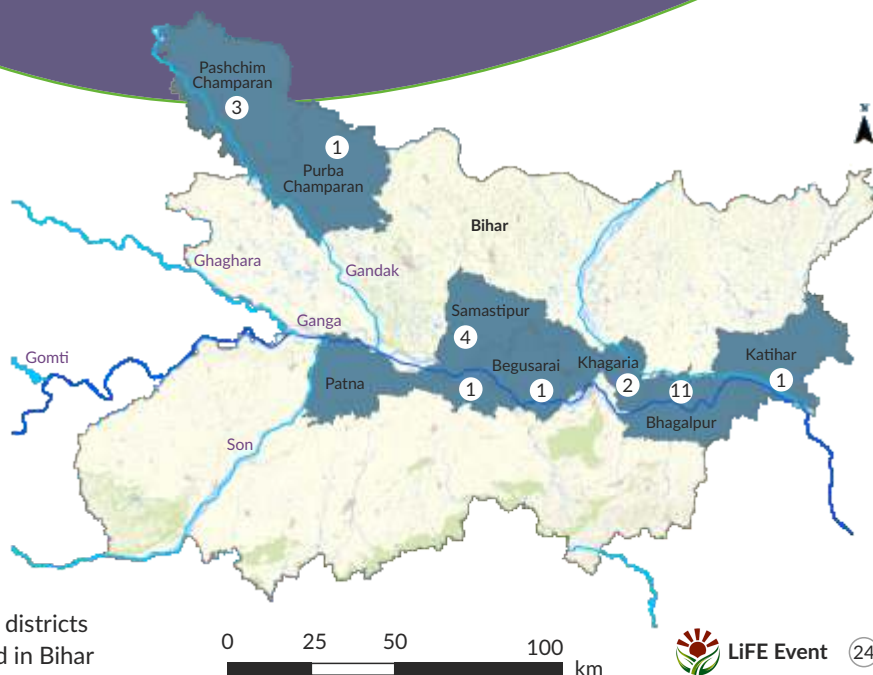
TYPE OF ACTIVITIES CONDUCTED IN BIHAR

36

Awareness activity	3
Awareness activities and educational competition	4
Awareness activity and oath	17
Cleanliness drive	4
Cultural activity	1
Educational competition	4
Plantation	2
Yoga	1

PEOPLE PARTICIPATION IN THE DISTRICTS OF BIHAR

1298



Map of districts
covered in Bihar

0 25 50 100 km



Bhagalpur	692
Samastipur	214
West Champaran	144
Khagaria	100
Patna	46
East Champaran	44
Begusarai	38
Katihar	20



Dehradun



JHARKHAND



In the Sahibganj district of Jharkhand, awareness programs were conducted as part of the Mission LiFE campaign to foster awareness and knowledge about environmental conservation. A diverse group of more than 300 participants, including local communities, students, and teachers, were engaged in these programmes to promote the Mission LiFE campaign, sustainable practices and the importance of conserving the environment and the Ganga River biodiversity. Local communities and students were sensitised during awareness programmes through cleanliness drives and rallies. People were encouraged to replace single-use plastics with cloth bags to minimise the use of single-use plastics. As a commitment towards environmental and biodiversity conservation, all participants pledged to adopt sustainable practices.



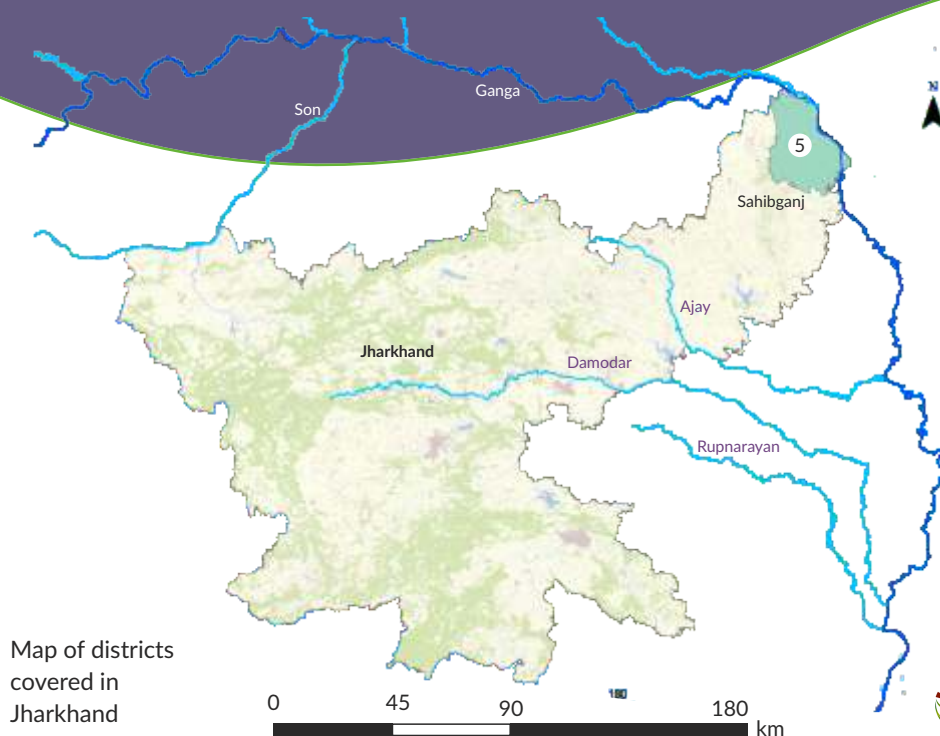
TYPE OF ACTIVITIES CONDUCTED IN JHARKHAND

7

Awareness activity	2
Awareness activities and educational competition	2
Awareness activity and oath	1
Cleanliness drive	1
Plantation	1

PEOPLE PARTICIPATION IN THE DISTRICT OF HIMACHAL PRADESH

307
SAHIBGANJ



Map of districts
covered in
Jharkhand





HAND



WEST BENGAL



A series of events were conducted in six districts of West Bengal, namely South 24 Parganas, Kolkata, Nadia, Purba Medinipur, Murshidabad, and Birbhum, in which a total of 2,100 people participated. Various stakeholders were engaged through awareness talks, cleanliness drives, drawing and painting competitions, sensitisation workshops, exposure visits, and plantation drives. These initiatives have fostered awareness, inspired creativity, and encouraged responsible actions for environmental protection and hence, played a crucial role in promoting the Mission LiFE campaign and creating awareness on biodiversity conservation and Ganga rejuvenation.



TYPE OF ACTIVITIES CONDUCTED IN WEST BENGAL

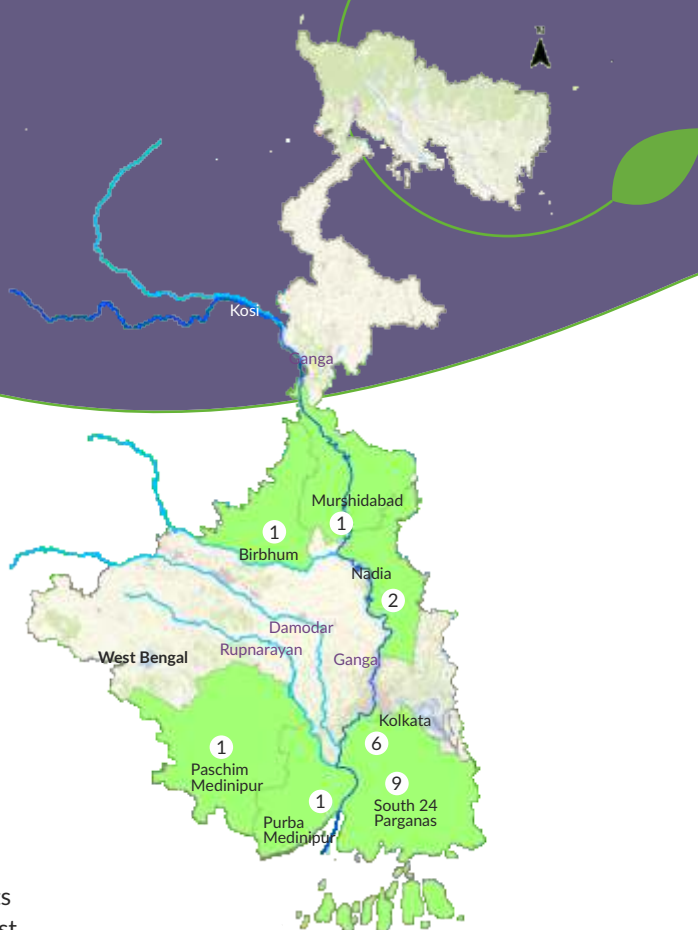
25

Awareness activity	1
Awareness activities and educational competition	1
Awareness activity and oath	15
Cleanliness drive	3
Educational competition	1
Exposure visit	1
Plantation	3

PEOPLE PARTICIPATION IN THE DISTRICTS OF WEST BENGAL

2100

South 24 Parganas	1046
Kolkata	441
Nadia	292
Purba Medinipur	195
Murshidabad	81
Birbhum	45



Map of districts
covered in West
Bengal

0 35 70 140 km



WEST B



ENGAL



NMCG

National Mission for Clean Ganga,
Ministry of Jal Shakti, DoWR, RD & GR
Major Dhyan Chand National Stadium,
India Gate, New Delhi- 110001
csractivity@nmcg.nic.in



भारतीय वन्यजीव संस्थान
Wildlife Institute of India

Wildlife Institute of India

Chanderbani, Dehradun, Uttarakhand
<https://wii.gov.in>

GACMC

Ganga Aqualife Conservation
Monitoring Centre
Wildlife Institute of India,
Chandrabani, Dehradun-
248001
nmcg@wii.gov.in