

## **Guidelines for implementation of designated programmes/activities on Mission Lifestyle for Environment (LiFE) by NYKS**

### **Background:**

Mission LiFE (Lifestyle for Environment), a mass movement to preserve and protect the environment, is an initiative launched by the Hon'ble Prime Minister of India from Statue of Unity in Gujarat. The mission aims to create and nurture a global network of individuals namely Pro Planet People (PPP) who will have a shared commitment to adopt and promote environment friendly lifestyles.

As envisaged by the Hon'ble Prime Minister, Mission LiFE is expected to be an India led global mass movement that will nudge individual and collective action to protect and preserve the environment.

### **NYKS Intervention for Mission Life:**

NYKS is all set to play important role in generating awareness among masses on Mission LiFE Mandate and also promote an ecosystem that enables and encourages self-sustainable environment friendly behaviors. Considering the fact that Mission LiFE assumes enormous role in the promotion of pro planet people, NYKS has planned various activities as a part of Mission LiFE.

### **Theme of Mission LiFE:**

The identified themes of Mission LiFE are as follow

1. Energy Conservation
2. Reduce Single Use Plastic
3. Promotion of Sustainable Food System
4. Water Conservation
5. Waste Reduction (Swachhata Action)
6. Adoption of pro-planet Life Styles
7. Reduction in E-Waste

### **Objective:**

- To create awareness among the people in general and youth in particular on environmental protection and its conservation.
- To encourage and motivate the people particularly the youth to adopt Environment Friendly lifestyles.
- To establish and cultivate a community of people identified as "Pro-Planet People" (P3)

### **Youth-led Action Strategy:**

NYKS strategy for the implementation of Mission LiFE mandates includes Youth Mobilization, large scale orientation and sensitization of stakeholders( officials, National Youth Volunteers and Members of Youth Clubs, families and others),Grass root youth leadership and peer support, Advocacy with and for young people, Creating an enabling environment for young people to thrive, ensuring effective coordination and communication amongst stakeholders and youth led community mobilization for the promotion of environment friendly life styles.

### **Target Audiences:**

Adolescents, youth and their peer groups, village communities, families, spokespersons, local youth, women groups, gram panchayats, community based organizations and service providers etc.

### **Key Activities:**

For the popularization of mandates of Mission LiFE and facilitate behavioral change among youth, NYKS has planned following key activities:

- Administering Pledge
- Water Conservation
- Promotion of Health and Wellness
- Promotion of Millets (Millets Food Mela)
- Behavioural Change and Communication activities and promotion of Mission LiFE and its 07 themes
- Cleanliness drive and Shramdaan
- Seminar/Lectures by subject expert on promoting environment friendly activities on the identified themes of Mission LiFE
- Focused Group Discussion on the themes of Mission LiFE

### **Calendar of Activities on Mission LiFE**

<b>Timeline</b>	<b>Name of Programme</b>	<b>Types of Activities (Indicative)</b>
18 <sup>th</sup> May- 4 <sup>th</sup> June, 2023	Administering Pledge	<ul style="list-style-type: none"><li>• Oath Taking on Mission LiFE</li><li>• Virtual oath taking from website of mission Life</li><li>• Downloading of certificate of Oath taking</li></ul>
18 <sup>th</sup> May- 24 <sup>th</sup> May, 2023	Water Conservation	<ul style="list-style-type: none"><li>• Cleaning/renovating traditional water sources and reservoirs through Shramdaan</li></ul>

18 <sup>th</sup> May- 24 <sup>th</sup> May, 2023	Promotion of Health and Wellness	<ul style="list-style-type: none"> <li>• Session on Mindfulness</li> <li>• Practicing of Yoga</li> <li>• Plog-run</li> <li>• Cyclothon</li> </ul>
25 <sup>th</sup> May- 31 <sup>st</sup> May 2023	Behavioural Change and Communication activities and promotion of Mission LiFE and its identified theme	<ul style="list-style-type: none"> <li>• Sharing of IEC material among Volunteers, members of Youth Clubs and others</li> <li>• Wall Paintings</li> <li>• Nukkad Natak</li> <li>• One Act Play</li> <li>• Knowledge Competitions</li> </ul>
25 <sup>th</sup> May- 2 <sup>nd</sup> June, 2023	Promotion of Millets in diet	<ul style="list-style-type: none"> <li>• Organizing Millets Food Mela</li> </ul>
1 <sup>st</sup> June – 5 <sup>th</sup> June, 2023	Seminar/Lectures by subject expert on promoting environment friendly activities	<ul style="list-style-type: none"> <li>• Talks and interactive sessions with subject experts</li> </ul>
1 <sup>st</sup> June -5 <sup>th</sup> June, 2023	Cleanliness drive, Shramdaan and Plantation	<ul style="list-style-type: none"> <li>• Plastic waste collection, Segregation and disposal.</li> <li>• Cleaning and maintenance of Water Sources</li> <li>• Cleaning of Public places, Schools, Panchyat Building and Community Centres etc.</li> <li>• Sapling of Plantation</li> </ul>
18 <sup>th</sup> May- 4 <sup>th</sup> June, 2023	Awareness and Buzz creation through Social Media Platforms viz. Facebook, Twitter, Instagram	<ul style="list-style-type: none"> <li>• Propagation of creatives on the themes of mission LiFE through Post/Tweet</li> <li>• Propagation of hashtag #ChooseLiFE</li> <li>• Sharing of post/tweet on social media handles of NYKS India</li> </ul>

### **Observance of World Environment Day on 5<sup>th</sup> June, 2023:**

Month long various planned activities on Mission LiFE by NYKS will culminate into **Observance of World Environment Day on 5<sup>th</sup> June, 2023** across the country. A large number of youth shall be motivated to be part of **World Environment Day celebration** and become Pro Planet People (PPP) by carrying out various activities of Mission Life and also highlighting the importance of environment protection and its conservation and decisive role of common man.

The following indicative activities may be undertaken to observe the World Environment Day on 5<sup>th</sup> June, 2023:

- Environment Pledge
- Walk and Talk

- Plantation Drive
- Cleanliness drive and Shramdaan
- Knowledge Competition
- Seminar/Lectures by subject expert on Pro-people Planet
- Focused Group Discussion on the themes of Mission LiFE
- Buzz creation through Social Media Platforms viz. Facebook, Twitter, Instagram etc.

**Coverage:** All District NYKs across the country

#### A. Fund Allocation for Mission LiFE Activities per District

Sr. No.	Name of Programme	Name of Activities	No. of Activities per District	Budget (In Rs.)
1.	Water Conservation	•Cleaning/Renovating traditional water, reservoirs through Shramdaan	01	2,500/-
2.	Cleanliness drive and Shramdaan	•Plastic waste collection, Segregation and disposal. •Cleaning of Hospitals, Public places etc.	05	2,500/-
3.	Promotion of Health and Wellness	•Practicing of Yoga •Plog-run •Cyclothon	05	5,000/-
4.	Behavioural Change and Communication activities and promotion of Mission LiFE and its identified theme	•Wall Paintings •Nukkad Natak •One Act Play •Knowledge Competitions •Sharing of IEC material among Volunteers, members of youth clubs and Others	05	5,000/-
5.	Promotion of Millets in diet	•Organizing Millets Food Mela •Sharing of IEC on Millets on Social Media	01	10,000/-
<b>TOTAL</b>			<b>17</b>	<b>25,000/-</b>

#### B. Fund Allocation for the Observance of World Environment Day:

Rs. 3,000/ per District is allocated from Core Programme head Observance of Days and Weeks of National and International Importance.

Grand Total A+B= (25,000 + 3,000) = Rs. 28,000/ (Twenty-Eight thousand only) will be allocated for the organization of various designated activities under Mission LiFE.

### **Buzz Creation through Social Media Campaign:**

- Intensive Buzz Creation by district NYKs through E-posters/infographics on social media platforms.
- Wider publicity through E-posters/infographics containing Logo of Mission LiFE that will be shared on the official handles of NYKS.
- Logo of Mission LiFE and Hashtag **#ChooseLiFE** shall be displayed on banners of NYKS programmes and activities
- The activities photographs and videos and IEC materials such as creatives of mission LiFE and hashtag **#ChooseLiFE** shall be promoted through district NYKs social media handles so as to generate maximum reach of the campaign
- Creatives on identified themes and hashtag **#ChooseLiFE** will be promoted on social media handles of district NYKs through attractive posters/visualisations.
- District NYKs shall extend invitation to VIPs, People's representatives, PRIs, celebrities, youth icons to take part in the event.
- National Youth Volunteers, Members of Youth Clubs as well as social influencer shall be encouraged and approached to share or retweet post made from the social handles of NYKS India and district social media handles.
- The links for Creatives, Videos, Logo, Pledges and Knowledge material of mission LiFE is <http://missionlife-moefcc.nic.in/Downloads.php> and will be shared among District NYKs.

### **Coordination and synergy:**

- District administration, Line Departments along with Youth Clubs, Eco-Clubs and other stakeholders at local level.
- NSS, NCC, SAI, Red Cross Society, Schools/Colleges etc will be coordinated with to for maximum mobilisation and participation of large number of people in this month-long campaign.
- The services of Environmental Organizations such as Chintan, Wildlife Society of India or any other environmental NGOs at local level may be utilized to make this a mass and people centric campaign.

### **Expected Outcome:**

- To have organized designated programmes/activities on Mission LiFE.
- To have involved youth and others in various activities of Mission LiFE.
- To have administered Pledge among youth and other stakeholders on Mission LiFE.

## Detailed break-up of activities and extent of participation

### A. Pattern of participation during various activities under Mission LiFE

Sr. No.	Name of Programme	No. of Activities per District	Participation Per Activities	Total Participation per District	Total Participation across 623 District NYKs
1.	Water Conservation	01	50	50	31,150
2.	Cleanliness drive and Shramdaan	05	50	250	1,55,750
3.	Promotion of Health and Wellness	05	50	250	1,55,750
4.	Behavioural Change and Communication activities and promotion of Mission LiFE and its identified theme	05	50	250	1,55,750
5.	Promotion of Millets in diet	01	200	200	1,24,600
<b>TOTAL</b>		<b>17</b>		<b>1,000</b>	<b>6,23,000</b>
<b>B. Observance of World Environment Day on 5<sup>th</sup> June, 2023</b>					
<b>World Environment Day 2023</b>		05	50	250	1,55,750
<b>Grand Total</b>		<b>22</b>		<b>1,250</b>	<b>7,78,750</b>