

## **SOP FOR IMPLEMENTATION OF NYKS ACTION PLAN**

### **Mission Lifestyle for Environment (LiFE)**

#### **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 the 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.

Nehru Yuva Kendra Sangathan, view to spread awareness among masses and promote an ecosystem that enables and encourages self-sustainable environment friendly behaviors, intends to organize a month-long activity on Mission LiFE from 5<sup>th</sup> May to 5<sup>th</sup> June 2023.

**THEME OF Mission LiFE:** The identified themes of Mission LiFE are as follow

1. Energy Saved
2. Water Saved
3. Single Use Plastic Reduced
4. Sustainable Food System Adopted
5. Waste Reduced (Swachhata Action)
6. LifeStyles Adopted
7. Reduced E-Waste

#### **OBJECTIVES:**

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

#### **DETAILED ACTION PLAN AND TIMELINE FOR UNDERTAKING ACTIVITIES OF MISSION LIFE**

<b>Timeline</b>	<b>Name of Programme</b>	<b>Types of Activities (Indicative)</b>
5 <sup>th</sup> May, 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>

5 <sup>th</sup> May- 11 <sup>th</sup> May, 2023	Plantation Drive	<ul style="list-style-type: none"> <li>• Sapling Plantation</li> </ul>
12 <sup>th</sup> May- 18 <sup>th</sup> May, 2023	Promotion of Health and Wellness	<ul style="list-style-type: none"> <li>• Practicing of Yoga</li> <li>• Plog-run</li> <li>• Cyclothon</li> </ul>
12 <sup>th</sup> May- 18 <sup>th</sup> May, 2023	Promotion of Millets in diet	<ul style="list-style-type: none"> <li>• Sharing of IEC on Millets on Social Media</li> </ul>
19 <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>• Nukkad Natak</li> <li>• One Act Play</li> <li>• Knowledge Competitions</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 and Shramdaan	<ul style="list-style-type: none"> <li>• Plastic waste collection, Segregation and disposal.</li> <li>• Cleaning of Hospitals, Public places etc.</li> </ul>
5 <sup>th</sup> May- 5 <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>

### **MEGA EVENT ON WORLD ENVIRONMENT DAY- 5<sup>th</sup> JUNE, 2023**

With a view to observe World Environment Day in a grand manner, a mega event on 5<sup>th</sup> June, 2023 shall be organized across the country. A large no. of youth in this regard shall be motivated to be a part of World Environment Day celebration through carrying out various activities highlighting the importance of environment protection and its conservation.

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

- Administering Pledge
- Plantation Drive
- 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
- Buzz creation through Social Media Platforms viz. Facebook, Twitter, Instagram etc.

## **BUZZ CREATION THROUGH SOCIAL MEDIA CAMPAIGN**

- Each district NYK must ensure that during the period, massive buzz generation activities such as E-posters/infographics are taken up on social media platforms.
- The district NYKs should ensure publicity through E-posters/infographics containing Logo of Mission LiFE that will be shared on the official handles of NYKS.
- 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 etc to take part in the event.
- NYVs, members of youth clubs and youth leaders as well as social influencer shall be encouraged 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>

## **COORDINATION AND SYNERGY**

- District administration, line departments along with youth clubs and other stakeholders at local level.
- NSS, NCC, SAI, Red Cross Society, Schools/Colleges etc need to be contacted and coordinated with to ensure maximum mobilisation and participation of large number of people in this month-long campaign.
- The services of Environmental such 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.

## **INTEGRATION OF ACTIVITIES OF MISSION LIFE:**

The activities of Mission LiFE shall be carried out in integration with the following programmes:

- Catch the Rain Project
- Namami Gange Project
- Programmes of NYKS (Core and Special Programme)
- Any Other coordination Programme