



OFFICE OF THE DEAN STUDENTS' WELFARE

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CIRCULAR

Mission LiFE initiative launched in October 2022 by the Hon'ble Prime Minister of India and the UN Secretary-General is a significant global movement aimed at fostering sustainable lifestyles through simple, eco-friendly choices in our daily lives (Letter Enclosed).

In alignment with the objectives of Mission LiFE, the Ministry of Environment, Forest and Climate Change (MoEFCC) is now inviting innovative ideas and technologies through the initiative titled '**A Call for Ideas and Technologies.**' This call seeks to generate practical and impactful solutions that support the mission's vision of promoting environmental sustainability and combating climate change.

Event Details:

- **Launch Event:** Scheduled for 29th July 2024 at Dongra Hall, IIT Delhi,
- **Submission period:** Ideas will be received through a web portal <https://ideas4life.nic.in/> from 15th July 2024, within a period of one month for submission.
- **Awards:** Winners will be announced on 7th September 2024 (Swachh Vayu Diwas).

For additional details and resources, concept notes, social media creatives, materials, and short video on Mission LiFE is available on the Mission Life Portal: <https://missionlife-moefee.nic.in>.

Therefore, all the Deans of the Schools, Directors of the Centers, Head of the Departments, Principal & I/c Off-Campuses are requested to disseminate this information among students, faculty, and research scholars and motivate them to contribute their innovative ideas to this global initiative.

Dean Students' Welfare

Copy to:

1. O/o the Vice-Chancellor
2. O/o the OSD-I
3. O/o the OSD-II
4. O/o the Registrar
5. Director CIT for uploading in university website
6. Concerned File



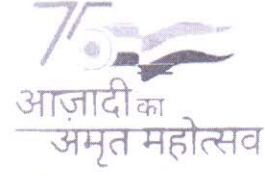
ज्ञान-विकास विमुक्तये

आचार्य मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



सत्यमेव जयते



आज़ादी का
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University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O. No. 1-112023 (e.Gov/Secy)

23rd July, 2024 / 1 श्रावण, 1946

Subject: Encouragement for Participation in 'Call for Ideas for LiFE' Initiative - A Nationwide Campaign Promoting Sustainable Lifestyles

आदरणीय महोदया/महोदय,

As you must be aware, the Mission LiFE (Lifestyle for Environment) initiative was launched as a global mass movement by the Hon'ble Prime Minister of India and the UN Secretary-General in October 2022 (brochure attached). The initiative aims to encourage behavioral changes in citizens to adopt sustainable lifestyles through simple, environment-friendly choices in their daily lives. LiFE seeks to harness the global impact of individuals' sustainable actions to combat climate change. A comprehensive list of 75 individual actions has been identified across seven themes: Save Water, Save Energy, Reduce Waste, Reduce E-Waste, Say No to Single-Use Plastics, Adopt Sustainable Food Systems, and Adopt Healthy Lifestyles.

To translate the vision of Mission LiFE into practical actions, MoEFCC is launching 'A Call for Ideas and Technologies' from academic institutes, research scholars, students, and faculty. The objective is to generate innovative ideas and technologies that contribute to sustainable and environment-friendly lifestyles. This opportunity provides a platform for young minds to actively participate and contribute to the global LiFE movement in real-time.

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A detailed repository of documents, concept notes, social media creatives, materials, and short videos on Mission LiFE is available on the Mission LiFE Portal: <https://missionlife-moefcc.nic.in>.

In view of the above, all Higher Education Institutions are requested to encourage their students, faculty and research scholars to participate in the initiative 'Call on Ideas for LiFE' through <https://ideas4life.nic.in>. Further, students from Universities and Colleges located in Delhi are invited to join the launch event, scheduled for 29th July 2024 at Dongra Hall, IIT Delhi.

For further details, please contact:

- **Smt. Rita Khanna, Scientist G, MoEFCC**
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- **Dr. Prashant Gargava, Scientist F, MoEFCC**
Email: prashant.epcb@gov.in, Mobile: 9990870057

We look forward to your active participation in making Mission LiFE a grand success.

सादर,

भवदीय,

(मनिष जोशी)

संलग्नक: उपरोक्तानुसार

To:

- The Vice Chancellors of all Universities
- The Principals of all Colleges