



# Ideas4LiFE

Ministry of Environment, Forest and Climate Change  
(MoEF&CC)

30 September, 2024

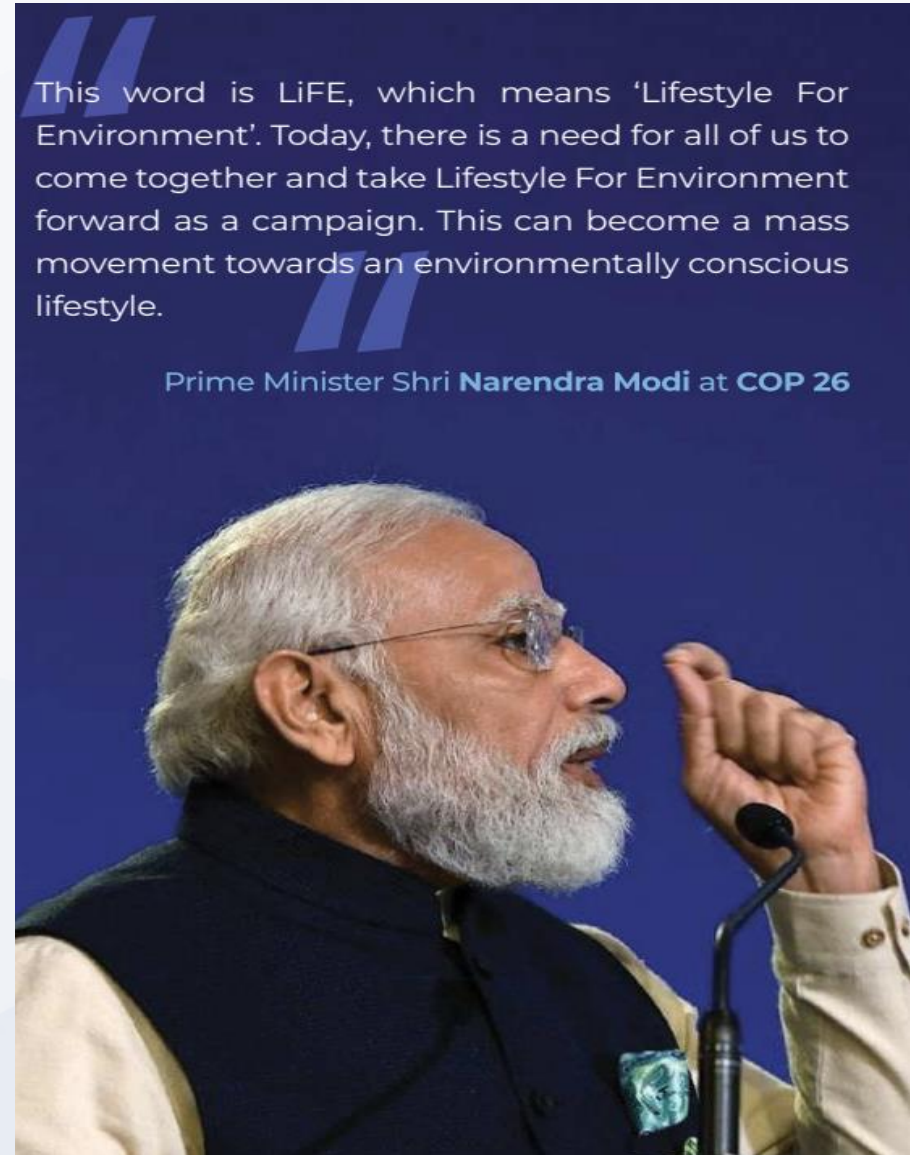
# Mission LiFE

Hon'ble PM Shri Narendra Modi introduced Mission LiFE at CoP26 in Glasgow on 1 November 2021 as an India-led global mass movement for **“mindful and deliberate utilization, instead of mindless and destructive consumption”** to protect and preserve the environment.

**Mission LiFE** was launched by the Hon'ble Prime Minister in October 2022 in the presence of UN Secretary-General António Guterres.

It aims to nudge individuals and communities to practice a lifestyle that is synchronous with nature and does not harm it.

Those who practice such a lifestyle are recognized as **Pro Planet People**.





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Lifestyle for  
Environment

# LiFE Themes





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# Ideas4LiFE



- Aligned with Mission LiFE's objectives, '**Ideas4LiFE**' has been launched to invite innovative ideas and technologies to promote environmentally friendly lifestyles and combat climate change.
- The initiative seeks practical and impactful **citizen centric solutions** for promoting sustainable lifestyles.
- The Ideas4LiFE initiative specifically targets **students, faculty, and research scholars**, and is open to participants from all disciplines.
- This includes those from IITs, IIMs, NLUs, universities, and colleges affiliated with AICTE and UGC.



# Prize money

- The winning ideas under each theme will be recognized and awarded with prize money.
- The winner or winning team will be given a prize money as:
  - ✓ 1<sup>st</sup> prize: ₹ 1.5 lakh,
  - ✓ 2<sup>nd</sup> prize: ₹ 1.0 lakh,
  - ✓ 3<sup>rd</sup> prize: ₹ 0.5 lakh,
- The prize money will be transferred to the institutions concerned, for the purpose of implementation of ideas or for innovative work (if the ideas have already been implemented).
- ₹10,000, ₹7,500 and ₹5,000 will be given to each member of the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> winning teams respectively, restricted to only 5 individuals per team.
- The ideas or solutions can be submitted on the '<http://Ideas4Life.nic.in>' portal before 15<sup>th</sup> Oct'24.

## Ideas4LiFE Launch

- The launch event took place at Dogra Conference Hall, IIT Delhi, on 29th July 2024.
- The event was graced by the HMEF&CC, and the HMoSEF&CC, along with the Secretary, EF&CC.
- In addition to the above dignitaries, the Chairman of UGC, the Chairman of AICTE, and the Director of IIT Delhi also addressed the gathering.
- The event saw vibrant participation, with over **1,000 students, research scholars, and academic faculty** from various educational institutions in attendance.



Hon'ble Union Minister MoEF&CC during insightful interaction with the students



## Empowering Pro-Planet Actions

Problem-solving equips individuals with the ability to identify and address environmental challenges. It involves recognizing issues like pollution and resource depletion, analyzing their causes, and developing sustainable solutions. This process encourages proactive, collaborative actions that significantly reduce environmental impacts and promote a healthier planet.

[Register](#)

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**The deadline for submitting your solutions on the portal is **October 15, 2024****









[Register](#)

# Idea Submission on the Portal

The participants can submit their ideas as an individual or as a team related to single or multiple themes of Mission LiFE. Portal Address: <https://ideas4life.in>

## Idea Submission

Which theme are you targeting with your solution ?

- |                       |   |                                  |   |
|-----------------------|---|----------------------------------|---|
| <input type="radio"/> | <br>Save Energy                    | <input type="radio"/>            | <br>Adopt Sustainable Food Systems                                       |
| <input type="radio"/> | <br>Save Water                     | <input checked="" type="radio"/> | <br>Reduce Waste   |
| <input type="radio"/> | <br>Say No to Single Use Plastic | <input type="radio"/>            | <br>Adopt Healthy Lifestyles   |
| <input type="radio"/> | <br>Reduce E-waste               | <input type="radio"/>            | <br>Others (Any other theme related to environment-friendly lifestyle) |

As part of the mobilization process, communications sent to the following:

1. Ministry of Education, (IIT Division)
2. University Grants Commission (UGC)
3. All India Council for Technical Education (AICTE)
4. State Technical Education Departments
5. North Eastern States (Environment, S&T, Education Dept)
6. National Museum of Natural History (NMNH)
7. Environment Education Division (EE)
8. EIACP Division
9. District Collectors/ Magistrates/ Commissioners across all States

# Student and Faculty Outreach



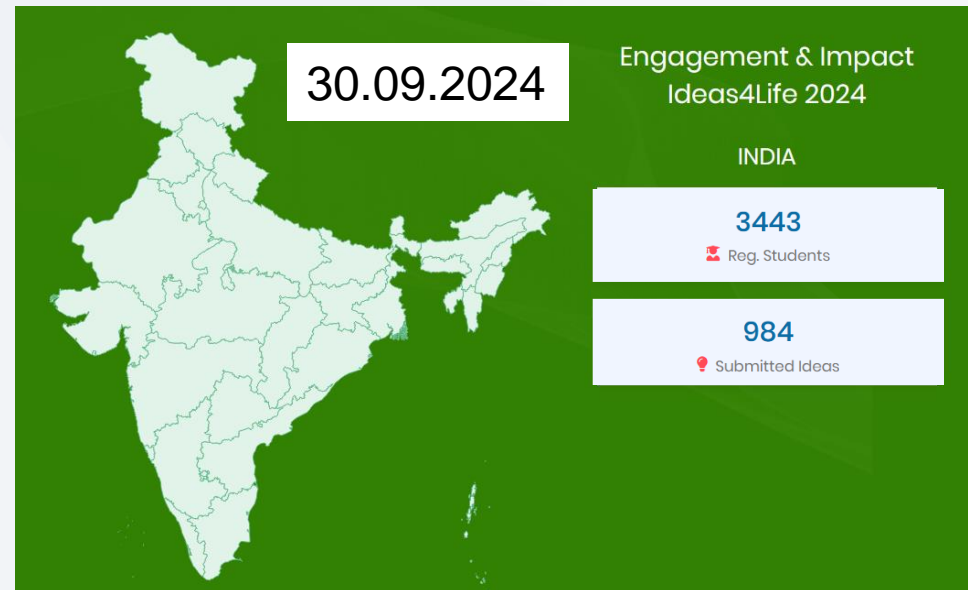
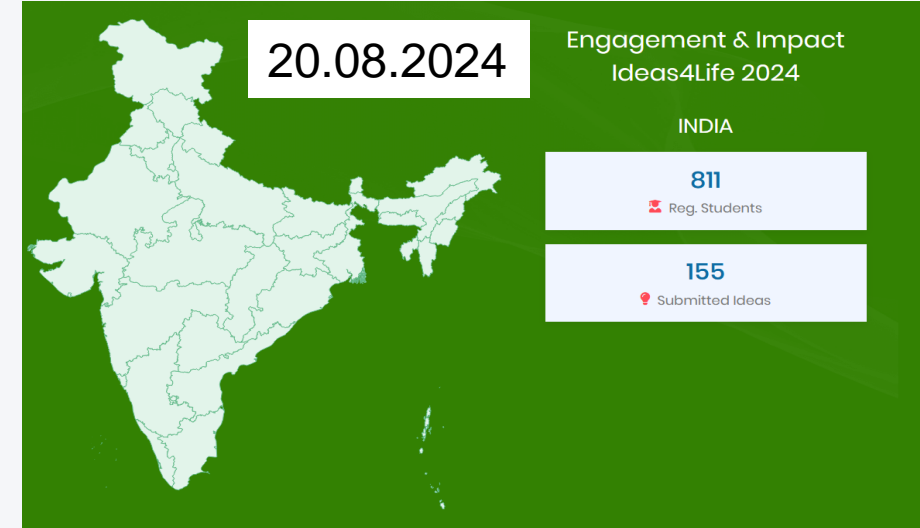
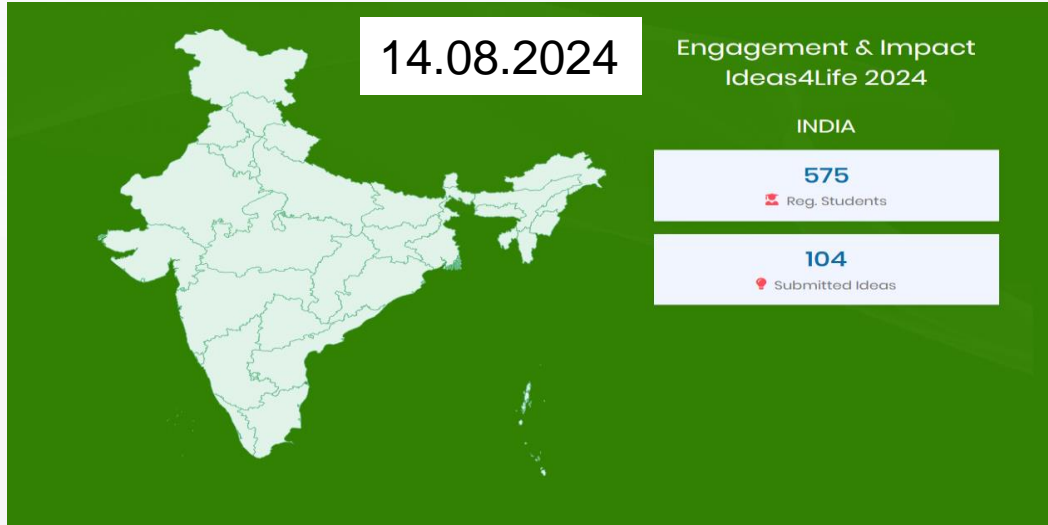
To propagate the Ideas4LiFE initiative and mobilize the student and faculty community across the country to submit their ideas, following actions are taken so far:

- Another ***Ideas4LiFE*** event was organized at Indian Institute of Technology, Bombay on 31<sup>st</sup> August, 2024 (4 PM) in the august presence of Hon'ble Minister, Ministry of Environment, Forest and Climate Change, Shri Bhupender Yadav.



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# Registrations and Submissions



# Data Analytics of Web Portal



- Top 5 states active on the portal: Delhi, Tripura, West Bengal, Tamil Nadu, Punjab, Uttar Pradesh
- Theme-wise entries of ideas on the portal:

No	Themes	Submitted Challenges
1.	Adopt Healthy Lifestyles	89
2.	Adopt Sustainable Food Systems	43
3.	Reduce E-waste	38
4.	Reduce Waste	87
5.	Save Energy	78
6.	Save Water	88
7.	Say No to Single Use Plastic	55
8.	Others (Any other theme related to environment-friendly lifestyle)	117

No	State Name	Reg. Applicants
1	Delhi	401
2	Tripura	259
3	West Bengal	250
4	Tamil Nadu	230
5	Punjab	179
6	Uttar Pradesh	178
7	Maharashtra	128
8	Bihar	99
9	Puducherry	91
10	Karnataka	84



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# Social Media Outreach

**Analytics of Hashtags  
(29 July- 12 Aug 2024)**



Hashtag	Mentions	Authors	Reach	Views	Impressions
#Ideas4LiFE	311	156	53.5 Lakhs	49.4 K	1.75 Cr

**(29 July- 29 Sept., 2024)**

Hashtag	Mentions	Authors	Reach	Views	Impressions
#Ideas4LiFE	1.37K	476	15.5 M	149 K	58.6 M

### Media mention

A media mention is a reference to a keyword across all types of media. This provides a total volume of all mentions from all sources in your selected date range.

### Reach:

The unique number of users who saw your post.

### EST. IMPRESSIONS

How many times your post appears on someone's timeline or feed.

### Author

The Authors Tab uncovers the 'who' behind the conversation. The Authors Tab captures the key opinion leaders engaging in the conversation.

### Views:

Estimated **Views** is a metric that provides an approximation of the number of times an average article has been viewed.



# Way Forward

- For concurrent evaluation of ideas on the portal, SoP and a high level expert jury is being constituted.
- To impart further momentum to the campaign, Department of Higher Education is requested.



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**Thank  
you**