

# Bulletin



Monthly Newsletter



MAHARASHTRA POLLUTION CONTROL BOARD

MARCH 2023



## Editorial

We are gladdened to present to the stakeholders MPCB's 25th edition of E-bulletin as we continue to series. This E-bulletin is an attempt to give you a brief insight into the latest happenings in the field in terms of various new initiatives undertaken, awareness programs being carried out by MPCB and introduce the reader to the breakthrough research which is being done in this field.

In this edition of the E-Bulletin, we present to you an article on Mission Life. We hope this E bulletin is very much valuable, informative and helpful for the readers. And we will also greet your suggestion & feedback for betterment of our future E-bulletins.

## ARTICLE



**LiFE**  
Lifestyle For  
Environment



**Mission LiFE is an India-led global mass movement to nudge individual and community action to protect and preserve the environment**



“ This word is LiFE, which means ‘Lifestyle For Environment’. Today, there is a need for all of us to come together and take Lifestyle For Environment forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle.

**Prime Minister Shri Narendra Modi at COP 26**

# Transitioning from throwaway culture to a circular economy is imperative

Environmental degradation and climate change impact ecosystems and populations across the globe

Without timely action, 800 million to 3 billion people are projected to experience chronic water scarcity due to droughts at 2°C warming

Global economy could lose up to 18% of GDP by 2050 without urgent action by all

Several policy reforms have been implemented globally to address environmental degradation and climate change. Actions required at the level of individuals, communities and institutions, despite their enormous potential, have received limited attention.

Changing individual and community behaviour alone can have a significant impact on the environmental and climate crises.



1

According to the United Nations Environment Programme (UNEP), if 1 out of 8 billion people worldwide adopt environment-friendly behaviours in their daily lives, global carbon emissions could drop upto 20 per cent

2

The 2020 UNDP report 'The Next Frontier: Human Development and the Anthropocene' says that, "Humans wield more power over the planet than ever before. In the wake of COVID-19, record-breaking temperatures, and spiralling inequality, it is time to use that power to redefine what we mean by progress, where our carbon and consumption footprints are no longer hidden.

## DID YOU KNOW?

**Circular economy can generate around INR 14 lakh crore of additional cost savings by 2030.**

Reference: Ellen MacArthur Foundation (2016). <https://ellenmacarthurfoundation.org/circular-economy-in-india>

# India has rich experience in implementing large-scale behavioural change programmes

While the world is focusing on policy and regulatory measures to address the environmental crisis, India has demonstrated success in harnessing the power of collective action to solve complex problems.



Swachh Sagar  
Surakshit Sagar  
campaign aimed to  
remove approximately  
15,000 tonnes of waste  
from 75 beaches in  
75 days.

The Swachh  
Bharat Mission  
(SBM) led to the  
construction and use of  
over 100 million toilets in  
rural India within a  
span of 7 years.



Ujjwala  
Scheme increased  
households with LPG  
connections from 62  
percent in 2015 to  
99.8 percent in  
2021



## LiFE is an India-led global mass movement

# 1

LiFE was introduced by Prime Minister Narendra Modi—at COP26 in Glasgow on 1 November 2021—as a mass movement for “mindful and deliberate utilization, instead of mindless and destructive consumption” to protect and preserve the environment.

# 2

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

# 3

Those who practice such a lifestyle are recognised as Pro Planet People





## LiFE builds upon India's environment-friendly culture and traditional practices

The average carbon footprint per person in India is 1.8 tonnes per year, as compared to the global average of 4.5 tonnes



Several unique water harvesting techniques, contextual to local conditions, are practised across India. These include the step wells of Gujarat and Rajasthan, the underground tanks (tankaa) of Tamil Nadu, the check dams (johads) of Rajasthan and the Zabo system of Nagaland that deposit the water in pond-like structures on terraced hillsides

Clayware, for example, are commonly used for cooking and serving purposes. Across the country, street and public food establishments continue to serve food in plant-based biodegradable utensils (sal tree leaves) and tea in clay pots (kulhad).



Several traditional Indian practices such as adaptive architectural forms that minimise electricity consumption and hand-washing and sun-drying of clothes, as well as a dietary preference for plant-based foods and millets can serve as foundations for LiFE.

# Mission LiFE seeks to translate the vision of LiFE into measurable impact



## Mission LiFE

**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 2022-28.**

**Within India, at least 80 percent of all villages and urban local bodies are aimed to become environment-friendly by 2028.**

**As a global programme, Mission LiFE envisions three core shifts in our collective approach towards sustainability**

**Change in Demand (Phase I):** Nudging individuals across the world to practice simple yet effective environment-friendly actions in their daily lives.

**Change in Supply (Phase II):** Changes in large-scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised demands.

**Change in Policy (Phase III):** By influencing the demand and supply dynamics of India and the world, the long-term vision of Mission LiFE is to trigger shifts in large-scale industrial and government policies that can support both sustainable consumption and production.

The mission will be incubated, curated and piloted by NITI Aayog and subsequently implemented by the Union Ministry of Environment, Forest and Climate Change, in a non-linear and non-sequential manner. While a proceeding phase will organically feed into the next phase of Mission LiFE, all phases are equally simultaneous in nature

## DID YOU KNOW?

**Installing water-efficient fixtures (taps and showers) can reduce water consumption by 30 - 40%.**

TERI (2022).

[https://www.teriin.org/sites/default/files/2022-03/Water%20Efficient%20Measures%20for%20Residential%20Townships-compressed\\_2.pdf](https://www.teriin.org/sites/default/files/2022-03/Water%20Efficient%20Measures%20for%20Residential%20Townships-compressed_2.pdf)

# Mission LiFE 2022-23

In 2022-23, Mission LiFE will focus on Phase I, Change in Demand, by nudging individuals, communities and institutions to practice simple environment-friendly actions (LiFE actions) in their daily lives. In view of Mission LiFE being launched in the 75th year of India's independence, a comprehensive and non-exhaustive list of 75 individual LiFE actions across 7 categories is identified such that most actions are:

- ~ **Specific and measurable**
- ~ **Easy to practice by individuals, communities and institutions, with minimal supply-side dependencies**
- ~ **Non-disruptive to ongoing economic activity, and, in fact, promoting economic activity in the foreseeable future**

## LIST OF ACTIONS

- Use LED bulbs/ tube-lights
- Use public transport wherever possible
- Take the stairs instead of an elevator wherever possible
- Switch off vehicle engines at red lights and railway crossings
- Use bicycles for local or short commute
- Switch off irrigation pumps after use
- Prefer CNG/ EV vehicle over petrol/ diesel vehicles
- Use carpooling with friends & colleagues
- Drive in the correct gear. Keep your foot off the clutch when not changing gears
- Install a solar water or solar cooker heater on rooftops
- Switch off appliances from plug points when not in use
- Use biogas for cooking and electricity needs
- Keep temperature of Air Conditioners to 24 degrees
- Prefer pressure cookers over other cookware
- Keep your electronic devices in energy-saving mode
- Use smart switches for appliances which are used frequently
- Install community earthen pots for cooling water
- Defrost fridge or freezer regularly
- Run outdoors instead of on a treadmill



### Water Saved

- Adopt cultivation of less water intensive crops like millets
- Participate in recharge of rural water bodies through Amrit Sarovar Scheme
- Practice crop diversification. Move from rice & wheat cultivation to pulse & oil seed cropping system.
- Use efficient water saving technologies (like micro-



irrigation, bunding, farm ponds, zero tillage, direct seeded rice, alternate wetting and drying and others)

- Create rainwater harvesting infrastructure in home/ schools/ offices
- Use drip irrigation systems created with waste materials, wherever possible
- Reuse water from washed vegetables to water plants and other purpose
- Pre-soak heavy pots and pans before washing them
- Do not discard unused stored water every time there is fresh water coming in taps
- Use buckets instead of hose pipes to water plants/ floors/ vehicles
- Fix leaks in flushes, taps and waterpipes
- Use water-efficient fixtures for taps, and showerheads, and toilet flush units
- Invest in a water meter for your house to measure water consumption regularly
- Reuse water drained out from AC/RO for cleaning utensils, watering plants and others
- Prefer a water purification system that wastes less water

### Single Use Plastic Reduced

- Use cloth bag for shopping instead of plastic bags
- Carry your own water bottle wherever possible
- Reuse glass containers/ packaging plastic items as storage boxes
- Participate in and mobilize participation





# LIST OF ACTIONS

for clean-up drives of cities and water bodies

- Prefer using non-plastic eco-friendly cutlery during gatherings and events
- Turn off running taps when not in active use
- Use menstrual cups instead of sanitary napkins
- Use recycled plastic over virgin plastic, wherever possible
- Use steel/ recyclable plastic lunch boxes and water bottles
- Cut the packaging bags used for milk, buttermilk, etc. only partially to avoid plastic bits from mixing into biodegradable waste
- Opt for bamboo toothbrushes and neem combs

## Sustainable Food Systems Adopted

- Include millets in diets through Anganwadi, Mid-Day meal and PD scheme
- Compost food waste at home
- Create kitchen gardens/ terrace gardens at homes/ schools/ offices
- Prepare organic manure from cow dungs and apply to farms
- Prefer locally available and seasonal foods
- Use smaller plates for daily meals to save food wastage

## Waste Reduced (Swachhata Actions)

- Contribute cattle waste, food waste, and agricultural waste to biogas plant (provided under GOBARDHAN)
- Practice segregation of dry and wet waste at homes
- Use agricultural residue, animal waste for composting, manuring and mulching
- Recycle and reuse old newspapers, magazines
- Feed unused and uncooked vegetables leftovers to cattle
- Set printer default to double-side printing
- Repair, reuse and recycle old furniture
- Buy paper products made from recycled paper
- Donate old clothes and books
- Do not discard waste in water bodies and in public spaces
- Do not let pets defecate in the public places



## Healthy Lifestyles Adopted

- Encourage use of millets in food and indigenous herbs and medicinal plants for nutrition and well being
- Prefer consuming natural or organic products
- Start biodiversity conservation at community level
- Plant medicinal plants such as neem, tulsi, giloy, mint, curry leaves, ashwagandha, curry leaves etc. within household premises
- Practice natural or organic farming
- Plant trees to reduce the impact of pollution
- Avoid purchasing products/souvenirs made from skin, tuskers and fur of wild animals
- Create and volunteer at community food and cloth banks, and at animal shelters
- Initiate and/or join green clubs in your residential area/ school/ office

## E-Waste reduced

- Repair and use electronic devices over discarding the devices
- Discard gadgets in nearest e-recycling units
- Use rechargeable lithium cells
- Prefer cloud storage over a pen drive/ hard drive



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