



डॉ. अभिजीत कुलकर्णी
संचालक

संदर्भ क्र. विविम/२०२२-२३/६२८

दिनांक : ०२/०६/२०२३

प्रति,

मा. प्राचार्य/संचालक/विभागप्रमुख

सावित्रीबाई फुले पुणे विद्यापीठाशी संलग्नित

सर्व महाविद्यालये व मान्यताप्राप्त परिसंस्था,

विद्यापीठ परिसरातील सर्व शैक्षणिक विभाग, पुणे.

विषय : दि. ५ जून २०२३ रोजी जागतिक पर्यावरण दिनाच्या अनुषंगाने केंद्र शासनाच्या Mission Life & Lifestyle for Environment उपक्रमाची अंमलबजावणी करणेबाबत....

संदर्भ : उशिसं/मवि-१/५/२०२३/६७५१ दि. ०१ जून २०२३ चे पत्र

महोदय/महोदया,

उपरोक्त संदर्भीय पत्रांस अनुसरून आपणास कळविण्यात येते की, दि. ५ जून २०२३ रोजी जागतिक पर्यावरण दिनाच्या अनुषंगाने केंद्र शासनाचा Mission-Life-Lifestyle for Environment उपक्रम राबविण्यात येत आहे. शासनाच्या निर्देशानुसार देण्यात आलेल्या सूचना विचारात घेऊन तसेच Mission-Life-Lifestyle for Environment उपक्रमांतर्गत, उच्च व तंत्र शिक्षण विभागासाठी ठरवून देण्यात आलेले उपक्रम आपल्या महाविद्यालय/परिसंस्था/विभागांमध्ये राबविण्यात यावेत.

या संबंधीचे सविस्तर पत्र, आपल्या माहितीसाठी व उचित कार्यवाहीसाठी सोबत जोडले आहे. आपल्या महाविद्यालय/परिसंस्था/विभागांमध्ये शासन निर्देशानुसार उपक्रमाचे आयोजन करण्याबाबत आपण आपल्या स्तरावर योग्य ती कार्यवाही करावी. विद्यार्थी, विद्यार्थी कल्याण अधिकारी, संबंधित शैक्षणिक विभाग यासह आपले महाविद्यालय/परिसंस्थातील उर्वरित शैक्षणिक तथा सह शैक्षणिक विभाग, शिक्षक-शिक्षकेतर कर्मचारी यांच्या सामूहिक सहभागातून उपक्रमाचे आयोजन करणेबाबत संबंधितांना सूचित करावे.

शासन निर्देशानुसार आपल्या महाविद्यालयात/परिसंस्थेत/विभागांमध्ये राबविण्यात आलेल्या उपक्रमाच्या अंमलबजावणीचा अहवाल **Mission Life** उपक्रमाच्या **missionlifemoefc.nic.in** या पोर्टलवर (**User ID – merilife_higheredu_mah**) (**Password – Life @123**) येथे अपलोड करण्यात येऊन त्याची प्रत सचिव तथा नोडल अधिकारी पर्यावरण व वातावरणीय बदल विभाग, मंत्रालय, मुंबई यांना तसेच संचालनालयास सादर करण्याबाबत संबंधितांना सूचित करण्यात यावे. कळावे ही विनंती.

सोबत : वरीलप्रमाणे

(डॉ. अभिजीत कुलकर्णी)
संचालक,(अतिरिक्त कार्यभार)
विद्यार्थी विकास मंडळ



**महाराष्ट्र शासन
शिक्षण संचालनालय, (उच्च शिक्षण),
महाराष्ट्र राज्य, मध्यवर्ती इमारत, पुणे-४११ ००९.**

Web : www.dhepune.gov.in

E-Mail : mavi.dhepune@nic.in

फोन नं. 020/26122119, 26051512, 26130627, 26124639

क्र.: उशिंस/मवि-१/५/२०२३/ ६७५९

दिनांक- 01 JUN 2023

प्रति,

१. सर्व विभागीय सहसंचालक,
उच्च शिक्षण, महाराष्ट्र राज्य.
२. कुलसचिव,
सर्व अकृषी विद्यापीठे/अभिमत विद्यापीठे/
स्वयंअर्थसहाय्यित विद्यापीठे/समुह विद्यापीठे
महाराष्ट्र राज्य.

**विषय: दिनांक ५ जून २०२३ रोजी जागतिक पर्यावरण दिनाच्या अनुषंगाने केंद्र
शासनाच्या Mission Life – Lifestyle for Environment उपक्रमाची
अंमलबजावणी करणेबाबत.**

- संदर्भ: १. शासनपत्र क्र.: संकीर्ण २०२३/प्र.क्र.६८/विशि- ५ दि. २४ मे २०२३
२. उपसचिव तथा नोडल अधिकारी (Mission Life) पर्यावरण व वातावरणीय बदल विभाग, मंत्रालय, मुंबई यांचे पत्र क्र.:संकीर्ण २०२३/प्र.क्र.१४/तां.क. ३ दि. १९.५.२०२३
३. मा. सचिव, पर्यावरण विभाग, मंत्रालय, मुंबई यांचे पत्र क्र.:संकीर्ण २०२३/ सीआर १४/टीसी-३ दि. १०.५.२०२३
४. मा. सचिव, पर्यावरण, वने व वातावरणीय बदल - भारत सरकार यांचे पत्र दि. २.५.२०२३

संदर्भांकित शासनपत्राच्या विषयानुषंगाने कळविण्यात येते की, दि. ५ जून २०२३ रोजी जागतिक पर्यावरण दिन साजरा करताना केंद्र शासनाच्या Mission-Life- Lifestyle for Environment उपक्रमांची अंमलबजावणी करणेबाबत संदर्भ पत्र क्र. ३ अन्वये कळविण्यात आले आहे. (सुलभ संदर्भासाठी संदर्भ क्र. ३ चे पत्र व सहपत्रे संलग्नित करण्यात येत आहेत.)

उपरोक्त संदर्भ क्र. ३ मध्ये देण्यात आलेल्या सूचना विचारात घेऊन तसेच Mission-Life- Lifestyle for Environment उपक्रमांतर्गत, उच्च व तंत्र शिक्षण विभागासाठी ठरवून देण्यात आलेले उपक्रम विद्यापीठ स्तरावर राबविण्यात यावेत तसेच सदर उपक्रम राबविण्याबाबत सर्व संलग्नित महाविद्यालयांना आपल्या स्तरावरून सूचना देण्यात याव्यात.

सदर उपक्रम अंमलबजावणीचा अहवाल Mission Life उपक्रमाच्या missionlife-moefc.nic.in या पोर्टलवर (User ID – merilife_higheredu_mah) (Password – Life @123)

अपलोड करण्यात येऊन त्याची प्रत सचिव तथा नोडल अधिकारी पर्यावरण व वातावरणीय बदल विभाग, मंत्रालय, मुंबई यांना तसेच संचालनालयास सादर करण्यात यावी.



(डॉ. प्रकाश वच्छाव)

शिक्षण सहसंचालक

उच्च शिक्षण संचालनालय

महाराष्ट्र राज्य, पुणे ४११००१.

प्रत - मा. अजित बाविस्कर - उप सचिव, उच्च व तंत्र शिक्षण विभाग, मंत्रालय, मुंबई यांना संदर्भाकित पत्राच्या अनुषंगाने माहितीस्तव सादर.



Manoj Saunik
Chief Secretary

DO No.: Sankirna2023/CR-14/TC-3
Environment Department
Mantralaya, Mumbai-400 032.
Date: 10th May, 2023



Sub: Implementation of Mission LIFE: Lifestyle for Environment

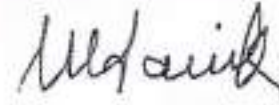
Dear

You are aware that, Mission LIFE has been introduced by Hon'ble 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. It aims to nudge individuals and communities to practice a lifestyle that is synchronous with nature and does not harm it. Details of the Mission LIFE, actionable items for the seven themes of Mission LIFE and awareness material is available on <http://missionlife-moefcc.nic.in/> and https://www.nipcb.gov.in/life_data.

The Secretary, Ministry of Environment, Forest and Climate Change (MoEF&CC), Government of India has conveyed a meeting on 2nd May, 2023 to discuss the mass mobilization for Mission LIFE actions with Principal Secretaries, Environment and Forest and Principal Chief Conservators of Forest of all the States and Urban Territories. A copy of the presentation given by the MoEF&CC is enclosed herewith for your reference.

During the meeting, the Secretary, MoEF&CC directed that concerned Ministries/ Departments shall undertake the action points mentioned in the presentation on priority in the month of May and June 2023, culminating in the celebration of World Environment Day on 5th June 2023 and upload the action points (events, programs and action plans) on the Mission LIFE portal (URL- <http://missionlife-moefcc.nic.in/>) by each State. The minutes of the said meeting is attached herewith.

Therefore, you are requested to take the LIFE activities in mission mode and conduct the activities with special emphasis on the themes / subject mentioned in the presentation related to your department and upload the action points on **MeriLIFE.org** portal. The login credentials of the MeriLIFE.org portal for your department and the user manual is attached herewith.


(Manoj Saunik)
10/5/23

To,
The Additional Chief Secretary, GAD (AR & OM).
The Additional Chief Secretary, Revenue and Forest Department.
The Additional Chief Secretary, Rural Development and Panchayat Raj Department.
The Additional Chief Secretary, Home Department.
The Principal Secretary, UDD (II).
✓ The Principal Secretary, Higher and Technical Education Department.
The Principal Secretary, School Education and Sports Department.
The Principal Secretary, Forest Department.
The Principal Secretary, Food and Civil Supplies and Consumer Protection Department.
Member Secretary, Maharashtra Pollution Control Board, Mumbai.

User Manual for District Field Officers

Visit MeriLiFE.org	
1. Enter merilife.org through your web browser on your mobile or laptop 2. Click on Login	
Sign Up	
1. Through the Institution login page, click on "Don't have an account? Sign up" 2. Select the name of Ministry, institution and enter your Name, Designation, Email ID and Mobile Number <i>*Please note that all fields are compulsory</i> 3. Click on OTP verification 4. Enter the OTP received and click on Sign Up	
Access your Institution/Department/Organization Dashboard	
I. View past reported events by you and generate reports	1.1. Access your dashboard of actions or awareness events that have been previously reported by you 1.2. Download the report for your perusal
II. Report New Action	2.1. On the main dashboard, click on New Action Report to report a new event undertaken by you 2.2. Fill the Action Report with comprehensive details of the event undertaken by you 2.3. Please remember to enter the captions for photos and videos submitted 2.4. Please mark whether you have taken the Mission LIFE Pledge 2.5. Click Submit
III. Log Out	4.1. Click on your profile 4.2. From the dropdown, select 'Log Out'
Help/Support Desk	
1. On the landing page, click on Help 2. Please read the Frequently Asked Questions (FAQs) for responses to your queries 3. For any new issue you are experiencing, please fill the support form and click Submit so that the team can resolve the issue	

77/4



World Environment Day

5th June, 2023

Mass Mobilisation for Mission LIFE

Ministry of Environment, Forest and Climate Change

Government of India

About LiFE – Lifestyle For Environment

LiFE was introduced by Prime Minister Narendra Modi at CoP26 in Glasgow as an India-led global mass movement for **"mindful and deliberate utilization, instead of mindless and destructive consumption"** to protect and preserve the environment.

LiFE was also a cover page item of CoP27 in Egypt.

LiFE is part of India's **updated Nationally Determined Contributions** to propagate a healthy and sustainable way of living based on the ancient Indian traditions and values of conservation and moderation.

LiFE highlights Indian traditions and love for nature and draws upon this to nudge individual and community behavior.

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



93/4

LIFE Theme-wise Creatives




Use public transport wherever possible

पब्लिक ट्रांसपोर्ट का प्रयोग करें



Scan the QR Code to know more



English




Switch off vehicle engines at Traffic lights & highway crossings

স্বাচলি যান এঞ্জিন ট্রাফিক লাইট আৰু হাইৱে ক্রসিংসত বন্ধ কৰা



Scan the QR Code to know more



Assamese




Switch off vehicle engines at Traffic lights & highway crossings

গাড়ীৰ এঞ্জিন ট্ৰাফিক লাইট আৰু হাইৱে ক্রসিংসত বন্ধ কৰা



Scan the QR Code to know more



Bengali




Switch off vehicle engines at Traffic lights & highway crossings

ગાડી સ્વચલિ એન્જિન ટ્રાફિક લાઇટ્સ અને હાઇવે ક્રોસિંગ્સ પર બંધ કરા



Scan the QR Code to know more



Gujarati




Switch off vehicle engines at Traffic lights & highway crossings

ಬಸ್ಸುಗಳ ಎಂಜಿನ್ ತ್ರಾಫಿಕ್ ಲೈಟ್‌ಗಳು ಮತ್ತು ಹೈವೇ ಕ್ರಾಸ್ಸಿಂಗ್‌ಗಳಲ್ಲಿ ಬಂದಾಗ ಬಂದಾಗ



Scan the QR Code to know more



Kannada




Switch off vehicle engines at Traffic lights & highway crossings

ગાડી સ્વચલિ એન્જિન ટ્રાફિક લાઇટ્સ અને હાઇવે ક્રોસિંગ્સ પર બંધ કરા



Scan the QR Code to know more



Malayalam




Switch off vehicle engines at Traffic lights & highway crossings

गाड्यांचे एंजिन त्राफिक लाइट्स आणि हायवे क्रॉसिंग्स पर बंद करा



Scan the QR Code to know more



Marathi

Mission LiFE Video (Hindi)



9/6/23

Proposed Events by MoEFCC for WED 2023

1 lakh Mass Mobilisation events in the run up to and on WED

Awareness Activities:

- Nukkad Natak Competition through "*Dharti Kare Pukaar*"
- Ideation Hackathon and Youth Conclave
- Creation of Facebook Page on LIFE to capture Local Initiative
- Popularize LIFE videos in Eco-Clubs and Youth Groups
- Online summer training camps by NMNH with UNDP
- Felicitation of Winners of Quiz , Hackathon

Illustrative LIFE Activities:

1. Bicycle Rally
2. Pond Cleaning
3. Plastic Waste Collection Drives

Priority Tasks

- Principal Chief Conservator of Forest (PCCF) to be the Nodal Officer from Forest Department
- State Environment Secretary to be the Nodal Officer from MoEFCC
- Working out a Plan of Action (PoA) with Calendar of Events
 - Finalizing Action Plan for events to be held *before* June 5th
 - Finalizing Action Plan for events to be held *on* June 5th

4/26

Mass Mobilization (contd.) – Environ Secy

- Coordinate with Chief Secretary for mobilizing key Ministries.
- Illustrative list of Ministries:
 1. Ministry of Rural Development
 2. Ministry of Panchayati Raj
 3. Revenue Department
 4. State Pollution Control Boards
 5. State Education Departments
 6. Higher Education Departments
 7. Food & Civil Supplies
 8. Urban Local Bodies
 9. Department of Youth Affairs and Sports
- Designating Nodal Officers from each Ministry
- Designating Nodal Officers for each event

Illustrative Action Points

Forest Department

1. Enforcing ban on Single-Use Plastics in all PAs and Zoological Parks.
 2. Organize Plastic Cleanup Campaigns inside all PAs, Zoological Parks, and buffer zones with community members, schools, and other institutions.
 3. Co-branding Mission LiFE through entry tickets of National Parks and PA's / Zoological Parks.
 4. Download and use LiFE creatives from <http://missionlife-moefcc.nic.in/index.php>
 5. Promote bicycle routes and organise cycling rallies in Zoological Parks.
 6. Organise LiFE oriented programmes for neighbourhood schools.
 7. Organise soil and moisture conservation initiatives with local community.
-

Illustrative Action Points contd.

Forest

Department

8. Drive to ensure 100% Ujjwala Connection in neighbouring villages.
9. Sensitizing Visitors to the Zoo/ National Parks/ Sanctuaries about LIFE
10. Popularise the use of cloth bag instead of Plastic bags through Thaila ATMs.
11. Anicuts / Water Harvesting Structures inside Forests / Parks / Sanctuaries
12. Cleaning of wetlands.
13. Building rainwater harvesting structures
14. Replace diesel / petrol vehicles with EV in Zoological Parks
15. Promote walking in nearby places, offices, instead of use of vehicles

Illustrative Actions contd.

1. Ministry of Home Affairs

- 1. LiFE centres** for collecting old clothes, Books and utensils in Police Lines.
- 2. Organizing Bicycle Rallies** to promote LiFE.
- 3. Construction of Water Harvesting Structures** in Police Lines.
- 4. Special Awareness Campaign on Switching off Engine at Red Lights**

2. M/o Higher & Technical Education

- 1. Awareness workshops** regarding sustainable practices and Mission LiFE.
- 2. Making College and University campuses Plastic free.**
- 3. Creating less paper or Digital Campuses** to avoid use of paper.
- 4. Avoid food wastage** in Hostels and Cafeterias - promote serving of small portions.
- 5. Setting up composting centres** in neighbourhoods.

29/4

Illustrative Actions contd.

3. Ministry of Education	1. Activating network of Eco Clubs to undertake Awareness Campaigns in May. 2. Setting up Book Banks in Schools. 3. Declaring Plastic Free Schools in each Panchayat. 4. Each student to enroll at least 5 individuals in neighbourhood to take pledge on LIFE on 5th June . 5. All Eco Clubs to organize Exhibition of eco-friendly daily use articles
4. Department of Personnel and Training / General Administration	1. DOP to spearhead the Mission LIFE Pledge Initiative – to intimate all Central Ministries /Departments /State Governments/Training Institutes to take pledge on Mission LIFE on 5th June

Illustrative Actions contd.

5. Department of Food and Civil Supplies	1. All the Mess and Cafeterias in Training Institutes to start serving in small portion to ensure minimum food wastage
	2. All Mess and Cafeterias to set up composting centres.
6. Ministry of Panchayati Raj	1. Launch campaign to convert Green and Clean Panchayats to LiFE Villages
	2. All Public Representatives to be asked to take Pledge on 5th June
	3. Prepare Panchayat Wise Compilation of Unique Best Practices on LiFE
	4. Cleaning of Village Pond(s) through public participation on WED.

Illustrative Actions contd.

7. Urban Development Department	1. Undertake a special drive in May to create awareness on Mission LIFE and convert the shortlisted ULBs under SBM 2.0 into LIFE ULBs as per the laid down criteria i.e.: (i) Municipality has established the following facility : (a) Segregation of dry and wet wastes at homes (b) Planting trees under Nagar Van Yojana to reduce the impact of pollution (c) Collection Centres for old clothes (ii) All public places in the ULB are free of any littered waste 2. Publicize the social media creatives on Mission LIFE at the Metro Stations and broadcast LIFE messages through the public address system within the Metro Trains. 3. Setting up Plastic Collection Centre in Residential Area involving RWAs. 4. Providing Digital Panel for display of Social Media Creatives and Videos on LIFE in ULBs. 5. All Public Representatives to take Pledge on 5th June
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Illustrative Actions contd.

8. Ministry of Youth Affairs and Sports	1. Month-long awareness campaign on LiFE through sports icons, NYK, and NSS volunteers. 2. Organize workshops in partnership with UNICEF 3. All the NYK and NSS volunteers to take pledge on 5th June 4. Sport Events may be co-branded with LiFE. 5. Promote bicycle rallies as Sport events. 6. Encourage Sports Icon to change their Social Media Handles to LiFE Hour on 5th June and this may be given wide publicity in the month of May
9. Public Health Engineering Department / Department of Water Resources	1. Launch "Zero Leak Campaign" for fixing such leakage points across the country in rural and urban areas

Illustrative Actions contd.

10. Ministry of Women & Child Development	1. Promote LIFE Actions for households - (urban and rural) such as : - Cutting food into smaller pieces to speed up Cooking. - Using copper bottomed pans/ cast iron pans . - Cleaning the stove regularly . - Using biomass cookstoves instead of wood . - Covering pots and pans (other utensils) while cooking. - Soaking rice and lentils.
11. Self Help Groups (M/o Rural Development)	- Awareness campaign on LIFE during the SHG capacity building sessions. - SHGs to offer priority in lending to members that are LIFE-compliant (eg., separating waste at source, not using single-use plastic items, setting up community rain-water harvesting plants, spreading the message of LIFE in the community).

Illustrative Actions contd.

12.	Ministry of Agriculture & Farmers' Welfare	1. Conducting workshops to promote LIFE Actions in Agriculture such as : i. Using agricultural residue for mulching and composting . ii. Increased awareness of the importance of Soil Organic Matter and use of Soil Organic Carbon. iii. Line sowing to reduce seed requirement per hectare and improve water use efficiency . iv. Switch from water intensive crops to water efficient crops (eg. Millets) v. Using animal waste to produce biogas for cooking purposes and the leftover slurry as organic fertilizer.
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11/11/18

Illustrative Actions contd.

13.	State Public Sector Undertakings	1. Conduct detailed sessions on LIFE for employees and leadership. 2. Launch a campaign declaring Declare Corporate Offices Plastic Free. 3. Utilise retail outlets for promoting the Message of LIFE. 4. Highlight sale of environment friendly products by women SHGs at outlets. 5. Showcase LIFE Actions and display LIFE creatives at select outlets. 6. Include a section on LIFE in company's Annual Reports outlining all the environment friendly actions undertaken at the organization level.
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Mass Mobilization of Mission LiFE Through SPCBs and PCCs

State Pollution Control Boards

1. **Leading & Partner SPCBs** identified for seven Mission LiFE themes
2. **Mobile App on Best Practices** for industries, commercial areas, home, communities, success stories of best practitioners; interactive tools
3. **Public Outreach** by all States & UTs
 - Logo & creatives on SPCB & PCC websites, letterhead, green vehicles
 - Radio jingles, videos in cinema halls
 - Awareness drives in schools & colleges
 - LiFE messages on tickets
 - Thaila ATMs & eco-tip booklets by Tamilnadu
4. Nature camps on Mission LiFE by Mizoram
5. **Workshops** and conferences with Stakeholders
6. **Hackathon** on seven theme on grassroot challenges by all SPCBs and PCCs

23/4

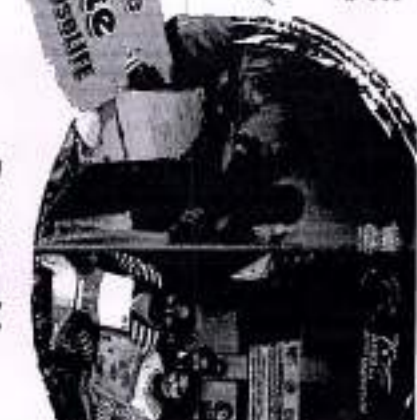
Mass Mobilization of Mission LIFE Through SPCBs and PCCs

State Pollution Control Boards	Other key actions underway:
	• Campaigns for improving environmental performance of industries; best performing units to be commended on WED • Campaigns for 'Zero Leakage' from industrial areas • Campaigns with commercial entities/startups/service providers to promote circular economy & Mission LIFE goals • Plastic free working in SPCBs, PCCs and CPCB; self-evaluation criteria for plastic reduction • One month cleanliness drive at beaches by Coastal States • Compilation and display of Best Available Technologies on websites of SPCBs and PCCs

LiFE Pledge

- I pledge to make all possible changes in my daily life to protect the environment. I also commit to continuously motivate my family, friends and others about the importance of environmentally friendly habits.

- मैं प्रतिज्ञा करता/करती हूँ कि पर्यावरण को बचाने के लिए अपनी दैनिक जीवन में हर संभव बदलाव लाऊंगा/लाऊंगी। मैं यह भी वचन देता/देती हूँ कि अपने परिवार, मित्रों और अन्य लोगों को पर्यावरण के अनकल ओदतों और व्यवहारों के महत्व के विषय में सतत रूप से प्रेरित करूंगा/करूंगी।





Incident

Environment Department 3/4

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Implementation of Mission LIFE: Lifestyle for Environment.

From: Environment Department

To: psec.higheredu

Cc: CHANDRAKANTARUNVBHUTE

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User Manual [Miel LIFE].pdf (499.4 KB) [Download](#) | [Briefcase](#)

Respected Sir / Madam,

Please find the attachments.

Login credentials for MielLIFE.org portal are -
User ID: higheredu_mah
Password: Life@123

Regards,
Environment & Climate change Department

Reply - Reply to All - Forward - More Actions