

MISSION LiFE INTO NAPCC: ENVIRONMENT

NEWS: Mission LiFE may be merged into national action plan on climate change

WHAT'S IN THE NEWS?

The government plans to integrate Mission LiFE into the National Action Plan on Climate Change to promote individual behavior change for climate action. This aims to shift from policy-driven efforts to people-centric, sustainable lifestyle practices for long-term environmental impact.

Context: Integration of Mission LiFE with NAPCC

- The Government of India is considering incorporating **Mission LiFE (Lifestyle for Environment)** into the **National Action Plan on Climate Change (NAPCC)**.
- The objective is to bring **individual and community-level behavior change** to the core of climate action.

About Mission LiFE

- **Launched by India at COP26 (UNFCCC 2021)**, Mission LiFE aims to shift the global climate narrative from policy and industry-led action to **individual-led climate responsibility**.
- It promotes the **rejection of the “use-and-dispose” culture**, advocating instead for a **circular economy** based on deliberate and sustainable consumption.
- The **Ministry of Environment, Forest and Climate Change (MoEF&CC)** is the nodal ministry for Mission LiFE's implementation in India.

Approach of Mission LiFE

- **Focus on Individual Behaviors:** Promotes lifestyle changes through a **Jan Andolan (people's movement)** to reduce carbon footprints at the grassroots.
- **Global Co-creation:** Encourages the **crowdsourcing of ideas** globally through collaboration with international think tanks, top universities, and environmental institutions.
- **Leveraging Local Culture:** Utilizes **cultural practices, social norms, and traditional knowledge** that support sustainable living in communities across the world.

About National Action Plan on Climate Change (NAPCC)

- Launched in **2008**, the NAPCC is India's overarching policy for **climate mitigation and adaptation**.
- It comprises **eight national missions**:
 - **National Solar Mission**
 - **National Mission for Enhanced Energy Efficiency**
 - **National Mission on Sustainable Habitat**

- **National Water Mission**
- **National Mission for Sustaining the Himalayan Ecosystem**
- **National Mission for a Green India**
- **National Mission for Sustainable Agriculture**
- **National Mission on Strategic Knowledge for Climate Change**

Why Integrate Mission LiFE with NAPCC?

- **Quantifiable Climate Action:** Will help evaluate individual and small-scale behavioral contributions to climate goals.
- **Amplified Public Awareness:** Use mass campaigns under NAPCC to **broaden the reach and influence** of Mission LiFE.
- **Promote Behavioural Transformation:** Focus on **low-cost, high-impact actions**, like reducing waste, conserving water, and energy efficiency.
- **Bridging Awareness-Action Gap:** Moves from **passive climate awareness** to **active participation and change** at the household and business level.

Challenges in Implementation

- **Self-driven Model:** Unlike traditional schemes based on subsidies (e.g., rooftop solar), Mission LiFE needs **voluntary individual motivation**.
- **Lack of Measurement Tools:** Difficult to track and measure the **impact of lifestyle changes** on carbon footprint reduction.
- **Low Climate Literacy:** A major section of the population still **lacks awareness and understanding** of how personal behavior affects the climate.

Way Ahead

- **Policy Synergy:** Align Mission LiFE with schemes like:
 - **Ujjwala Yojana** (clean cooking fuels),
 - **FAME** (electric mobility promotion),
 - **National Electric Mobility Mission**, etc.
- **Budgetary Support:** Allocate **dedicated funds** to design and scale up campaigns for behavior change.
- **From Awareness to Action:** Design **practical “to-do” lists** and easily implementable steps for households, schools, offices, and businesses.

Conclusion

- Integrating **Mission LiFE into NAPCC** introduces a **citizen-centric approach** to India's climate policy.
- Sustainable lifestyle change is a **gradual process** but can be accelerated through:
 - **Institutional support**
 - **Monitoring mechanisms**
 - **Widespread outreach and mass engagement**
- Together, this can create a culture of **climate-conscious living** across India, strengthening the country's climate resilience.

Source: https://www.business-standard.com/india-news/mission-life-may-be-merged-into-national-action-plan-on-climate-change-125052101733_1.html