

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

LOK SABHA
UNSTARRED QUESTION NO. 3627
TO BE ANSWERED ON 10.08.2026

Implementation of Mission LiFE and Green Credit Programme

3627. MS KANGNA RANAUT:

Will the Minister of ENVIRONMENT, FOREST AND CLIMATE CHANGE be pleased to state:

- (a) whether the Government has developed measurable indicators to assess the impact of Mission LiFE and whether any incentive mechanism for States is under consideration;
- (b) whether the Meri LiFE portal has been made available as a public dashboard and whether any proposal exists to incentivise better-performing Green Districts;
- (c) whether any institutional framework has been developed to integrate Mission LiFE with the functioning of Panchayats, Urban Local Bodies and industries;
- (d) whether the Green Credit Programme provides incentives for individuals, communities and Himalayan States, including Himachal Pradesh; and
- (e) whether any time-bound action plan has been formulated for Mission LiFE through sustainable public procurement and third-party evaluation, and if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE
(SHRI KIRTI VARDHAN SINGH)

(a) to (e) Mission LiFE (Lifestyle for Environment) is a mass movement aimed at nudging individuals and communities to practice an environment friendly lifestyle following a *Whole-of-Government* and *Whole-of-Society* approach focusing on seven key themes viz., Save Energy, Save Water, Reduce Waste, Reduce E-Waste, Say No to Single Use Plastic, Adopt Healthy Lifestyles and Adopt Sustainable Food Systems.

To promote sustainable lifestyles, the Ministry, in collaboration with Line Ministries, Departments, and State/UT Governments, is mainstreaming the principles of Mission LiFE by integrating them into existing sectoral schemes, programmes, and citizen outreach initiatives. This includes nationwide campaigns such as One Nation One Mission: End Plastic Pollution, Harith Yoga, Swachhata Hi Seva, World Environment Day, e-waste awareness campaigns, and various other citizen engagement initiatives on MyGov and MYBharat portals, thereby expanding the reach of Mission LiFE across urban and rural communities. Additionally, under the flagship "Ek Ped Maa Ke Naam" initiative, over 310 crore saplings have been planted across the country.

Meri LiFE portal has been developed for structured reporting and monitoring of LiFE events and activities by various stakeholders, which include Central Government/State Government Departments, Civil Society Organizations, Industry partners and individuals. The MeriLiFE portal dashboard is a public dashboard and shows that over 10 crore participants have engaged in more than 45 lakh LiFE events across the country.

The Green Credit Programme (GCP), notified through the Green Credit Rules, 2023 under the Environment (Protection) Act, 1986, is an innovative voluntary mechanism to incentivise environmentally positive actions and advance the objectives of Mission LiFE by promoting sustainable lifestyles and behavioural change. The Programme encourages individuals, public entities, and private entities to participate in the restoration of degraded forest lands, enhancing timber, non-timber forest produce, fodder, water resources, and other ecosystem services while generating ecological and livelihood benefits for local communities. The Programme is open to all eligible public and private entities, including those in Himachal Pradesh.

Time-bound drives espousing the principles of Mission LiFE are carried out through co-ordinated actions of individuals and communities encouraging them to make eco-friendly choices and push demand for sustainable products.
