



2023

Awareness & Action Programme on LiFE



Mission LiFE

Nudging individual and collective action towards 'Lifestyle for Environment'

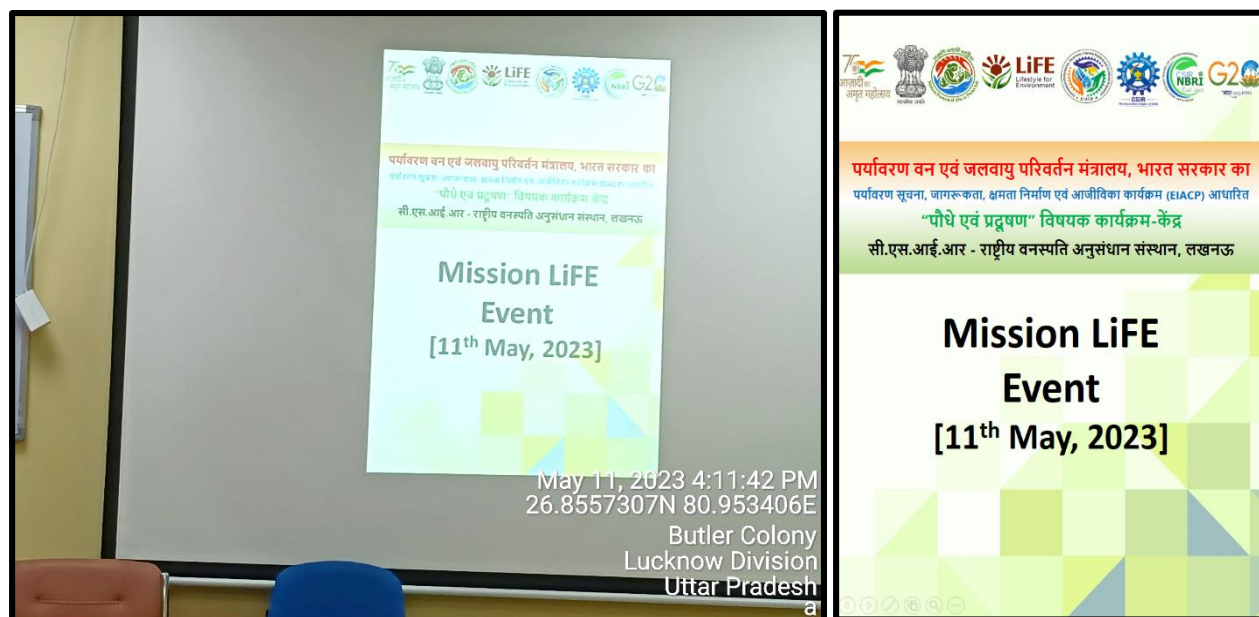


Environmental
Information Awareness
Capacity Building and
Livelihood
Programme(EIACP)

CSIR – NBRI, Lucknow

Awareness & Action Programme for Mission LiFE – *Lifestyle for Environment*

The outreach event by NBRI-EIACP Centre took place on **11 May 2023** for the Awareness & Action Programme for Mission LiFE among students of environment and botany. Students were introduced to the importance and role of Mission LiFE along with the outreach activities of NBRI-EIACP.



Students inculcate information regarding LiFE MISSION and their role in achieving sustainable development in various aspects of life. **Dr. Pankaj Kumar Srivastava (Senior Principal Scientist, Coordinator, EIACP)** explained the role of NBRI-EIACP in attaining the goals of Mission LiFE, especially in the Healthy Lifestyle Adopted Action plan. He motivated students to adopt organic products and discussed the negative impacts of single-use plastics.





Dr. Anju Patel, (Co-coordinator, EIACP & Scientist CSIR-NBRI) initiated an online registration for all the participants for the pledge. The participants showed their enthusiasm to adopt sustainable lifestyle practices along with taking the pledge.

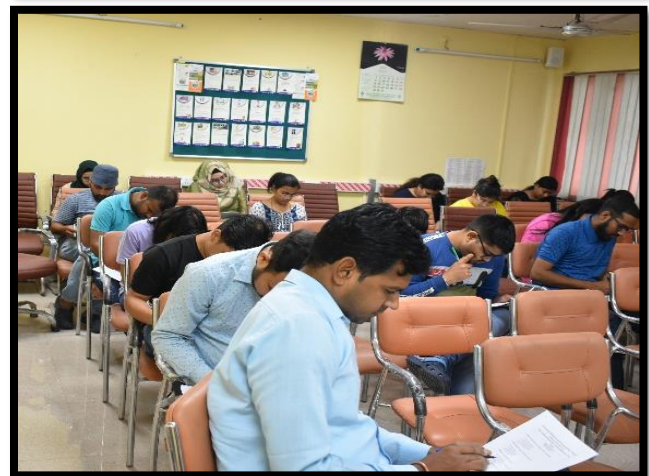


After the pledge was taken by all students, the quiz competition was also conducted, which was mainly focused on the goals and understanding of Mission Life.



Ms. Isha Singh (Information Officer, NBRI-EIACP) and Ms. Saumya Shukla (Information Technology officer, NBRI-EIACP) distributed the question papers to the participants. A feedback form was also taken from the participants to know their personal actions to achieve a sustainable lifestyle.

While the students enthusiastically participated in the event, there was a tie in acquiring the first position among two participants, trailing which others were also awarded the certificate of participation. A total 23 number of students participated in the awareness and action event. Participants belong to different districts and states namely, Mathura (Uttar Pradesh), Ayodhya (Uttar Pradesh), Pithoragarh (Uttarakhand), Shillong (Meghalaya), Patna (Bihar), Guwahati (Assam), Aligarh Uttar Pradesh, Dausa (Rajasthan), Haryana and Odisha.





All the participants got a certificate for participation in the quiz competition.



Winners of quiz competition facilitated by the Director of CSIR- NBRI, Lucknow and **Prof. Pramod Tandon (Padma Shri, Former Vice-Chancellor, North-Eastern Hill University, Shillong & CEO, Biotech Park, Lucknow)** during the *youth Parliament phase I* on **17 May 2023**.