

Sustainable Development Initiatives: Lifestyle for the Environment (LiFE) Movement

***Ramesh Kumar Lalkota, **Dr. Kota Srinivasa Reddy, #Dr. K. Krishna Mohan**

*Assistant Professor, **Associate Professor, #Professor

Department of Botany

Government Degree College (A), Khairatabad

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Abstract

At the 2021 Conference of the Parties (COP26), the Lifestyle for Environment (LiFE) Movement was introduced as a worldwide project that was headed by India. The purpose of this program is to encourage sustainable lifestyles by encouraging people to take action on both an individual and a communal level. It promotes the replacement of thoughtless consumerism with a more conscious and intentional use of resources, so encouraging the development of a society of "Pro-Planet People" (P3) who are dedicated to adopting environmentally responsible ways of living. By utilizing social networking platforms, the movement endeavors to alter societal norms and accomplish its objective of encouraging environmentally beneficial transformations and bolstering worldwide sustainability initiatives through modifications in behavior. The concept posits that attaining sustainable development and environmental conservation necessitates the amalgamation of top-down actions and bottom-up sustainable lifestyle decisions. It underscores that measures such as renewable energy projects and green legislation are essential, although they must be supplemented by individual activities including waste reduction, water conservation, eco-friendly transportation use, and ethical consumption practices. By aligning extensive initiatives with individual everyday decisions, humankind may progress towards a more resilient, egalitarian, and healthy future for both individuals and the planet.

1. Introduction

At the 26th United Nations Climate Change Conference of the Parties (COP26), India introduced the "Lifestyle for Environment (LiFE) Movement" to be integrated into Nationally Determined Contributions, highlighting the imperative of addressing the planetary crisis through human-centric, collective initiatives and vigorous actions that foster sustainable development.

Rather than "mindless and wasteful consumption," the notion promotes an environmentally sustainable lifestyle that prioritizes "mindful and intentional utilization." By 2028, a minimum of 80% of India's rural and urban local bodies are anticipated to be ecologically sustainable. Mission LiFE democratizes the fight against climate change by encouraging individuals to adopt environmentally friendly practices in their daily lives, therefore enhancing global health. The concept posits that attaining sustainable development and environmental conservation necessitates the amalgamation of top-down actions and bottom-up sustainable lifestyle decisions. It underscores that measures such as renewable energy projects and green legislation are essential, although they must be supplemented by individual activities including waste reduction, water conservation, eco-friendly transportation use, and ethical consumption practices. By aligning extensive initiatives with individual everyday decisions, humankind may progress towards a more resilient, egalitarian, and healthy future for both individuals and the planet.

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The concept of LiFE encompasses much more than simply embracing a zero-carbon lifestyle; it involves making decisions that are environmentally friendly in one's daily life. The core tenets of the 3R's—re-think, re-purpose, and re-design—are the primary emphasis of this philosophy. Every single Sustainable Development Goal (SDG) will be connected to Mission LiFE, either directly or indirectly. The SDGs that will be most closely connected to Mission LiFE are SDG1, SDG3, SDG6, SDG11, SDG12, SDG13, SDG14, SDG15, and SDG17.

By means of nudging and promoting behavioral change among humans, the mission LiFE will also address the various other environmentally friendly strategies that have been implemented in India, including the National Action Plan on Climate Change (NAPCC), the National Green Hydrogen Mission, the National Clean Air Programme (NCAP), the Green Credit Programme, the PM-Panchamrit, the PRANAM programme, the Namami Gange Programme (Clean Ganga), the Pradhan Mantri Ujjwala Yojana (Clean household fuels), the GOBARdhan Scheme (Cattle waste or other biodegradable waste into compressed biogas), the Nagar Van Scheme (Urban Forest Scheme), the Jal Jeevan Mission (Safe Drinking Water Mission), the Atal Bhujal Yojana (ABHY-Groundwater Management Scheme), the Green Skill Development Programme (GSDF), the Swachh Bharat Mission (Clean India Mission), and the Catch the Rain campaign.

The "Lifestyle for Environment" (LiFE) movement is an international initiative introduced by India to encourage sustainable living practices in response to climate change. It promotes the transition of individuals from "mindless consumption" to "mindful utilization" of resources through straightforward, everyday actions. The movement seeks to establish a worldwide mass movement of "Pro-Planet People" (P3) dedicated to environmentally sustainable practices and to supplant the "use-and-throw" economy with a circular, sustainable model.

2. Major Components of The Life Movement

- **Behavioral change:** The primary objective of the program is to focus on modifying the behavior of individuals, which is viewed as a crucial approach for addressing the issue of climate change. Instead than only focusing on the problem, it considers people to be essential participants in finding a solution.
- **Mindful consumption:** LiFE promotes the substitution of wasteful consumption with intentional and mindful resource utilization, highlighting behaviors that mitigate environmental impact.
- **Pro-Planet People (P3):** A global network of people who are dedicated to and engage in sustainable living is created by the movement. These "Pro-Planet People" will establish an ecosystem that supports and encourages eco-friendly practices.
- **Replacing the "use-and-throw" economy:** The ultimate objective is to transition away from the existing linear economic model and in the direction of a circular one. This circular model is characterized by consumption that is both aware and intentional. The Yuvamanthan article provides a detailed explanation of this model.
- **Global call to action:** The initiative was inaugurated during COP26 in Glasgow in 2021 by Prime Minister Narendra Modi, urging global citizens and organizations to engage. It has now been included into global dialogues and frameworks, including the G20, Sustainable Development Goals (SDGs), and UNFCCC.
- **Integration with other missions:** The LiFE program is in line with India's bigger climate goals, such as the "Panchamrit" and getting to net-zero carbon emissions by 2070. It also works well with other projects that are good for the environment, such Swachh Bharat Mission and Catch the Rain.

3. Impact and Objectives

- **Empowering individuals:** LiFE offers individuals the means to take charge of their own lives by offering them a platform and a chance to alter their behavior in order to safeguard the earth and its natural resources.

- **Addressing climate change:** This is a direct response to climate change, aiming to establish sustainable living as a worldwide popular movement.
- **Goal for 2027:** The goal of the mission is to inspire a minimum of one billion people all across the world to take action on both a personal and communal level in support of the environment by the year 2027.
- **Promoting a sustainable future:** The movement aims to cultivate an ecosystem that promotes ecologically sustainable behaviors via the alteration of individual and communal activities, therefore advancing towards a more sustainable future.

4. Life and Sustainable Development Goals

Among the seventeen Sustainable Development Goals (SDGs), environmental degradation is an issue that is more complex than it may initially appear. It is a danger multiplier that has the ability to exacerbate some of the most pressing issues that mankind faces, such as poverty, starvation, and health. The global community is in need of a fresh approach to development in order to provide support for the livelihoods of billions of people, encourage growth and investment possibilities, improve the standard of life, and address the ongoing climate problem. More specifically, the Sustainable Development Goals (SDGs) that are concerned with responsible production and consumption (SDG 12), climate change (SDG 13), sustainable cities and communities (SDG 11), life on land (SDG 15), and life under water (SDG 14) demand that every person moderate their way of life in accordance with the limited resources that are available on Earth. In addition, the New Climate Economy research emphasizes that the creation of as many as 65 million jobs by the year 2030 is a possible outcome of taking decisive environmental action (Sustainable Development Goal 8: Decent Work and Economic Growth). In particular, Sustainable Development Goal 12 requires that economic growth and environmental degradation be separated, which entails that more environmentally friendly and efficient management of resources be implemented. This includes improving energy efficiency, sustainable infrastructure, access to basic services, and providing green and decent jobs to ensure a better quality of life for all.

The role that society plays in contributing to the realization of Sustainable Development Goal 12 extends beyond the scope of companies and enterprises; it includes individual customers who take an active role in the process of meeting this objective. It is essential to recognize that Mission LiFE provides both direct and indirect contributions to nearly every one of the Sustainable Development Goals (SDGs) due to the fact that there is a worldwide commitment to meeting the SDGs by the year 2030. In addition, taking into consideration the size of the population of India, any large-scale behavioral modifications that are implemented within the nation would also result in a direct and immediate contribution to the Sustainable Development Goals (SDGs) at the global level. One instance of this is the Swachh Bharat Mission, which is Sustainable Development Goal (SDG) 6: Clean Water and Sanitation. The mission has been successful in altering the behavior of 550 million Indians, who were previously defecating in the open, to instead using toilets, which has led to a reduction of 60 percent of the total number of people who defecate in the open throughout the world.

5. Suggestions

The LiFE movement encourages sustainable practices by focusing on conscious consumption, energy conservation, waste reduction, and water saving. Suggestions for initiatives include switching to non-plastic alternatives, using public transport, planting trees, conserving water, and promoting a circular economy through reuse and recycling. Promoting community efforts, supporting local and seasonal food, and advocating for policy changes are also key components.

6. Individual Actions

- **Reduce plastic use:** Carry a reusable water bottle and cloth bags, and avoid single-use plastics.
- **Conserve energy:** Use stairs instead of elevators, switch off appliances when not in use, and use energy-efficient settings on devices.

- **Reduce waste:** Practice waste segregation at home, donate old items, and try to reduce food waste.
- **Save water:** Pre-soak pots and pans before washing, reuse water for cleaning or watering plants, and fix leaks.
- **Shop mindfully:** Buy local and seasonal produce to reduce transportation emissions, and consider a more plant-based diet.
- **Travel sustainably:** Walk, bike, or use public transport. If driving, switch off the engine at signals and railroad crossings.

7. Community and Policy Initiatives

- **Organize and participate:** Join or start "green clubs" and participate in clean-up drives for your city or local water bodies.
- **Advocate for policy:** Vote for environmentally-conscious candidates and urge representatives to enact stronger climate policies.
- **Promote renewable energy:** Advocate for shifting to renewable energy sources like solar and wind power, both individually and at a community level.
- **Support a circular economy:** Encourage businesses and local governments to adopt circular economy practices, focusing on reuse, recycling, and repurposing.
- **Create green spaces:** Initiate or support projects to create kitchen, terrace, or community gardens, and plant more trees in your area

8. Life for Environment (LIFE) Campaign

The problems of climate change and environmental degradation are global in nature, and actions that are taken in one region of the world have an influence on ecosystems and inhabitants all over the planet. It is estimated that about three billion people throughout the world might be faced with chronic water shortage if the necessary measures are not implemented in response to the changing environment. It is possible that the world economy would suffer a loss of up to 18 percent of its gross domestic product by the year 2050.

Throughout the past twenty years, a number of macro initiatives have been taken worldwide in order to tackle the problems of climate change and environmental degradation. These efforts have included policy changes, economic incentives, and legislation, among others. Despite the fact that they have the potential to be extremely impactful, the activities that are necessary at the level of people, communities, and institutions have not been given much consideration.

There is the potential for a considerable impact on the environmental and climatic crises that may be made only through the alteration of the actions of individuals as well as of communities. The United Nations Environment Programme (UNEP) has said that the total amount of carbon emissions produced globally might be reduced by around twenty percent if one billion individuals from the world population, which is estimated to be eight billion, make an effort to include behaviors that are environmentally friendly into their daily routines.

9. Conclusion

The LiFE movement seeks to instigate a worldwide cultural transformation towards mindful and sustainable living, supplanting detrimental consumerism with intentional and judicious resource use. This is a vital measure for environmental sustainability, highlighting the significance of individual and communal efforts to safeguard the world. The initiative promotes individuals to embrace a "Pro Planet People" ethos by embracing a lifestyle aligned with nature, so fostering eco-conscious habits and contributing to a sustainable future through a collective network.

10. Key Conclusions of The Life Movement

- **Cultural shift:** A fundamental transformation in human behavior is the ultimate goal of the movement. This transformation involves moving away from mindless consumerism and toward the aware and intentional exploitation of resources.
- **Individual and collective responsibility:** It assigns both individual and societal accountability to everybody to coexist harmoniously with the environment and avoid causing harm.
- **"Pro Planet People":** The objective of the movement is to establish a worldwide community consisting of individuals who are dedicated to embracing and advocating for lifestyles that are sustainable and ecologically friendly.
- **Integration with other initiatives:** LiFE is intended to enhance and integrate with many national and international climate-friendly initiatives and sustainable development objectives.
- **Economic model shift:** It encourages the shift from an economy that is built on a "use-and-dispose" model to one that is founded on a concept of mindful consumption known as a circular economy.
- **Long-term vision:** The primary objective of this movement is to establish a future that is both robust and sustainable for the generations who will follow.

Our compilation of sustainable living advice is really comprehensive. While it is impractical to adopt every initiative, each activity contributes positively. Certain factors exert a greater, while others a lesser, influence on the environment and climate change. At times, adopting an ecological lifestyle may be more feasible, but at other moments, you may lack the motivation to implement any changes. However, that is OK, as we are all human beings. By discussing the significance of sustainable living and sharing your strategies for overcoming challenges, you may serve as a role model and inspire others. Focusing on sustainability in your profession may provide significant impact. Engage solely in activities that resonate with you, acknowledge your achievements, and recognize that every activity, no matter how minor, is significant.

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