



REPORT

MISSION-LIFE MAHA KUMBH, PRAYAGRAJ-2025

Awareness cum Sensitisation Programme

Organised by

Sulabh-International Institute of Health and Hygiene (IIHH)

Environmental Information Awareness Capacity Building and Livelihood Programme (EIACP) Resource Partner

**under aegis of Ministry of Environment, Forest and Climate Change,
Government of India**

Target Population: Areas Selected with Schedule Caste communities

Date: 27th January to 5th February 2025

Venue- Maha Kumbh, Prayagraj, Uttar Pradesh and adjoining areas

Total beneficiaries- More than 20 Lakh Approximately



LiFE
Lifestyle for
Environment





MISSION-LIFE: AIMS AND OBJECTIVES

The **United Nations Sustainable Development Goals (SDGs)** provide a comprehensive framework for achieving long-term sustainability by addressing critical global challenges, including health, education, inequality, climate change, and environmental conservation. Among these, **SDG 12** focuses on ensuring **sustainable consumption and production patterns**, emphasizing waste management, food loss reduction, recycling, and sustainability in industries such as tourism. Achieving SDG 12 requires a shift towards a **more sustainable lifestyle** that minimizes environmental impact.

Recognizing the urgency of environmental action, the **Ministry of Environment, Forest, and Climate Change (MoEFCC)** launched the **Green Good Deeds (GGDs) Movement** in January 2018. This social initiative encourages individuals to adopt simple, eco-friendly actions in their daily lives. A compilation of these deeds has been published under the title “Green Deeds & Habits for Sustainable Environment.” The movement aims to instill environmental consciousness at all levels of society.

In alignment with these efforts, **Hon’ble Prime Minister Shri Narendra Modi** introduced the concept of “**Lifestyle for Environment**” (**LiFE**) as a **global movement for sustainable living**. Inspired by Indian culture, Gandhian principles, and the Prime Minister’s own commitment to nature, LiFE promotes **mindful utilization over**



mindless consumption, urging individuals to embrace environmentally responsible habits and reduce their ecological footprint. The LiFE initiative aims to ensure good health, enhance education outcomes, improve social equity, build capacity and awareness, encourage behavioral change, and protect and conserve the environment. By increasing awareness and knowledge

of **sustainable practices**, LiFE has the potential to evolve into a mass movement in India and beyond, advocating for an **environmentally conscious lifestyle**. The vision of “**One-World Movement**” calls for collective responsibility in protecting our planet for future generations.



Mission LiFE for Environment recognises that Indian culture and living traditions are inherently sustainable. The importance of conserving our precious natural resources and living in harmony with nature are emphasised in our ancient scriptures. The need of the hour is to tap into that ancient wisdom and spread the message to as many people as possible. Mission LiFE seeks to channel the efforts of individuals and communities into a global mass movement of positive behavioural change.



KEY ACTIONS FOR SUSTAINABLE LIVING

Energy Saved	
1	Use LED bulbs/ tube-lights
2	Use public transport wherever possible
3	Take the stairs instead of an elevator wherever possible
4	Switch off vehicle engines at red lights and railway crossings
5	Use bicycles for local or short commute
6	Switch off irrigation pumps after use
7	Prefer CNG/ EV vehicle over petrol/ diesel vehicles
8	Use carpooling with friends & colleagues
9	Drive in the correct gear. Keep your foot off the clutch when not changing gears
10	Install a solar water or solar cooker heater on rooftops
11	Switch off appliances from plug points when not in use
12	Use biogas for cooking and electricity needs
13	Keep temperature of Air Conditioners to 24 degrees
14	Prefer pressure cookers over other cookware
15	Keep your electronic devices in energy-saving mode
16	Use smart switches for appliances which are used frequently
17	Install community earthen pots for cooling water
18	Defrost fridge or freezer regularly
19	Run outdoors instead of on a treadmill
Water Saved	
20	Adopt cultivation of less water intensive crops like millets
21	Participate in recharge of rural water bodies through Amrit Sarovar Scheme
22	Practice crop diversification. Move from rice & wheat cultivation to pulse & oil seed cropping system.
23	Use efficient water saving technologies (like micro-irrigation, bunding, farm ponds, zero tillage, direct seeded rice, alternate wetting and drying and others)
24	Create rainwater harvesting infrastructure in homes/ schools/ offices
25	Use drip irrigation systems created with waste materials, wherever possible
26	Reuse water from washed vegetables to water plants and other purpose
27	Pre-soak heavy pots and pans before washing them
28	Do not discard unused stored water every time there is fresh water coming in taps

29	Use buckets instead of hose pipes to water plants/ floors/ vehicles
30	Fix leaks in flushes, taps and waterpipes
31	Use water-efficient fixtures for taps, and showerheads, and toilet flush units
32	Invest in a water meter for your house to measure water consumption regularly
33	Reuse water drained out from AC/RO for cleaning utensils, watering plants and others
34	Prefer a water purification system that wastes less water
Single Use Plastic Reduced	
35	Use cloth bag for shopping instead of plastic bags
36	Carry your own water bottle wherever possible
37	Reuse glass containers/ packaging plastic items as storage boxes
38	Participate in and mobilize participation for clean-up drives of cities and water bodies
39	Prefer using non-plastic eco-friendly cutlery during gatherings and events
40	Turn off running taps when not in active use
41	Use menstrual cups instead of sanitary napkins
42	Use recycled plastic over virgin plastic, wherever possible
43	Use steel/ recyclable plastic lunch boxes and water bottles
44	Cut the packaging bags used for milk, buttermilk, etc. only partially to avoid plastic bits from mixing into biodegradable waste
45	Opt for bamboo toothbrushes and neem combs
Sustainable Food Systems Adopted	
46	Include millets in diets through Anganwadi, Mid-Day meal and PD scheme
47	Compost food waste at home
48	Create kitchen gardens/ terrace gardens at homes/ schools/ offices
49	Prepare organic manure from cow dung and apply to farms
50	Prefer locally available and seasonal foods
51	Use smaller plates for daily meals to save food wastage
Waste Reduced (Swachhata Actions)	
52	Contribute cattle waste, food waste, and agricultural waste to biogas plant (provided under GOBARDHAN)
53	Practice segregation of dry and wet waste at homes
54	Use agricultural residue, animal waste for composting, manuring and mulching
55	Recycle and reuse old newspapers, magazines

56	Feed unused and uncooked vegetables leftovers to cattle
57	Set printer default to double-side printing
58	Repair, reuse and recycle old furniture
59	Buy paper products made from recycled paper
60	Donate old clothes and books
61	Do not discard waste in water bodies and in public spaces
62	Do not let pets defecate in the public places
Healthy Lifestyles Adopted	
63	Encourage use of millets in food and indigenous herbs and medicinal plants for nutrition and well being
64	Prefer consuming natural or organic products
65	Start biodiversity conservation at community level
66	Plant medicinal plants such as neem, tulsi, giloy, mint, curry leaves, ashwagandha, curry leaves etc. within household premises
67	Practice natural or organic farming
68	Plant trees to reduce the impact of pollution
69	Avoid purchasing products/souvenirs made from skin, tuskers and fur of wild animals
70	Create and volunteer at community food and cloth banks, and at animal shelters
71	Initiate and/or join green clubs in your residential area/ school/ office
E-Waste reduced	
72	Repair and use electronic devices over discarding the devices
73	Discard gadgets in nearest e-recycling units
74	Use rechargeable lithium cells
75	Prefer cloud storage over a pen drive / hard drive



SEVEN THEMES OF MISSION LIFE



Shift to eco-friendly daily habits that support both personal well-being and environmental health.



Dispose of electronic items responsibly through recycling and proper management to mitigate environmental harm.



Embrace locally sourced, nutritious, and eco-friendly food choices to build a resilient food system.



Conserve energy by adopting efficient practices and renewable solutions to lower your carbon foot print.



Cut down on single-use plastics to lessen pollution and protect natural ecosystems.

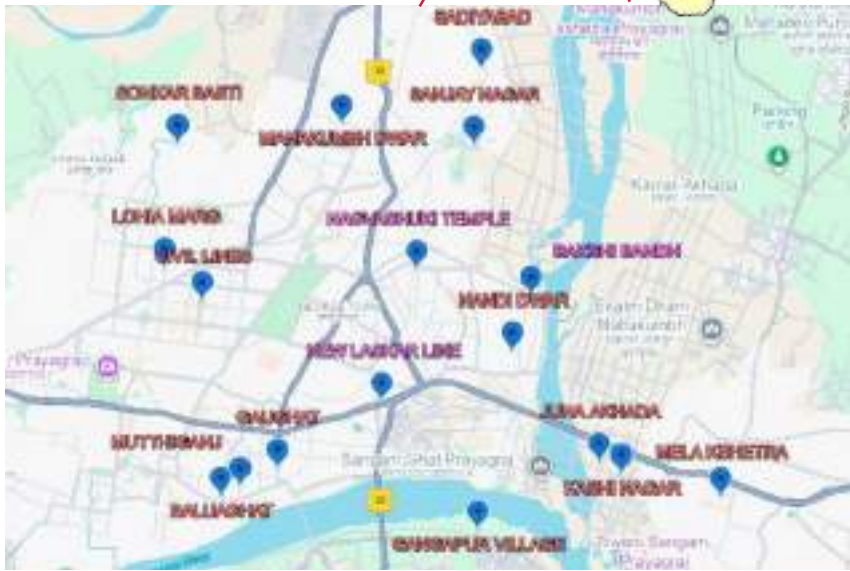


Reduce, reuse, and recycle to minimize waste and maintain a cleaner environment.



Use water wisely and implement practices that preserve this essential resource.

MISSION-LIFE TARGETED AREA MAHAKHUMBH, PRAYAGRAJ





The Maha Kumbh Mela 2025, held in Prayagraj from January 13 to February 26, 2025, is a significant religious gathering that occurs once every 144 years. As this event attracts millions of pilgrims seeking spiritual cleansing and enlightenment, it provided an appropriate opportunity to conduct an awareness and sensitisation programme on Mission-LiFE.

Sulabh-IIHH EIACP RP conducted an awareness campaign at Maha Kumbh Mela and its adjoining areas, at Prayagraj from 27th January to 05th February 2025. For ten days, Sulabh-IIHH EIACP actively engaged devotees, local residents, and pilgrims in and around Maha Kumbh, Prayagraj, Uttar Pradesh in the Mission-LiFE awareness programs. The initiative focused on promoting sustainable lifestyle, waste management, water conservation, and energy efficiency through a variety of activities.

AWARENESS CAMPAIGNS

Distribution of Mission LiFE Caps and IEC Materials: To increase visibility and spread awareness, Mission LiFE caps were distributed among participants. Informative banners, posters and pamphlets were also displayed at key locations, highlighting simple and actionable steps towards sustainable living practices.

A Mission-LiFE selfie booth: A Mission-LiFE selfie booth was set up to encourage visitors to take pictures while holding sustainability messages. This interactive approach helped spread awareness through social media sharing, reaching a wider audience.

Mission-LiFE Pledge: The local residents took the Mission-LiFE pledge, committing to sustainable actions such as reducing plastic use, saving water, and conserving energy.

COMMUNITY ENGAGEMENT AND PARTICIPATION

Interaction with Pilgrims and Local Residents: The Sulabh-IIHH EIACP teams and volunteers engaged directly with pilgrims, explaining how small lifestyle changes can contribute to a healthier environment to protect our planet. Through this program, a total of approximately 20 lakh (2 million) persons - pilgrims, local residents, and roadside visitors were sensitised over the ten-day program.

27-29 JANUARY, 2025

- Team from Sulabh reaches Prayagraj.
- Survey in and around the Maha Kumbh area.
- Earmarked the scheduled caste communities concentrated in and around Maha Kumbh area.
- Scheduled Castes engaged in Maha Kumbh including Sanitation Workers identified.
- Discussion with the communities about the Mission LiFE significance.
- Schedule for subsequent activities finalized.

Awareness Campaigns on January 30, 2025

Sulabh-IIHH EIACP RP successfully organized a mass awareness program on Mission-LiFE at Gangapur, Prayagraj, Uttar Pradesh. With more than 500 enthusiastic participants, the event aimed to promote sustainable and environmentally sustainable lifestyle. All participants also took the Mission-LiFE pledge to adopt sustainable practices in their daily lives. The local Ward Councillor Smt. Deepika Singh Patel also praised Sulabh-IIHH EIACP team's endeavor and advised the gathering to follow the initiative of Mission-LiFE.





Awareness Campaigns on January 31, 2025

Sulabh-IIHH EIACP, successfully organized Mission-LiFE activities at New Laskar Line, Old Baharana and Shri Nagvasuki Temple near Ganga in Prayagraj. The initiative aimed to promote sustainable living and environmental responsibility, attracting around 60,000 beneficiaries who actively participated in the program.









Awareness Campaigns on February 1, 2025

During the grand Maha Kumbh Mela in Prayagraj, Sulabh-International Institute of Health and Hygiene successfully conducted Mission-LiFE activities from Maha Kumbh Dwar to Sangam Ghat and at Lohiya Marg, Civil Lines, Prayagraj. This impactful initiative sensitized more than 5 lakh pilgrims & local residents about sustainable living and environmental conservation.









Awareness Campaigns on February 2, 2025

Amid the grand celebrations of the Maha Kumbh Mela in Prayagraj, Uttar Pradesh, Mission-LiFE awareness activities were organised at Nandi Dwar, different Ghats and Muthhiganj, near Gaughat Police Chowki, Prayagraj. This initiative engaged and educated over 7 lakh pilgrims and local residents, emphasizing the importance of sustainable living and environmental stewardship.













Awareness Campaigns on February 3, 2025

Mission-LiFE awareness activities were organised at Baxi Bandh, Maha Kumbh Mela, various locations in Civil Lines and Gaughat, Prayagraj, Uttar Pradesh. This initiative engaged and educated approximately 5 lakh roadside visitors, pilgrims, and local residents, emphasizing the importance of sustainable living and environmental responsibility. The residents of Baluaghat also took the Mission-LiFE pledge, committing to adopting sustainable practices in their daily lives. The local ward Councillor Shri Satish Kesarwani ji also appreciated the Sulabh-IIHH EIACP initiative and advised the gathering to adopt environment friendly habits in their daily lives for a greener environment.







Awareness Campaigns on February 4, 2025

Sulabh-IIHH EIACP RP team actively promoted sustainable living under the Mission-LiFE initiative at Maha Kumbh, covering key locations such as Kushinagar and Near Gautam Talkies, Katghar, Muthigaj, Prayagraj, Uttar Pradesh. The local residents also took the Mission-LiFE pledge, committing to environmentally sustainable actions. Through this program, approximately 60 thousand beneficiaries were sensitized to environmental conservation and responsible living.





Awareness Campaigns on February 5, 2025

The Sulabh-International Institute of Health and Hygiene (IIHH) EIACP RP team conducted awareness program in and around Juna Akhada, from January 27 to February 5, 2025 on daily basis. Over 1 lakh participants were sensitised on key environmental issues, including conservation, energy efficiency, and water management during this period. In addition to this, Sonkar Basti & Daraganj Maha Kumbh Prayagraj Uttar Pradesh were also covered for Mission LiFE sensitisation where more than 1 lakh people were sensitised. Total Coverage in and around Juna Akhada along with February 5th activities were for approximately 2,00,000 beneficiaries.





Social Media Post

Sulabh-IIHH EIACP
 @sulabhmission - 159 subscribers · 133 videos
 EIACP Centre for Sanitation, Hygiene, Sewage Treatment Systems and Technology... more
 sulabhmission.org and SulabhLife

Home Videos Shorts Playlists Posts

Mission LIFE- Maha Kumbh Mela, Prayagraj January 31, 2023
 11 views · 13 weeks ago

During the Maha Kumbh Mela in Prayagraj, Sulabh International Institute of Health and Hygiene (IIHH) EIACP under the aegis of the Ministry of Environment, Forest & Climate Change, Government of India, successfully organized Mission LIFE activities at New Laxmi Chowk, Kumbh Mela and, Rajghat, Tehri, Prayagraj near river Ganga. The initiative aimed to promote sustainable living and environmental responsibility... READ MORE

For you

Mission LIFE, Maha Kumbh, Prayagraj, Uttar Pradesh
 7 views · 2 weeks ago

The local ward Councilor Shri Satish Kishorewasi ji appreciated the Sulabh-IIHH EIACP initiative
 13 views · 2 weeks ago

Mission LIFE, Maha Kumbh - February 01, 2023
 13 views · 2 weeks ago

BHH-EIACP RP @bhhelacp · Feb 3

Mission-LIFE Pledge
 On Feb 3, 2023, amid the grand celebrations of the @MahaKumbh Mela in Prayagraj, Uttar Pradesh, Sulabh-IIHH EIACP RP, under the aegis of, organized impactful Mission-LIFE awareness activities at Nand Dwar, different ghats and Muthnigari, Prayagraj.

Awareness on Mission LIFE

Key-Not-to-Singh-Live-Plastic

1,04

AWARENESS ON MISSION LIFE

Sharing and adding information regarding...

Mission LIFE- Maha Kumbh Mela, Prayagraj, Uttar Pradesh

During the Maha Kumbh Mela in Prayagraj, Sulabh International Institute of Health and Hygiene (IIHH) EIACP under the aegis of the Ministry of Environment, Forest & Climate Change, Government of India, successfully organized Mission LIFE activities at New Laxmi Chowk, Kumbh Mela and, Rajghat, Tehri, Prayagraj near river Ganga. The initiative aimed to promote sustainable living and environmental responsibility... READ MORE

As part of our awareness drive on the Maha Kumbh Mela (2023) and dedicated information on great awareness among different age groups, encouraging them to adopt key lifestyle practices in their daily life.

The team members went on the Mission LIFE pledge, committing to environmental sustainability options. Through this program, our community (2023) beneficiaries were motivated to environmental sustainability and environmental living.

With the world facing climate challenges, each of us has a role to play in making a difference. Let's work together to make sustainability a way of life.

See insights

Like Comment Share

BHH EIACP added 3 new photos from 3 February at 10:02 — with **Bhag India** and 4 others.

1 February at 10:02 ·

Mission LIFE, Maha Kumbh, Prayagraj, Uttar Pradesh

February 3, 2023 – The Sulabh International Institute of Health and Hygiene (IIHH) EIACP RP team actively promoted sustainable living practices under the Mission LIFE (Lifestyle for Environment) awareness program in and around Juna Akhara, Maha Kumbh Near Ganga Ghat, Kumbh Mela and, Sankar Bati, Prayagraj, Uttar Pradesh. As part of this initiative, Mission LIFE bags were distributed, and informative banners were displayed. See more

Awareness on Mission LIFE MAHA KUMBH MELA
 At Juna Akhara, Prayagraj, Uttar Pradesh

Awareness on Mission LIFE

See insights

Like Comment Share

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