



Rajasthan State Pollution Control Board

Headquarter, 4, Institutional Area, JhalanaDoongri, Jaipur-302004

Phone :0141-27168049,2716800 e-mail : member-secretary@rpcb.nic.in

HelpLineNo. : 0141-2716877



F.12(IEC-77) / RSPCB/ 472-517

Date: 12.5.23

Office Order

In compliance to DO letter No. 08/05/2023-LiFE Cell dated 02.05.2023 by Secretary, MoEF&CC, Govt of India, wherein the State Board has been directed to organize major outreach and advocacy activities for mass mobilization on Mission LiFE (Lifestyle for Environment) to sensitize people about the impact of behavioural change on the environment, it has been decided that the logo of Mission LiFE shall be incorporated in all official communications of RSPCB both at Head Office and Regional Office Level. High resolution image of the logo is being enclosed alongwith the order for ready reference and further necessary action.

All Group In-charges, Regional Offices of the State Board are directed to ensure compliance of the above.

Furthermore, all Regional Officers, RSPCB are directed to initiate activities to carry out awareness drives based on list of illustrative actions as received from Ministry of Environment and Forest for mass mobilization for Mission LiFE.

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(Niraj Mathur)

Member Secretary

F.12(IEC-77) / RSPCB/ 472-517

Date: 12.5.23

Copy to following for information/ necessary action please:

1. P.S. to Chairperson, RSPCB, Jaipur.
2. Sr.PA to Member Secretary, RSPCB, Jaipur.
3. CEE/CAO/CSO/HOO, RSPCB, Jaipur.
4. The Group In-Charge, HBC/Mines & SCMG-DS& Legal /CD &PDF/ Planning/ CPP, Plastic &, ECC/Hazardous Waste Cell/ Textile&Liquid Waste/ OGM/ MUID/ Training Project & IEC/ BMW/Solid & E-waste/ PCV, Complaints, Grievances, VIP & EC Compliance/ RTI cell, RSPCB, Jaipur.
5. The Regional Officer, Regional Office, RSPCB, Alwar/ Balotra/ Bharatpur/ Bhiwadi/ Bhilwara/ Bikaner/ Chittorgarh/ Jaipur South/ Jaipur North/ Jodhpur/ Kishangarh/ Kota/ Pali/ Sikar/ Udaipur/ Bundi/ Hanumangarh/ Jaisalmer/ Sirohi /Jhalawar/ Sawai Madhopur/ Jhunjhunu/ Rajsamand/ Banswara/ Nagaur.
6. The ACP, RSPCB, Jaipur with directions to upload on the State Board's website and also to create a separate tab deicated to Mission LiFE on the State Board's website.

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Member Secretary

Mass Mobilization for Mission LiFE

Illustrative List of Actions

1. Organize Plastic Cleanup Campaigns inside all Protected Areas, Zoological Parks, and buffer zones with community members, schools, and other institutions.
2. Promote bicycle routes and organise cycling rallies.
3. Drive to ensure 100% Ujjwala Connection in neighbouring villages.
4. Popularise the use of cloth bag instead of Plastic bags through Thaila ATMs.
5. Cleaning of wetlands.
6. **LIFE centres** for collecting old clothes, Books and utensils in Police Lines.
7. Construction of **Water Harvesting Structures** in Police Lines.
8. Making College and University campuses Plastic free.
9. Creating less paper or Digital Campuses to avoid use of paper.
10. Avoid food wastage in Hostel Canteens and Cafeterias - promote serving of small portions.
11. Activating network of **Eco Clubs** to undertake Awareness Campaigns in May.
12. Declaring **Plastic Free Schools** in each Panchayat.
13. Launch drives for Hotels/Restaurants for prevention of food waste, and serving in small portions.
14. Launch campaign to convert Green and Clean Panchayats to **LiFE Villages**
15. **Cleaning of Village Pond(s)** through public participation.
16. Undertake a special drive in May to create awareness on Mission LiFE in Urban Local Bodies.
17. Publicize the social media **creatives** on Mission LiFE at the **Metro Stations** and **broadcast LiFE messages** through the **public address system** within the Metro Trains.
18. **Sport Events** may be co-branded with LiFE.
19. Launch "**Zero Leak Campaign**" for fixing such leakage points across the country in rural and urban areas
20. Conduct workshops to promote LiFE actions in Agriculture sector such as using agricultural residue for mulching and composting, increased awareness of the importance of Soil Organic Matter and use of Organic Carbon and switching from water intensive crops to water efficient crops (eg. millets)
21. Launch a campaign declaring Corporate Offices Plastic Free.
22. **Hackathon** related to LiFE themes on grassroot challenges by all SPCBs and PCCs.
23. Campaigns for '**Zero Leakage**' from industrial areas.
24. **Plastic free working** in SPCBs, PCCs and CPCB; self-evaluation criteria for plastic reduction.
25. One month **cleanliness drive at beaches** by Coastal States.