ज्ञान-विज्ञान विमुक्तये
प्रो. श्यामा रथ
सचिव
Prof. Shyama Rath
Secretary

सत्यमेव जयते

आज़ादी का अमृत महोत्सव

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

**F.No.:-1-1/2026(MissionLiFE)** **8 कार्तिक, 1948/30th October 2026**

**Subject: Celebration of BRICS Sustainable Lifestyle Week (BSLW) from 1st to 7th November 2026 under Mission LiFE – reg.**

**आदरणीय महोदया / महोदय ,**

With reference to the D.O. Letter No. 08/06/2026-LiFE Cell dated 7th October 2026, received from the Secretary, Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India, and Letter No. 14-12/2026-U1 dated 29th October 2026, received from the Department of Higher Education, Ministry of Education, regarding the celebration of BRICS Sustainable Lifestyle Week (BSLW) from 1st to 7th November 2026 as part of India's BRICS Chairship in 2026, all Higher Educational Institutions (HEIs) are requested to participate actively in the BSLW and undertake appropriate activities to promote sustainable lifestyles in alignment with the objectives of Mission LiFE (Lifestyle for Environment).

The BSLW aims to promote environmentally responsible lifestyles through public awareness, citizen engagement and behavioural change. It will focus on seven themes, with one theme highlighted each day. The day-wise plan and key activities, as shared by MoEFCC, are summarised below: -

| Date & Day | Theme | Key Activities |
|---|---|---|
| 1 Nov 2026 (Sun) | Adopt Healthy Lifestyles | Launch event with LiFE pledge; walkathons/cyclothons; poster and essay competitions and storytelling sessions for children; tree plantation under *Ek Ped Maa Ke Naam*; 1-hour yoga session/webinar; display of BSLW and Mission LiFE messaging on premises |
| 2 Nov 2026 (Mon) | Save Energy | To create awareness on Energy conservation; switch off non-essential electrical devices/ appliances when not necessary in Higher Education Institution (HEI) campuses for an hour (appropriate timing to be decided by the Head of Institution, duly ensuring that it does not impact the functioning of the HEI);<br>Conduct webinars/workshops to create awareness on household energy savings, energy-efficient appliances and responsible cooling lifestyle practices. |
| 3 Nov 2026 (Tue) | Save Water | Awareness through posters, webinars and policy dialogue; repair of water leaks and rainwater harvesting structures; drip irrigation and water-saving measures in lawns and gardens; slogan writing and poster competitions. |
| 4 Nov 2026 (Wed) | Adopt Sustainable Food Systems | Promotion of millets and traditional diet in canteens; awareness campaigns on food-waste reduction and composting of organic waste. |

| Date & Day | Theme | Key Activities |
|---|---|---|
| 5 Nov 2026 (Thu) | Say No to Single-use Plastics | Plogging drives; awareness on single-use-plastic-free campuses/events and reusable bag and bottle drives; storytelling sessions for children; promotion of sustainable fashion and eco-friendly fabrics (linen, cotton, Tencel, hemp). |
| 6 Nov 2026 (Fri) | Reduce E-waste | E-waste collection drives linked to authorised recyclers; awareness on repair, reuse and responsible disposal; LiFE pledge through the MyGov platform of MeitY; Eco Clubs for Mission LiFE: culmination and celebration of the National E-waste Campaign results, with "Waste to Wonder" installations showcased during the BSLW. |
| 7 Nov 2026 (Sat) | Reduce Waste | Clean-up drives involving Anganwadi workers, children and parents; 30-minute community clean-up walks (campuses, riverbanks, wetlands, ghats, etc.); "Waste to Art" installations. |

Recognising the important role of HEIs in fostering environmental awareness and encouraging sustainable practices among students, faculty members, and staff, all HEIs are requested to organise suitable activities aligned with each day's theme, as per the plan above. These activities may be undertaken through university green clubs, school eco-clubs and youth volunteer networks such as NSS and NCC, with active student-led participation wherever possible.

To facilitate the observance of the BSLW, MoEFCC has shared seven theme-wise hoardings and one general hoarding on BSLW, which are enclosed herewith for use by Higher Educational Institutions (HEIs). Accordingly, institutions are requested to give wide publicity to the initiative through the following measures:

(i) Displaying the hoardings at prominent locations across the campus, which may be translated into local languages, and highlighting the seven themes of Mission LiFE and BSLW through digital display boards;

(ii) disseminating the publicity material (creatives, infographics and videos), community success stories and Do-It-Yourself (DIY) solutions through their websites, social media handles and other institutional communication channels, using the hashtags **#MissionLiFE, #Proplanetpeople and #BRICSforLiFE**; and

(iii) issuing media releases/press notes on the activities undertaken.

**Key compliance points:** All HEIs are requested to:

(i) Ensure active participation of all departments, constituent units and field units/centres in BSLW-2026, and encourage the participation of students, faculty members, staff and other stakeholders (including industry and civil society organisations) in their jurisdiction;

(ii) Nominate a nodal officer, who will register and upload the activities undertaken by the institution/departments on the **Meri LiFE portal of MoEFCC (https://missionlife-moefcc.nic.in/log-in.php)**;

(iii) MoEFCC is conducting a daily online orientation programme on the Meri LiFE portal through Webex, from **27.10.2026 to 07.11.2026**, in two sessions each day, **11:00 am to 1:00 pm** and **3:00 pm to 5:00 pm** (IST). The nodal officers and other concerned officials may join using the details below:

| Item | Details |
|---|---|
| Meeting link | https://moefcc.webex.com/moefcc/j.php?MTID=m96f72cffc7ffd46b5ad2acfdd2242e6e |
| Meeting number | 2511 621 5325 |
| Password | 325874 |

(iv) Submit a brief report on completion of BSLW-2026, collating the activities undertaken and showcasing best practices, if any, on or before **12.11.2026 on Meri LiFE portal (https://missionlife-moefcc.nicin/log-in-php)**.

All HEIs are requested to take the necessary steps to ensure the effective observance of BSLW and meaningful participation of their academic communities, thereby contributing to the objectives of Mission LiFE and the promotion of environmentally sustainable lifestyles.

For any clarification or coordination regarding BSLW, HEIs may contact Dr. H. V. C. Chary Guntupalli, Scientist 'E', MoEFCC, **through WhatsApp only at Mobile No. 9990517580**, or write to **life-moefcc@gov.in**.

**सादर,**

**भवदीया,**

श्यामा रथ

**(श्यामा रथ)**

**सेवा में:**

1. सभी विश्वविद्यालयों के कुलपति एवं सभी कॉलेजों के प्रधानाचार्य।
2. सभी राज्यों एवं केंद्र शासित प्रदेशों के प्रधान सचिव।

**संलग्नक:**

1. Hoarding shared by MoEFCC.

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# BRICS SUSTAINABLE LIFESTYLE WEEK 2026

## *ONE WEEK, SEVEN ACTIONS, ONE PLANET*

NOVEMBER 1st TO 7TH, 2026

***Let Us Pledge to Adopt Sustainable Lifestyle***

# One Reusable Bottle.

***Zero Single Use Plastic.***

A refillable bottle can help avoid repeated purchases of disposable plastic bottles.





**Adopt Mission LiFE. | Say No to Single Use Plastic**

1 WEEK. 7 ACTIONS. PLANET.

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***Let Us Pledge to Adopt Sustainable Lifestyle***

# Two Wheels.

## *Multiple Benefits.*

Your short journey could be your daily exercise. An eco - friendly commute means healthier you with zero emissions and a cleaner planet.







**Adopt Mission LiFE. | Adopt Healthy Lifestyle.**

1 WEEK. 7 ACTIONS. PLANET.

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***Let Us Pledge to Adopt Sustainable Lifestyle***

# 24°C.

## *A Small Change*

## *That Saves.*

Set the AC at 24°C to save energy and save the planet.




**Adopt Mission LiFE. | Save Energy.**

1 WEEK. 7 ACTIONS. PLANET.

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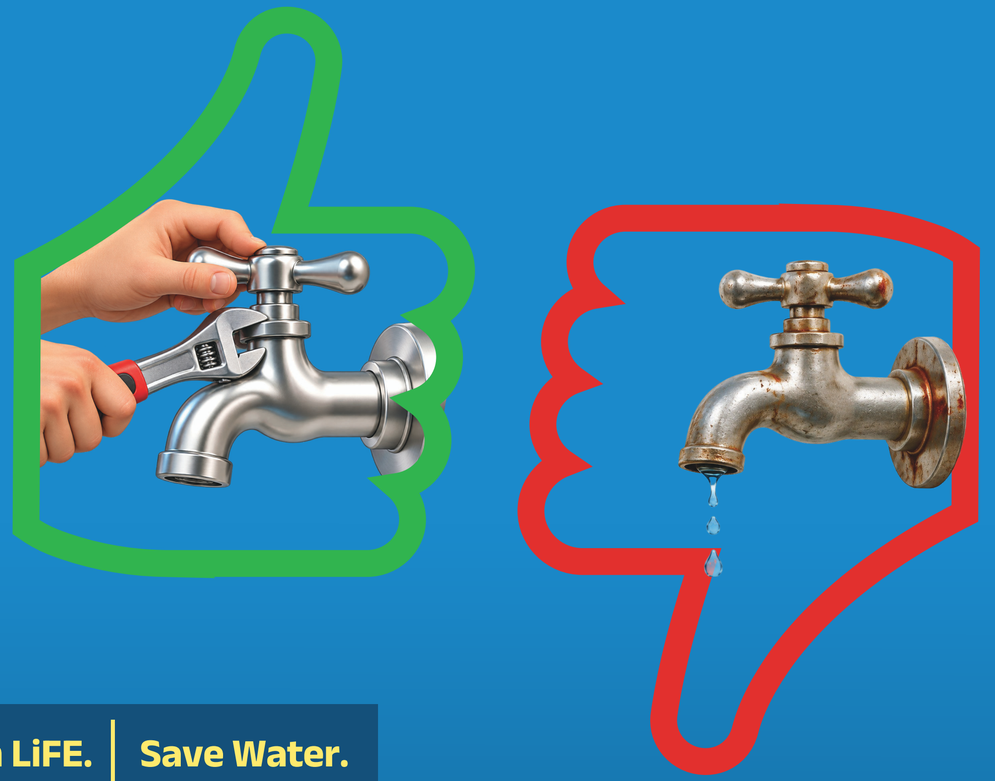
***Let Us Pledge to Adopt Sustainable Lifestyle***

# One Drop A Second.

***Over 11,000 Litres***

***A Year.***

A tap leaking once every second can waste over 11,000 litres of water annually.



**Adopt Mission LiFE. | Save Water.**

1 WEEK. 7 ACTIONS. PLANET.

LiFE
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BRICS
INDIA 2026

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NOVEMBER 1st TO 7TH, 2026

***Let Us Pledge to Adopt Sustainable Lifestyle***

# Mixed Waste.

## *Missed Opportunity*

Separating wet and dry waste at source helps enable composting and recycling.






**Adopt Mission LiFE. | Reduce Waste.**

1 WEEK. 7 ACTIONS. PLANET.

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## *ONE WEEK, SEVEN ACTIONS, ONE PLANET*

NOVEMBER 1st TO 7TH, 2026

***Let Us Pledge to Adopt Sustainable Lifestyle***

# Local grains

***Make it your choice***

***everyday***

Millets bring traditional food, nutritional diversity and climate resilience to our plates.





**Adopt Mission LiFE. | Adopt Sustainable Food Systems.**

WEEK. ACTIONS. PLANET.

LiFE
Lifestyle for Environment

BRICS
INDIA 2026

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## *ONE WEEK, SEVEN ACTIONS, ONE PLANET*

NOVEMBER 1ST TO 7TH, 2026

***Let Us Pledge to Adopt Sustainable Lifestyle***

# A Cracked Screen

## *Isn't The End Of The Story.*

Extending the life of electronic devices helps reduce e-waste and the demand for replacement products.





**Adopt Mission LiFE. | Reduce E-waste.**

1 WEEK. 7 ACTIONS. PLANET.

LiFE
Lifestyle for Environment

BRICS
INDIA 2026

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## *ONE WEEK, SEVEN ACTIONS, ONE PLANET*

NOVEMBER 1ST TO 7TH, 2026

***Let Us Pledge to Adopt Sustainable Lifestyle***



Say No to
Single-use Plastics




Adopt Healthy
Lifestyles.




Save Energy



Adopt Sustainable
Food Systems




Reduce Waste



Save Water



Reduce E-waste

1 WEEK. 7 ACTIONS. PLANET.

