



**A Report on  
Mission life at University of Kalyani  
On Flag-off campaign raising  
awareness on Millet mission and  
Environmental Sustainability under  
LIFE through E-rickshaw**

**(2<sup>nd</sup> January, 2024)**

**Organized by:**

**DESKU EIACP PC- RP on Environmental Biotechnology, University of  
Kalyani, Nadia, West Bengal**

**Sponsored by: Ministry of Environment, Forest & Climate Change, GoI,  
New Delhi**

The Lifestyle for Environment (LiFE), was introduced by Prime Minister Narendra Modi at COP 26 in Glasgow in November 2021. Later, on the occasion of World Environment Day, on 5th June 2022, India furthered the vision of LiFE by launching the LiFE Global Movement. This movement envisions a circular economy by making mindful choices every day and in everyday activities and promotes a sustainable way of living which may impact the environment less, and promote a balance between the needs of the present generation with that of the future.

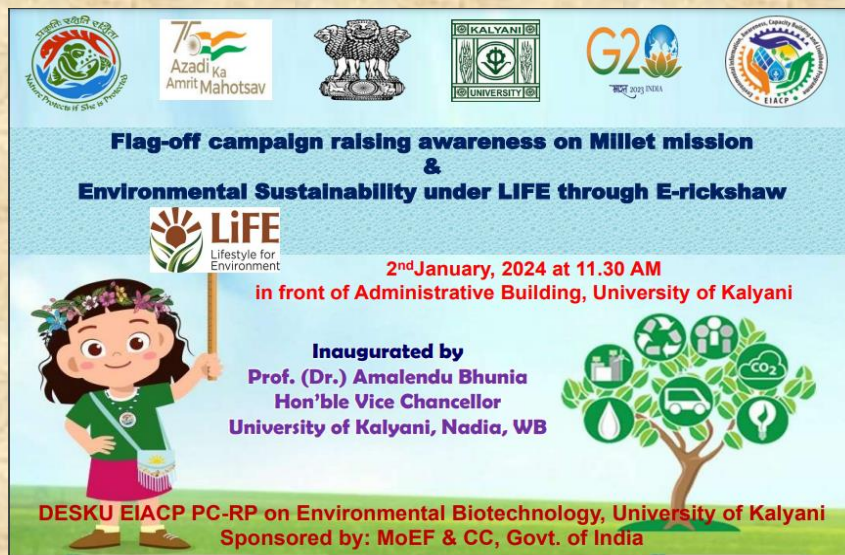
Every individual has a responsibility towards the environment and any initiative for a sustainable planet must begin at the individual level. Through Mission LiFE, every citizen of India will be empowered to carry this message forward and build a mass pro-planet movement. The country's traditional knowledge, social norms and daily household practices make the Indian way of living a sustainable life. There are many examples of practices that promote better utilization and less wastage of resources, conserve energy and promote green or sustainable consumption. These sustainable living practices strongly position global citizens to lead the narrative of climate change action by adopting climate-friendly behaviour in their lives. Mission LiFE will encourage people on a green and sustainable course by engendering the principles of circularity of resources within their lives. Mindful consumption and deliberate utilization by everyone will help each country achieve the larger climate change goals.

Our environment is slowly diminishing because of pollution and overuse of natural resources. Awareness on Millet mission and Environmental Sustainability under LIFE through E-rickshaw could aware some ways in which one can change their lifestyle for the environment. Some of them are:

- Use a bicycle or public transport as it reduces carbon emission.
- Buy sustainable products which have eco-friendly packaging.
- Close a tap when not in use.
- Always follow the 3R's- Reduce, Recycle and Reuse.
- Switch off the fan and light switches while leaving a room.
- Plant more trees. • Use eco-friendly alternatives instead of plastics.
- Segregate your waste into different bins.
- Use an electric car instead of a fuelled one
- Reducing carbon footprint by commuting by cycles
- Healthylifestyle by adopting tradidional method
- Keep millet based food in daily diet



DESKU Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP), Programme Centre –Resource Partner (PC-RP) on Environmental Biotechnology, University of Kalyani, West Bengal, Supported by MoEF & CC, Govt. of India has DESKU EIACP organised an awareness programme on Mission life at University of Kalyani On Flag-off campaign raising awareness on Millet mission and Environmental Sustainability under LIFE through E-rickshaw.



### Brochure of the awareness programme

As part of the ongoing #MissionLiFE initiative, DESKU EIACP, organized an event for mission life awareness campaign through E-Rickshaw (Toto) and traditional millet based food introduction in the University of Kalyani, Canteen on the occasion of New Year 2024 along with all university communities. The objective of these awareness programs is to promote a better understanding of LiFE's aspirations and the value of a sustainable lifestyle in changing environments.

The programme was started on 2<sup>nd</sup> January, 2024 with the administration of Honb'le Vice Chancellor Prof. (Dr.) Prof. Amalendu Bhunia, University of Kalyani, Prof. Kausik Mondal (Co-ordinator, DESKU EIACP RP), Officers, Faculties, DESKU EIACP staff, sweepers, students and research scholars were participated in the programme. Honb'le Vice Chancellor gave a speech on inclusion of millets like bajra, jowar, ragi, kodo, etc. in daily diet. Because different millet contains many key nutrients, which are for good health. Prof. Kausik Mondal, Co-ordinator, DESKU EIACP RP, gave a speech on responsibility towards the environment, traditional knowledge, social norms and daily household practices make the Indian way of living a sustainable life. He also described that through sustainable living practices lead the narrative of climate change action by adopting climate-friendly behaviour in their lives.



More than 100 members of the University of Kalyani took part in the programme. Honb'le Vice Chancellor gave a speech regarding the mission life awareness campaign through E-Rickshaw (Toto) and millet food introduction in the University of Kalyani, Canteen. Free Millet based foods (tiffin) were distributed among the university communities



**Flag-off campaign raising awareness on Millet mission and Environmental Sustainability under LIFE through E-rickshaw at University of Kalyani**



**Flag-off th toto rally by of Honb'le Vice Chancellor Prof. (Dr.) Prof. Amalendu Bhuiain, University of Kalyani**





Note cam lite  
 Address : Kalyani,West Bengal,India  
 Latitude : 22.98614746°  
 Longitude : 88.44552175°  
 Altitude : 12.0 meter  
 Date : 01/02/2024 11:57 am  
 Accuracy : 3.7900925 meter  
 Time zone : IST  
 Note : Captured by Note cam

**Flag-off th toto rally by Prof. Kausik Mondal, Co-ordinator, DESKU EIACP RP, University of Kalyani**



Note cam lite  
 Address : Kalyani,West Bengal,India  
 Latitude : 22.98623626°  
 Longitude : 88.44557472°  
 Altitude : 12.0 meter  
 Date : 01/02/2024 11:59 am  
 Accuracy : 3.7900925 meter  
 Time zone : IST  
 Note : Captured by Note cam

**Group photographs Flag-off campaign raising awareness on Millet mission and Environmental Sustainability under LIFE through E-rickshaw at University of Kalyani**





**DESKU took initiative of traditional millet based food to introduce in the University of Kalyani, Canteen.**



**University staff, faculties and others is waiting for millet food**