

## Testwale Current Affairs PDF

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## **1. Prime Minister Modi launches Mission LiFE globally in Kevadia, Gujarat ( Oct. 20, 2022 )**

launches Mission LiFE globally

Prime Minister Narendra Modi launched Mission LiFE (Lifestyle for Environment) in the presence of the United Nations Secretary-General, [António Guterres](#) at the Statue of Unity, Ekta Nagar, Kevadia on 20 October 2022.

Several world leaders including French President **Emmanuel Macron**, United Kingdom's Prime Minister **Liz Truss**, Georgia Prime Minister **Irakli Garibashvili**, Estonia Prime Minister **Kaja Kallas**, and Madagascar President **Rajoelina** sent video messages for the global launch.

Speaking on the occasion the Prime Minister said that the vision of LiFE is to live a lifestyle that is in tune with our planet and does not harm it. And those who live such a lifestyle are called “Pro-Planet People.” Mission LiFE will strengthen the concept of P3 (Pro-Planet People) and join the people of Earth.

## LiFE ('Lifestyle for the Environment)

- The idea of LiFE ('Lifestyle for the Environment') was given by Prime Minister Modi at the 26th United Nations Climate Change Conference of the Parties (COP26) in Glasgow 2021.
- The idea promotes an environmentally conscious lifestyle that focuses on 'mindful and deliberate utilisation' instead of 'mindless and destructive consumption'.

## Strategy of LiFE

**According to the Prime Minister Office (PMO) the** "Mission LiFE aims at following a three-pronged strategy for changing our collective approach towards sustainability.

First is by nudging individuals to practise simple yet effective environment-friendly actions in their daily lives (demand);

Second is by enabling industries and markets to respond swiftly to the changing demand (supply) and;

Third is to influence government and industrial policy to support both sustainable consumption and production (policy).