



**LIFE**  
Lifestyle for Environment



## NBRI-ENVIRONMENTAL INFORMATION, AWARENESS, CAPACITY BUILDING & LIVELIHOOD PROGRAMME CENTRE (EIACP-PC)

**Ministry of Environment, Forest and Climate Change (MoEF&CC), Govt. of INDIA**  
**CSIR-NATIONAL BOTANICAL RESEARCH INSTITUTE (NBRI),**  
**Rana Pratap Marg, Lucknow, India**



# NBRI-EIACP PC RP Mission LiFE Awareness stall at Rose & Gladiolus flower show 19 Jan 2025 at CSIR-NBRI

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## **Event Overview**

On 19th January 2025, during the Rose and Gladiolus event, **Dr. N. Kalaiselvi, Secretary of the Department of Science and Industrial Research and Director-General of CSIR**, New Delhi, served as the Chief Guest. The event was also graced by other dignitaries, including **Dr. A.K. Shasany, Director of CSIR-NBRI**, Lucknow, and **Dr. Prabodh Kumar Trivedi, Director of CSIR-CIMAP**, Lucknow.

The event served as a powerful platform to promote environmental conservation and sustainable practices. It emphasized the need for resource preservation, waste reduction, and eco-friendly habits through engaging discussions and interactive displays. A key highlight was the EIACP initiative, which spreads awareness, builds skills, and creates livelihood opportunities linked to sustainability. Additionally, the event reinforced Mission LiFE action points, encouraging responsible consumption, energy conservation, and sustainable living. Overall, it inspired visitors to adopt environmentally conscious practices for a greener future.

## **Mission LiFE Integration:**

NBRI-EIACP stall focused on raising awareness about the seven key themes of Mission LiFE, highlighting their application in daily life and horticulture:

- **Save Energy:** Promoting solar-powered tools, efficient irrigation, and composting.
- **Save Water:** Sharing water-wise techniques like rainwater harvesting and drip irrigation.
- **Reduce Single-Use Plastics:** Encouraging alternatives like reusable pots and organic mulches.

- Adopt Sustainable Food Systems: Advocating home-grown food using organic methods and composting.
- Reduce Waste: Emphasizing composting, recycling plant debris, and natural materials.
- Adopt Healthy Lifestyles: Linking gardening with health, well-being, and food self-sufficiency.
- Reduce E-Waste: Providing tips for proper disposal of batteries and old gardening tools.



### **Engagement and Impact:**

The highlight of the event was the dart game at the EIACP stall, designed to showcase the seven themes of Mission LiFE. This interactive activity captured the attention of dignitaries, including Dr. N. Kalaiselvi, Secretary of the Department of Science and Industrial Research and Director-General of CSIR, New Delhi, Dr. A.K. Shasany, Director of CSIR-NBRI, Lucknow, and Dr. Prabodh Kumar Trivedi, Director of CSIR-CIMAP, Lucknow. All dignitaries actively participated in the game, appreciating its engaging format and its role in educating participants about how individual actions can help mitigate climate change impacts.



The game emphasized that adopting sustainable lifestyles not only benefits individuals but also contributes significantly to achieving national sustainable development goals. Visitors gained valuable insights into the importance of energy and water conservation, reducing single-use plastics, sustainable food systems, waste reduction, healthy lifestyles, and proper e-waste management.

On January 19, 2025, the stall attracted 192 visitors, all actively participating in the dart game and other activities, reflecting strong public interest in environmental sustainability and Mission LiFE principles. The event successfully inspired greater community involvement in building a sustainable future.





### **Highlights of the NBRI-EIACP Stall:**

At the NBRI-EIACP stall, **Dr. Pankaj Kumar Srivastava** , **Coordinator, NBRI-EIACP**, discussed with Dr. N. Kalaiselvi the importance of individual efforts in reducing carbon footprints and adopting sustainable practices. He highlighted the NBRI-EIACP program's contributions to environmental conservation, green

technologies, and sustainable agriculture. A key part of the discussion was the **Green Planner App**, a comprehensive database that provides information on various plant species effective in mitigating air pollution. The app helps users select suitable plants for different locations, such as roadside plantations and urban greenery, while also offering insights into their environmental benefits. Dr. Srivastava emphasized the role of science, innovation, and public participation in driving meaningful environmental change.



**Dr. Anju Patel, Co-coordinator, NBRI-EIACP,** presented a model on "**Greenbelt Development around Industries,**" emphasizing its environmental benefits. It showcased a well-structured design integrating greenery with industrial landscapes, aiming to mitigate environmental issues caused by industrial activities. The key highlights of the model were: **Strategic Planting:** Emphasis was placed on planting native and pollution-tolerant species in multiple layers to create a dense vegetation cover, which acts as a natural barrier to dust, noise, and harmful emissions. **Zoning and Layout:** The model demonstrated how green belts can be effectively zoned around industrial peripheries, roads, and open spaces to maximize their benefits. **Pollution Control:** The vegetation in the green belt serves to absorb pollutants like



CO<sub>2</sub>, SO<sub>2</sub>, and particulate matter, contributing to cleaner air. Ecological Balance: Green belts provide habitats for wildlife, enhancing biodiversity, and creating a microclimate to improve the overall environment of industrial areas. Sustainability: The model highlighted the integration of green belts as a sustainable practice, helping industries maintain ecological harmony while complying with environmental regulations.

This initiative underscores the importance of green infrastructure in industrial zones to balance development with environmental conservation.



The NBRI-EIACP stall offered visitors an immersive and educational experience, effectively promoting environmental awareness and sustainable practices. Upon arrival, attendees registered at the desk managed by **Ms. Shiwangi Srivastava, Data Entry Operator NBRI-EIACP**, ensuring an organized entry process. Following registration, visitors received a comprehensive briefing on the "Plant and Pollution" theme of the EIACP center, emphasizing the critical role plants play in mitigating pollution and enhancing environmental health. The stall featured a diverse array of knowledge materials, including newsletters covering various environmental topics, providing attendees with valuable information and insights.



**Dr. Sandhya Mishra**, Programme Officer NBRI-EIACP, highlighted the importance of the green belt, emphasizing its critical role in environmental conservation and maintaining ecological balance. She also introduced the newsletters on different themes, published by NBRI-EIACP, explaining how they focus on topics like environmental conservation, sustainable development, and ecological innovations, serving as valuable knowledge resources for readers. Additionally, she encouraged visitors and attendees to contribute by writing articles for the newsletters, offering them an opportunity to share their insights, experiences, and research on environmental topics. This interactive approach aimed to involve a



broader audience in spreading awareness and promoting green initiatives through their writing.



At the NBRI-EIACP stall, an interactive game organized by **Mrs. Nausheen Nisar**, IT Officer, became a major highlight, engaging participants with the principles of Mission LiFE (Lifestyle for Environment). The game featured a dart and a magnetic board displaying the seven themes of Mission LiFE—Save Energy, Save Water, Say No to Single-Use Plastic, Reduce Waste, Adopt Healthy Lifestyles, Reduce E-Waste, and Adopt Sustainable Food Systems—with "Mission LiFE" at the center.

**Game Details: Participants aimed darts at the board, with two outcomes:**

**Hitting the Center:** Earned them a prize, encouraging active participation.

**Landing on a Theme:** Prompted participants to suggest an eco-friendly action related to the chosen theme.

These suggestions were written on green leaves and attached to the "Green Pledge Tree", creating a collaborative display of commitments to sustainability. This innovative approach not only educated visitors about pressing environmental issues

but also encouraged them to take an active role in contributing practical ideas for sustainable living. It aligned perfectly with the objectives of **Mission LiFE**, which focuses on mobilizing individuals to become "Pro-Planet People" through mindful resource utilization.



### **Increased Participation and Youth Involvement:**

The second day of the event saw a notable increase in participation, with a significant rise in youth engagement. Young attendees demonstrated enthusiasm and deeper focus on environmental themes, particularly Save Water, contributing numerous creative ideas on water conservation. Their written pledges on the "Green Pledge Tree" highlighted actions such as: Fixing leaky taps at home, Harvesting rainwater,

Reducing water wastage while washing or cleaning, Raising awareness about water conservation in their communities. This growing involvement from the youth and their focus on water conservation underscored the importance of educating the next generation about sustainable practices and empowering them to lead the charge in creating a greener future. The interactive and participatory format of the activity created an engaging and impactful experience for all attendees.



**Mr. Manish Chaudhary**, serving as the Information Officer, played a pivotal role in ensuring the smooth execution of technical operations at the stall. His responsibilities included overseeing and managing all technical aspects, such as the setup and functioning of electronic equipment, digital displays, and IT systems critical to the stall's success. Additionally, he took charge of photography, skillfully capturing key moments, activities, and highlights at the stall. His efforts ensured not only the efficient functioning of the stall but also that all significant moments were documented effectively, contributing to the stall's overall success and visual appeal.





The NBRI-EIACP stall at the **CSIR-NBRI's** Annual Rose & Gladiolus Show was a notable success. By integrating educational content with interactive elements, the stall effectively communicated crucial environmental messages. It not only informed visitors about pressing ecological issues but also motivated them to implement tangible eco-friendly practices in their daily routines. The high level of visitor engagement and enthusiasm underscored the stall's significant impact, establishing it as a standout feature of the flower show and a commendable template for future environmental education efforts. The high level of visitor engagement and enthusiasm underscored the stall's significant impact, establishing it as a standout feature of the flower show and a commendable template for future environmental education efforts. On the second day of the event, the footfall increased significantly, with a larger number of people visiting the stall, further amplifying its influence and reach.

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