



LIFE
Lifestyle for
Environment



**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**

**Mission Life Awareness and Celebration of
World Water Day-2025
at Shri Jai Narain Misra Post Graduate (KKC)
College, Lucknow
on
25th March 2025**



Mission LiFE awareness and World Water Day-2025 celebration

The National Botanical Research Institute's (NBRI) Environmental Information, Awareness, Capacity Building, and Livelihood Programme Centre (EIACP) organized a significant environmental awareness program for the post-celebration of World Water Day (WWD)-2025 and Mission LiFE session on 25 March 2025 at Shri Jai Narain Misra Post Graduate (KKC) College, Lucknow. The United Nations General Assembly declared 22 March as World Water Day after adopting the resolution A/RES/47/193 on 22 December 1992. The aim of World Water Day is to raise awareness about the importance of water and to promote its sustainable management.

The event was focused on the global observance of WWD, on its current theme “Glacier Preservation,” which highlighted the importance of glaciers as a source of freshwater and the causes responsible for rapidly melting glaciers. NBRI-EIACP-PC-RP, also organized a plantation drive activity, under the initiative “Ek Ped Maa ke Naam”. Plantation drive involved active participation of Dr. Vinod Chandra, Principal, faculty member and students to promote environmental conservation and increasing the local green cover. Saplings of plant species like Harshingar (*Nyctanthes arbor-tristis*), Ashok (*Saraca asoca*), Yellow bells (*Tecoma stans*), Meethi Neem (*Murraya koenigii*), and Manokamini (*Murraya paniculata*) were planted in the college premises.





After the plantation drive, the event commenced with a welcome speech delivered by Dr. Vivek Singh, Assistant Professor, Department of Botany, KKC warmly welcomed the attendees and shared a few words about the significance of WWD. He oriented participants about the importance of celebrating the WWD and its current theme. He also emphasized the critical need for water conservation and explained the alarming effects of climate change, particularly the melting of glaciers, due to rising global temperatures due to emission of greenhouse gases and anthropogenic activities.



Further, Dr. Sandhya Mishra, Program Officer, NBRI- EIACP informed about the aim and objective, and activities of the EIACP-NBRI programme centre working on the "Plant and Pollution" theme. She delivered an insightful lecture on the WWD-2005 theme "Glacier Preservation". Dr. Mishra illustrated glaciers their types and their geographical locations, way

glaciers are important and what are the causes and impact of glacier melting. She talked about the importance of preserving freshwater resources, highlighting that the water crisis is intensifying, with many regions across the world already facing acute shortages. She also provided practical tips to students on how to save water in their daily activities, such as using water-efficient appliances, collecting rainwater, and practicing mindful water consumption.



In line with this, Dr. Mishra also talked about the Mission LiFE (Lifestyle for Environment) initiative and explained its seven key themes, which focus on promoting environmentally friendly lifestyle choices. She placed special emphasis on the theme “Water Saved,” which focuses on water conservation. She emphasized that by being mindful of water usage in everyday life, individuals can make a substantial impact on reducing water wastage. She also

elaborated on how individual actions, though small, can collectively lead to significant water conservation. She discussed practical daily habits such as turning off taps while brushing teeth, fixing leaky faucets, using water-efficient appliances, and reusing water for gardening, which contribute to conserving this precious resource.

Dr. Mishra also introduced Green Planner app to the students, which serves as a tool to help individuals contributing to reducing both roadside and indoor pollution. Her lecture emphasized that the students could play a significant role in making small yet impactful changes in their daily lives, which would collectively lead to substantial positive outcomes for the environment



After lectures, an online quiz competition was conducted by Mr. Manish Chaudhary, Information Officer, NBRI-EIACP. The quiz was designed on the WWD-2025 theme "Glacier Preservation". It consisted of 10 questions, each carrying 2 marks. Students actively participated in the quiz, demonstrating their knowledge and understanding of the pressing issue of glacier melting and water crisis.



Following the quiz, a Mission LiFE pledge was administered by Prof. Anshumali Sharma, Department of Geology, KKC to all the participating students and faculty. This pledge encouraged all participants to commit to adopting environmentally friendly practices in their daily lives, focusing on efficient use of resources, encouraging them to take responsibility for their role in adopting a sustainable lifestyle.



Finally, the event was concluded on an inspiring note. Dr. Ajai Kumar Mishra, Associate Professor, addressed the audience and encouraged students to take proactive steps to conserve water and raise awareness about the problem of water scarcity within their communities.

Mr. Manish and Ms. Shiwangi Srivastava, DEO, distributed knowledge products, including pamphlets, brochures, and newsletters, to the students. Additionally, they registered the students for future environmental programs, ensuring that they remained connected to the ongoing efforts and programs organized by NBRI-EIACP. A total of 86 students and 9 faculty members were participated in this event. Participated candidates and winners of the quiz competition also get e-certificates.


