Environmental Information, Awareness, Capacity Building and Livelihood Programme Centre (NBRI-EIACP)

CSIR – NBRI, Lucknow

16th December 2023

Mission LiFE Awareness Action

in Valedictory Session of

GPCC 2023

Encouraging companies to invest in R&D of sustainable alternatives and overcoming economic barriers remains a challenge. In the present scenario, there is a need to develop climate-smart plants and climate-resilient agricultural practices.

The conference aims to enhance global awareness on environmental issues and highlights the need for widespread adoption of sustainable practices.

In the Valedictory Session of Conference held on **16th Dec, 2023**, **Dr. Pankaj Kumar Srivastava, Sr. Principal Scientist, CSIR-NBRI** and **Coordinator, NBRI-EIACP**, sensitized the audience about Mission LiFE who had come across the country for the conference.

The importance of Mission LiFE along with its seven themes in achieving sustainability of plant and species were discussed during the valedictory session at GPCC 2023. The session highlighted the importance of creating a sustainable ecosystem through Mission LiFE, and how the initiative can benefit both individuals and the planet.

Participants discussed how the initiative can help to create a more equitable and equitable society, and how it can protect the environment.

The **Chief Guest** of the Conference **Shri Amrit Abhijat IAS, Principal Secretary, Urban Development, Urban Employment & Poverty Revolution Deptt. and State Mission Director, Swachh Bharat Mission(urban), UP** also took part in the initiative of Mission LiFE sensitization and asked everyone to take Mission LiFE pledge on the occasion.

The total of 80 participants were motivated to commit themselves to the initiative and promised to work towards creating a greener, more sustainable world.

They vowed to use the initiative as an opportunity to spread awareness about environmental issues to their family and friends to promote sustainability and lead to a better future for all.