

परमेश्वरन अय्यर
Parameswaran Iyer
मुख्य कार्यकारी अधिकारी
Chief Executive Officer



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D.O. No. 12074/1(15)/2022-E&F

Dated: 19th July, 2022

Dear Shri Murthy,

The threat posed by unmitigated climate change is more real than ever before, with the global economy risking a loss up to 18% of the GDP by 2050 if requisite climate action is not immediately taken. The window of action for averting the climate crisis is finite and fast closing.

2. Over the last two decades, most measures to address climate change have adopted a macro perspective and little attention has been given to the changes required at the level of individuals and communities. Changing individual behaviours can make a significant dent in the climate change conundrum and needs innovative solutions that can transform rigid consumption patterns that are ingrained into the daily lives of individuals and communities.

3. In this context, the Hon'ble Prime Minister of India Shri. Narendra Modi launched the Lifestyle for Environment (LiFE) Global Call for Ideas and Paper on 5th June 2022, along with Mr. Bill Gates, Co-Chairman of Bill & Melinda Gates Foundation; Lord Nicholas Stern, Climate Economist; Prof. Cass Sunstein, Co-author of Nudge Theory; Ms. Inger Andersen, UNEP Global Head; Mr. David Malpass, World Bank President and others. Details can be found at <https://www.niti.gov.in/life>

4. The LiFE Global Call for Ideas and Papers is seeking scientific and scalable ideas that can nudge individuals or households to adopt climate-friendly behaviours in their daily lives which, when accumulated globally, can significantly contribute to climate change.

5. The top 100 ideas will be recognized in 'Compendium of Top 100 LiFE Ideas', to be released on World Environment Day, 2023. Further, the top 5 ideas will receive the UN Global LiFE Ambassador Award at CoP 28 and receive a grant of USD 25,000 for testing their ideas in select aspirational districts of India.

6. The ambition of LiFE can only be fulfilled through participation from the best minds of the country. In this context, I would like an opportunity to interact with the Vice-Chancellors of all Higher Education Institutions in the country via a 45 minutes online meeting. Inputs and participation from our leading institutions is critical to the mission of LiFE.

7. I welcome your inputs to strengthen LiFE and look forward to your support in this endeavour.

Warm regards,

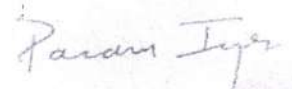


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JS (CV-CDN)

Shri K. Sanjay Murthy, IAS,
Secretary,
D/o Higher Education,
Shastri Bhawan,
New Delhi - 110001

Yours sincerely,



(Parameswaran Iyer)



एक कदम स्वच्छता की ओर