

भारत सरकार/GOVERNMENT OF INDIA
रेल मंत्रालय /MINISTRY OF RAILWAYS
रेलवे बोर्ड/(RAILWAY BOARD)

No.2024/EnHM/10/01/WED**New Delhi dated. .05.2024**

**The General Managers,
All Zonal Railways & PUs,
CMDs & MDs of all PSUs under M/o Railway,
DGs of RDSO and NAIR,
Directors of all CTIs under M/o Railway,
PCAO/COFMOW.**

Sub: LiFE events on World Environment Day-2024.**Ref:** Railway Board's letter of even number dated 19.03.2024. (Copy enclosed)

Kindly connect to the letter under reference vide which instructions were issued to observe World Environment day on 5th June, 2024 over Indian Railway. Ministry of Environment, Forest & Climate Change (MoEFCC) has envisaged to organize major outreach and advocacy activities for mass mobilization on Mission LiFE with the aim to sensitize people about the impact of behavioral change on the environment and accordingly has urged participation of all Government organizations in LiFE event being organized by MoEFCC on World Environment Day on 5th June, 2024.

All Railway Units are requested to observe following activities of Mission LiFE along with the celebrations of World Environment Day – 2024, immediately and the same may be continued for full month of June 2024, as far as possible:-

- Meetings with field units in order to ensure mass mobilization and awareness generation campaign for the LiFE event on World Environment Day – 2024.
- Creatives/activities be posted on respective social media handles and other various IEC devices to generate maximum reach through social media. These social media creatives and videos can be downloaded from the LiFE portal at <https://missionlife-moefcc.nic.in/>.

**LiFE pledge, LiFE creatives, LiFE videos, LiFE logos & Branding, LiFE Knowledge Material, LiFE GIFs & Blue/Pink/Green Selfie photo booth points are available in downloadable format at the LiFE portal.*

- Mission LiFE logo may be updated on respective Railways' website.
- Daily report of all awareness generation and LiFE events being undertaken may be uploaded on the portal 'merilife.org'.
- Awareness about food wastage prevention.
- A suitable officer of the Rank not below JAG level to coordinate these activities.

3. It may also be noted that activities listed out by MoEFCC are illustrative and more activities may be suitably added to these activities and detailed action plans may be drawn up accordingly. Emphasis should be on utilizing the network of institutions at the grassroots level for creating awareness about the Mission LiFE and inculcating the sustainable

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consumption behavior.

4. Detailed report of these activities along with celebrations of WED – 2024 may be submitted to this office on email id: advenhm@rb.railnet.gov.in after completion of these events.

Encl: As above. (01 page)

Signed by

Shailendra Singh

Date: 07-05-2024 17:22:31
(Shailendra Singh)

**Principal Executive Director/ME(EnHM & Proj.)
Railway Board**

Copy to: (i) Secretary/RB, for celebration of World Environment Day in Railway Board on above lines.

(ii) ED/T&C/RB, ED/PR & ED/C&IS for kind information and necessary action please.

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No.2024/EnHM/10/01/WED

New Delhi dated. 19.03.2024

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Sub: Observance of World Environment Day-2024.

5th June is globally observed as World Environment Day every year with the aim to raise awareness on Environment and specific environmental issues.

2. This year, the 2024 day is focusing on land restoration, desertification and drought resilience. Environment protection actions are vital as we face a worrying intensification of the triple planetary crisis: the crisis of climate change, the crisis of nature and biodiversity loss, and the crisis of pollution and waste. Land restoration activities can reverse the creeping tide of land degradation, drought and desertification.

3. Indian Railway is a swift and energy-efficient transportation system, and has taken/ is taking various initiatives with regards to better environmental management and mitigation of climate change, also itself has a target to become Net Zero Carbon Emitter by 2030.

4. Keeping this year's theme into account, All Units of Indian Railways should observe World Environment Day on 5th June, 2024 in an appropriate and befitting manner keeping focus, inter-alia, on land restoration activities, plantation, creation of green space, proper disposal of waste hazardous materials and recharging groundwater aquifers etc.

5. Publicity/Display may be done to showcase achievements on improvements with regard to the better environment management/protection made during the recent year. Campaigns involving Scouts/NCC, social groups and public influencers/dignitaries on environmental awareness be organized at major Railway Stations, workplaces and colonies and in local areas, wherever possible, to educate the passengers/masses.

6. The aforesaid efforts of Indian Railways may also be given due social media coverage at various social media platforms.

Signed by
Shailendra Singh

Date: 19.03.2024 17:22:10

Principal Executive Director/ME(EnHM & Proj.)
Railway Board

Copy to: Secretary/RB, for kind information please.