GOVERNMENT DEGREE COLLEGE,
JAMMALAMADUGU
(Reaccredited by NAAC With ' B ' Grade)
(Affiliated to Yogi Vemana University, Kadapa)
Ramireddy Palli Road, Y.S.R Kadapa District, Andhra Pradesh 516 434

Date: 01.11.2026

BRICS Sustainable Lifestyle Week (BSLW-2026)
ORGANISED BY NSS AND SPORTS WING



The **Meri LiFE** (My Life) mobile application and portal are an integral part of India's larger global mass movement, **Mission LiFE (Lifestyle for Environment)**, originally introduced by the Prime Minister of India at COP26.

The program focuses on shifting from mindless consumption to mindful and deliberate resource utilization.

Aim of Meri LiFE

- **Youth & Citizen Empowerment:** To mobilize youth, citizens, and communities across India and globally, turning the fight against climate change into a massive democratic mass movement.
- **Promoting Pro-Planet Living:** To inspire individuals to adopt simple, everyday, eco-friendly habits (such as saving water, reducing single-use plastic, and adopting sustainable food systems) that align with nature rather than harming it.

Objectives of the Program

- **Trackable Mass Mobilization:** To leverage digital technology (the Meri LiFE app and portal) to record, track, and encourage green actions taken by individuals and institutions, transforming abstract environmental goals into measurable data.
- **Fostering Competition and Engagement:** To use gamified experiences—such as challenges and milestone targets to make sustainability engaging and interactive, particularly for students and young professionals.
- **Enabling the Three Core Shifts:**
    1. **Demand Shift:** Nudging individuals to practice green actions in daily routines.
    2. **Supply Shift:** Enabling industries and markets to rapidly adapt to sustainable manufacturing and services.
    3. **Policy Influence:** Encouraging governments and corporate structures to formulate policies supporting long-term ecological balance.

Government Degree College (GDC), Jammalamadugu, actively conducted the Meri LiFE program on Sunday, 01/11/2026, aligning with environmental conservation efforts. The event successfully promoted the core mission of sustainable and pro-planet living among the academic community. Students and faculty members thusiastically participated in a plantation drive, planting saplings to increase green cover on campus. The college staff and students also took a collective pledge to adopt eco-friendly habits and sustainable lifestyles in their daily routines. This initiative aimed to raise awareness about environmental protection and resource conservation among the youth. Participants engaged in interactive eco-conscious activities, reinforcing the importance of individual climate action.The tree-planting activity highlighted the institution's commitment to combating climate change at the grassroots level. Such campus events serve as practical demonstrations of responsibility toward nature and ecological balance. The program successfully transformed abstract environmental goals into tangible actions within the Jammalamadugu community. Overall, the Meri LiFE plantation and pledge event at GDC Jammalamadugu inspired everyone to become active "Pro Planet People".

Programme Outcomes

- **Behavioral Transformation:** Creation of a global cadre of **"Pro Planet People"** who instinctively practice the 3Rs (Reduce, Reuse, Recycle) in daily life.
- **Massive Scale Impact:** Mobilization of at least **one billion Indians and global citizens** to undertake individual and collective actions for environmental conservation.
- **Targeted Local Penetration:** Ensuring that a vast majority of villages and urban local bodies across India integrate sustainable, eco-friendly operational habits into local governance and community living.
- **Measurable Carbon Footprint Reduction:** Noticeable micro-level drops in waste production, water wastage, and energy consumption, collectively driving nations closer to their net-zero emission targets.

PHOTO EVIDENCES

PLANTATION PROGRME



CONDUCTED A COLLECTIVE LIFE PLEDGE

