

REPORT ON “PRO-PLANET APPROACH TOWARDS SUSTAINABLE INDIA”

June 15, 2023: The "Pro-Planet Approach Towards Sustainable India" sensitization program was organized by BIRAC's BioNEST Bio-Incubator (B3I) Facility at NEHU's Tura Campus, in alignment with the Mission LiFE initiative introduced by our Hon'ble Prime Minister, Shri Narendra Modi. The program aimed to promote conscious and responsible consumerism and encourage a shift towards sustainable living by moving away from a disposable culture.



The program was inaugurated in the presence of the dignitaries including, Prof. Sujata Gurudev, Hon'ble Campus I/C, NEHU, Tura Campus; Shri. Jagdish Chelani, IAS, Deputy Commissioner, West Garo Hills; Mr. Nilesh Trivedi, Assistant Director & Branch I/C, MSME-DFO, Tura Branch, and more than 110 participants. Dr. B. K. Mishra, Head & Associate Professor, Department of Rural Development and Agricultural Production & PI of B3I Facility, NEHU, Tura Campus welcomed the attendees and outlined the program's purpose. Mr. Nilesh Trivedi shed light on the role of MSME in supporting entrepreneurs and the government's commitment to achieving a zero-carbon footprint by 2030, thus making India a carbon-neutral country. Shri Jagdish Chelani, IAS, shared his thoughts on Mission LiFE, emphasizing individual contributions to a Pro-Planet lifestyle and the importance of supporting local entrepreneurs in sustainable endeavors. Prof. Sujata Gurudev highlighted the environmental importance and the need for individual responsibility in the face of global climate challenges.

In the technical session, Dr. Satabdi Banerjee, Assistant Professor, Department of Environment Management & Science, William Carey University, Shillong, discussed Mission LiFE and the historical journey of



sustainable development goals. She encouraged participants to adopt a sustainable lifestyle and pledged their support for the mission.

Mr. Bibhudutta Sahu & Ms. Sweet Clemency Syiemiong, Entrepreneurs & Co-Founders of HQI, Meghalaya, shared their journey and discussed the potential and issues surrounding Pro-Planet entrepreneurship. They stressed the revival of lost resources, such as millets, and advocated for healthy, nutritious options.



Mr. Bankitlang Nongbri and Ms. Seilydor Sohkhia, Entrepreneurs & Co-Founders of ECO-Ri, Meghalaya, addressed waste management, recycling, and the need to segregate and recycle waste materials. They emphasized the urgency of recycling efforts.

Dr. Suman Kumar Nandy, CEO of B3I Facility, NEHU, Tura Campus, highlighted the role of BioNEST in nurturing entrepreneurs and startups while endorsing innovative solutions to address societal needs.

In summary, the "Pro-Planet Approach Towards Sustainable India" sensitization program was a dynamic and insightful event that successfully raised awareness about sustainable living and promoted entrepreneurship in alignment with Mission LiFE. The diverse range of speakers provided valuable perspectives, and the program left participants with a renewed commitment to a sustainable and responsible lifestyle.



Fig. Memories of Mission Life Celebrations.