



सत्यमेव जयते
Ministry of Housing and Urban Affairs
Government of India



युवा कार्यक्रम
एवं खेल मंत्रालय
MINISTRY OF
YOUTH AFFAIRS
AND SPORTS



Challenge Update!

Greetings from the National Institute of Urban Affairs (NIUA),

As you are aware, our Hon'ble PM seeks ideas from academics, universities, and research institutions to encourage individuals, communities, and businesses to embrace an environmentally conscious lifestyle that emphasises "mindful and deliberate utilisation" rather than "mindless and destructive consumption." As such, our future challenges will centre on including the young in urban development, promoting independence, supporting environment-friendly activities, and pushing them toward a healthier and more balanced lifestyle for improved mental and physical health.

In this regard, NIUA, the technical secretariat for the Urban20 engagement group, is hosting a 5-week challenge aligned with the "Lifestyle for the Environment" (LiFE) mission. This challenge precedes the National Youth Conclave 2023 that NIUA is hosting with support from the Ministry of Housing and Urban Affairs and the Ministry of Youth Affairs and Sports, under the aegis of India's ongoing G20 presidency.

The weekly challenge will be shared every Friday commencing from 10th Feb '23 via email and will also be posted on our social media platforms. Every week's winners will be announced the following Saturday after the end of each challenge.

In order to take part, follow the 2-step plan.

1. Do the activity mentioned in the challenge
2. Post about the activity on social media using the hashtags #U20Y20India #LiFEin(Insert your city name)

Note: The top 3 featured cities will be selected as the winners at the end of every weekly challenge, and the three consistently featured cities for 6 weeks will be declared as winners on the second day of the National Youth Conclave.

Thank you and we look forward to your enthusiastic participation. Let us make our cities vibrant, sustainable and habitable places together.

In Partnership with:

