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**Press Release**

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**75 percent are aware about Mission LiFE: However, 60 percent think India is not making sufficient efforts to promote sustainable Life Styles, Only 33% are satisfied with Government initiatives to deal with Greenwashing, misleading advertisements claiming eco-friendly/sustainable products, says CPA perception survey on the occasion of the World Consumer Rights Day.**

**Agartala/Delhi/Jaipur/Kochi, March 14, 2025**

74 percent of people surveyed are aware about Mission LiFE, 'Lifestyle for Environment' launched by Ministry of Environment, Forests & Climate Change, Government of India in November 2021. However, 60% think Government of India is not making sufficient efforts through schemes/programmes to promote sustainable Life Styles.

India has banned manufacture, import, stocking, distribution, sale, and use of identified single use plastic items, which have low utility and high littering potential, across the country from July 1, 2022. Though 92 percentage of consumers are aware about the ban of single use plastic items and 72% carry cloth, jute or paper bag while shopping, only 16 percentage of consumers say the single use plastic ban is effective and strictly enforced, to prevent the circulation/use of banned plastic items. After a short gap, all these banned items are back in the market.

These findings emerged out of a national level survey on the theme of the World Consumer Rights Day, '*A just transition to sustainable lifestyles*', carried out by Consumers Protection Association (CPA) of India.

Each year, the global consumer movement celebrates March 15 as World Consumer Rights Day, to raise global awareness about consumer rights and needs. Launched in 1983, World Consumer Rights day is coordinated by the

Consumers International and recognized worldwide. This is year the theme of WCRD is 'A just transition to sustainable lifestyles'.

Adv. Amrit Lal Saha, President of CPA said, the survey was carried out to assess the perception and the level of understanding of Indian Consumers on the WCRD theme '*A just transition to sustainable lifestyles*'.

84% carry own water bottle wherever possible and avoid buying drinking water in plastic bottles. 52% are having rainwater-harvesting infrastructure either at home or in office. A gigantic 96% are using LED bulbs at home.

Only 8% are fully depended on or using public transport to commute to office. This reason attributed is the poor public transport facility and last mile connectivity. A massive 88% are having the habit of taking the stairs instead of an elevator, wherever possible.

Though 50% look for organic products such as vegetables/fruits/grains/pulses etc. while doing the shopping, only 40% are having kitchen garden or terrace gardens at own home.

Only 32% look for eco-friendly, chemical free cleaning products, while shopping. 80% people are aware about the Bureau of Energy Efficiency (BEE) Star Ratings representing the energy efficiency of electrical appliances, and 72% purchase such energy efficient electrical appliances.

72% are involved in activities to reduce carbon footprint, such as walking, cycling, carpooling, public transportation, and avoid flight travel as far as possible.

Though 75% know about Ecomark certification, issued by the Bureau of Indian Standards (BIS) to products conforming to a set of standards aimed at the least impact on the ecosystem, only 33 % people surveyed are satisfied with Government initiatives to deal with Greenwashing, misleading advertisements claiming eco-friendly/sustainable products. Majority of the people surveyed are expecting more initiatives, programme, law enforcement, awareness campaigns by the Government to promote sustainable life styles.

George Cheriyan, Working President of CPA said, Sustainable Lifestyles are considered as ways of living, social behaviors and choices, that minimize

environmental degradation (use of natural resources, CO2 emissions, waste and pollution) while supporting equitable socio-economic development and better quality of life for all. This year the purpose of the WCRD is to educate the people about the importance of just transition to sustainable life styles.

Participants of the survey were from various walks of life, consumer organizations, academia, businesses, researchers, house wives from 25 States and Union Territories of India, covering all regions of India.

Consumers Protection Association (CPA), established in 1987, is based in Agartala, Tripura and having offices in Jaipur and Bengaluru., CPA is one of the Founding members of Consumer Coordination Council (CCC) of India. CPA is working for protecting the interests of Indian consumers, with a special focus on the North-Eastern States. CPA is an Affiliate member of Consumers International, the global voice of consumers.

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