

**Press Release on Enviro Solver Hackathon to be conducted from 27.05.2023 to 31.05.2023 with prize money upto Rs.3 Lakhs**

Mission LiFE (Lifestyle for Environment), an initiative of Government of India is a mass movement for “mindful and deliberate utilization, instead of mindless and destructive consumption” to protect and preserve the environment. It aims to nudge individuals and communities to practice a lifestyle that is synchronous with nature and does not harm it. Those who practice such a lifestyle are recognised as Pro Planet People. The prominent themes of Mission LiFe are: Energy Saved, Water Saved, Single Use Plastic Reduced, Sustainable Food Systems Adopted, Waste Reduced, Healthy Lifestyles Adopted, E-Waste Reduced etc.,

TNPCB has taken several steps such as incorporation of LiFE Logo in TNPCB Website, OCMMS home page, Consent orders, Letter heads, Displaying LiFE creatives and videos in TNPCB website and social media pages etc., for co-branding and outreach of LiFE themes.

**Further, TNPCB has proposed to conduct a week long Hackathon on two themes viz., “Water Saved” and “SUP Reduced” from 27.05.2023 to 31.05.2023 so as to invite solutions and innovative ideas on various challenging issues in the said themes from Students, Research Scholars, MSMEs and Startups. The winners shall be awarded with mementos and cash prizes. There shall be 5 prizes for each category. The 1<sup>st</sup> Prize carries Rs. 3 Lakhs, 2<sup>nd</sup> Prize Rs. 2Lakhs and 3 numbers of 3<sup>rd</sup> Prizes Rs 1 Lakh each. The winners will be felicitated on June 5, 2023 – World Environment Day.**

The Hackathon is expected to provide implementable and scalable solutions to the problems relating to water scarcity and single use plastic disposal. The Hackathon would also provide a platform and opportunity for students and startups to present their ideas to leaders and eminent professionals in the Government and industry and to scale up and commercialize their ideas.

The details of Hackathon and application form are available in TNPCB website [www.tnpcb.gov.in](http://www.tnpcb.gov.in). The details are also available in Facebook, Instagram and Twitter pages of TNPCB.

TNPCB requests all the potential contestant to participate in the week long hackathon to showcase their ideas and concepts towards sustainable environment and to win the attractive cash prizes.

**Chairperson**

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