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Environmental Awareness and Sustainability: Pathways Toward a Green Future

***Dr. Namita Sharma**

Associate Professor,
Department of Teacher Education
RCCV Girls College, Ghaziabad

***Ms. Pallavi Sharma**

Assistant Professor,
Department of Teacher Education
RCCV Girls College, Ghaziabad
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Abstract

Environmental awareness has emerged as a foundational pillar in global efforts to address the pressing challenges of climate change, biodiversity loss, pollution, and unsustainable resource consumption. This research explores the nexus between environmental awareness and sustainability, emphasizing how increased public understanding and engagement can influence sustainable development practices. Through a multidisciplinary lens, this paper analyses the role of education, media, community participation, and policy in shaping environmental consciousness. It investigates both the drivers and barriers that affect the dissemination and internalization of environmental values. Evidence indicates that environmentally aware individuals are more inclined to engage in environmentally friendly behaviours, support green policies, and demand accountability from industries and governments. The article also examines successful case studies from countries that have implemented comprehensive awareness campaigns leading to measurable environmental improvements. Key strategies are proposed to further integrate sustainability into public consciousness, including curriculum reform, digital media engagement, corporate responsibility initiatives, and policy interventions. The paper concludes by advocating for a coordinated approach that combines education, communication, and legislation to foster a culture of sustainability. By empowering individuals and communities with knowledge and tools, societies can transition toward more sustainable and resilient futures. This study adds to the expanding corpus of research on environmental education and provides useful insights for policymakers, educators, and environmental practitioners.

Keywords: Environmental Awareness, Sustainability, Climate Change, Environmental Education, Policy, Sustainable Development

Introduction

The 21st century has witnessed growing concerns over the negative effects that human activity has on the ecosystem. “Issues such as climate change, biodiversity loss, deforestation, and pollution have underscored the urgent need for sustainable development” (United Nations, 2015). “Environmental awareness—the understanding and knowledge of environmental issues—plays a crucial role in shaping behaviours and policies that promote sustainability” (Carson, 1962; UNESCO, 2017). “As environmental challenges become more visible and pressing, raising awareness among individuals, communities, and institutions is increasingly seen as a foundational step toward transformative change” (Gadgil & Guha, 1995). “Environmental awareness fosters a sense of responsibility, encouraging people to make informed choices about consumption, energy use, waste management, and resource conservation” (Shiva, 2005). It also empowers citizens to engage in environmental advocacy, influence policy-making, and support green technologies (Narain, 2014). Moreover, education and media play vital roles in spreading environmental knowledge and inspiring collective action (UNESCO, 2017). This article investigates how increased environmental awareness can influence sustainable practices and outlines strategies for fostering a culture of environmental responsibility, including educational initiatives, policy frameworks, and community engagement programs aimed at creating a more informed and eco-conscious society.

Environmental Awareness: Concept and Definition

Environmental awareness involves the recognition of environmental issues, an understanding of their implications, and the willingness to take responsibility for mitigating them. It encompasses knowledge about resource conservation, pollution control, climate action, and biodiversity protection (UNESCO, 2017). Heightened environmental awareness can lead to informed choices, responsible consumption, and support for environmentally friendly policies. Research shows that “environmentally aware individuals are more likely to engage in pro-environmental behaviours such as recycling, conserving energy, and supporting green products” (Kollmuss & Agyeman, 2002). Moreover, awareness can influence voting behavior and civic engagement, pushing governments to adopt and enforce sustainable policies.

Several scholars and environmentalists have emphasized the multifaceted nature of environmental awareness. According to Lester R. Brown (2001), “Environmental awareness means having an informed understanding of how the natural world works, how our behaviour impacts it, and the responsibility we share in ensuring ecological sustainability.” David W. Orr (1992) asserts that “Environmental awareness is not just about facts or information; it is about cultivating a deep emotional and ethical connection with the Earth, recognizing our dependence on it, and acting accordingly.” Indian environmentalist Sunita Narain (2014) expands this view by stating, “Environmental awareness is not only about knowledge of pollution or climate change, but also about the rights of people to natural resources and a just, equitable way of managing them.”

Sustainability: Concept, Definition and Dimensions

“Sustainability refers to meeting the needs of the present without compromising the ability of future generations to meet their own needs” (Brundtland Commission, 1987). It is a guiding principle for long-term development that balances ecological integrity, economic viability, and social well-being. This concept encompasses three interconnected and mutually reinforcing dimensions:

- **Environmental sustainability**, which involves the protection of natural ecosystems, reduction of pollution, responsible resource management, and conservation of biodiversity;
- **Economic sustainability**, which aims for long-term economic growth and productivity without causing environmental degradation or depleting natural resources (Daly, 1996); and
- **Social sustainability**, which ensures equity, inclusion, health, and access to education and basic needs for all members of society.

These three pillars must operate in synergy to ensure holistic and resilient development. A failure in any one dimension can undermine the others. For instance, economic growth that disregards ecological limits leads to environmental crises, while environmental policies that ignore social equity can deepen inequality and marginalization.

The Brundtland Commission (1987) defined sustainable development as *“development that meets the needs of the present without compromising the ability of future generations to meet their own needs,”* a definition that remains the foundation for modern sustainability discourse. Ecological economist Herman Daly (1996) further emphasized that *“sustainability means maintaining the capacity of the environment to support human well-being indefinitely by ensuring that resource use does not exceed regenerative capacity.”* Indian ecologist Madhav Gadgil highlighted the importance of participatory approaches by stating, *“Sustainability is about balancing conservation and development, where the local communities play a central role in maintaining the health of the ecosystem”* (Gadgil & Guha, 1995).

In today’s context, the urgency of sustainability is more pronounced due to growing climate change, declining resources and social inequalities. International initiatives such as the Sustainable Development Goals (SDGs) of the United Nations are built upon these principles to create a roadmap for integrated and inclusive development across nations (United Nations, 2015). Advancing sustainability thus requires a multi-stakeholder approach, combining scientific innovation, ethical governance, community involvement, and responsible consumer behaviour.

Review of Related Literature

Kollmuss, A., & Agyeman, J. (2002) explored that Environmental education significantly influences students’ attitudes and behaviours toward sustainability, though the gap between awareness and practice remains.

Stern, P. C. (2000) found that individuals with higher environmental awareness are more likely to support green policies and engage in sustainable civic action.

Vicente-Molina, M. A., Fernández-Sáinz, A., & Izagirre-Olaizola, J. (2013) found that young people, especially students, play a pivotal role in driving sustainability movements when equipped with environmental knowledge and digital platforms.

Han, H., & Yoon, H. J. (2015), explored that corporate social responsibility initiatives that prioritize environmental education foster stronger consumer trust and promote sustainable practices in industries.

Bamberg, S., & Möser, G. (2007) found that awareness campaigns that connect global environmental issues (climate change, biodiversity loss) with local impacts are more effective in motivating sustainable behaviour.

Drivers of Environmental Awareness

Education: Formal environmental education at schools, colleges, and universities enhances understanding of environmental issues and encourages eco-friendly behaviour. Programs like Eco-Schools and environmental science curricula help students internalize sustainable values from a young age.

Media and Technology: Digital platforms play a crucial role in spreading awareness. Documentaries like *Before the Flood* and *Our Planet*, and social media campaigns such as #Fridays For Future have sparked global conversations and mobilized youth around climate action.

Community Initiatives: Local and grassroots movements often act as powerful catalysts for awareness and action. For example, India's Chipko Movement involved villagers—particularly women—hugging trees to prevent deforestation, highlighting the role of community-based environmental activism.

Government and Policy Interventions: National and local policies that mandate awareness campaigns, eco-labelling, and sustainable development education contribute significantly. The Swachh Bharat Abhiyan (Clean India Mission) of the Indian government is a notable example, where public campaigns increased awareness about sanitation and cleanliness.

Corporate Social Responsibility (CSR): Many companies are now investing in sustainability education and green practices as part of CSR. Brands like Tata Power and Infosys have initiated environmental awareness programs both internally and within communities

Barriers to Environmental Awareness

Lack of Access to Information: In many developing or remote regions, access to accurate and relevant environmental information is limited due to poor infrastructure or educational resources. For instance, rural areas may not benefit from digital campaigns or formal schooling on environmental issues.

Economic Pressures: In economically vulnerable communities, survival needs take precedence over sustainability. For example, a farmer facing crop failure due to climate change may resort to unsustainable practices like overuse of fertilizers or deforestation to increase yields.

Misinformation and Greenwashing: Conflicting information—such as climate change denial or misleading eco-claims by corporations—can confuse the public and erode trust. Greenwashing, where companies falsely advertise their products as "eco-friendly," undermines genuine environmental efforts.

Cultural and Social Norms: Deep-rooted traditions or societal practices may resist environmental change. For instance, reliance on firewood in some regions persists despite the availability of cleaner energy alternatives, due to habit or lack of awareness.

Limited Policy Enforcement: Even when environmental education is present, weak policy enforcement can limit its effectiveness. For example, laws banning plastic use often go unenforced due to a lack of monitoring and accountability.

Strategies to Promote Sustainability through Awareness

Integrating Environmental Education-

Incorporating environmental education across all levels of schooling is essential for fostering ecological consciousness and sustainable thinking from an early age. Environmental education should go beyond theoretical knowledge to include hands-on activities, community engagement, and critical thinking about real-world environmental challenges. Key topics may include climate change, biodiversity, pollution, sustainable agriculture, and renewable energy.

Example:

In India, the **National Education Policy (NEP) 2020** emphasizes environmental awareness and sustainability in school curriculums. Organizations like **CEE (Centre for Environment Education)** have partnered with schools to integrate experiential learning modules focused on local ecological issues, such as water conservation and waste segregation. Internationally, the **Eco-Schools Program** engages over 19 million students in environmental stewardship across 68 countries.

Public Campaigns and Media Management

Public awareness campaigns using mass media, social media, and entertainment platforms are powerful tools for normalizing sustainable habits. Television, radio, films, and digital content can shape attitudes and influence behaviour at scale. Campaigns led by influencers or celebrities often achieve broader reach, particularly among youth.

Example:

The Swachh Bharat Abhiyan (Clean India Mission) of the Indian government successfully used television, print, and digital platforms to spread messages about sanitation and hygiene. Influencers, actors, and public figures like Akshay Kumar and Amitabh Bachchan played key roles in publicizing the cause. Globally, documentaries like *An Inconvenient Truth* (2006) and *Our Planet* (2019) sparked major public discourse on climate change, prompting action from policymakers and individuals alike.

Corporate Social Responsibility (CSR)

Businesses can significantly influence environmental outcomes through sustainable practices in their operations, supply chains, and community programs. CSR initiatives focused on environmental conservation, energy efficiency, and sustainable product design can create long-term impact. Transparency in environmental reporting and green certifications also build public trust and promote responsible consumption.

Example:

Infosys, a major Indian IT firm, has committed to becoming carbon neutral and has developed

one of the most energy-efficient campuses in the world, complete with solar power systems, efficient water management, and eco-restoration initiatives. Similarly, **Tata Steel** has launched environmental awareness programs in communities near its plants, educating thousands on waste management and biodiversity.

Policy and Governance

Effective policies, strong governance and regulatory enforcement are critical for promoting sustainability. Governments play a key role in setting environmental standards, offering incentives for green technology adoption, penalizing polluters and supporting environmental research and innovation. Policies must be inclusive, ensuring marginalized communities are also engaged in and benefit from sustainability efforts.

Example:

Missions centered on solar energy, sustainable agriculture, water conservation, and energy efficiency are outlined in India's National Action Plan on Climate Change (NAPCC). The Bureau of Energy Efficiency's Perform, Achieve and Trade (PAT) program is a market-based strategy to improve industry energy efficiency. Internationally, the **European Union's Green Deal** is a comprehensive policy framework to achieve climate neutrality by 2050 through green jobs, clean energy, and biodiversity protection.

Case Studies

Sweden: A model of Environmental Consciousness

Sweden is internationally recognized for its commitment to environmental sustainability. The country has successfully integrated recycling programs, renewable energy adoption, and public awareness into daily life. Sweden's recycling program is one of the most efficient in the world, with over 99% of household waste being recycled or converted into energy. The Swedish government incentivizes green energy through policies that encourage the use of renewable energy sources and the nation has set lofty targets to become carbon neutral by 2045. In addition to waste management, Sweden has made major investments in clean energy, particularly wind,

hydro, and solar power, which now account for a significant portion of the energy consumption of the country. Sweden's public awareness campaigns focus on reducing carbon footprints, sustainable consumption, and environmental responsibility, helping create a strong eco-conscious culture in the country.

India's Swachta Abhiyaan (Clean India Mission)

The **Swachh Bharat Abhiyan (Clean India Mission)** launched in 2014 by the Government of India, is one of the largest public cleanliness drives in the world. This nationwide initiative focuses on improving sanitation, waste management, and hygiene across urban and rural areas. The campaign has made significant strides in promoting cleanliness through awareness drives, constructing household toilets, and improving waste disposal systems. As part of the mission, India has built millions of toilets, especially in rural areas, to combat open defecation. The mission also targets the reduction of single-use plastics and emphasizes the importance of cleanliness in public spaces. One of the most notable achievements is the declaration of over 30 states as "open defecation-free," significantly improving the standard of life in rural areas.

Delhi's Odd-Even Scheme

The Delhi government launched the Odd-Even Scheme in 2016 to address the city's escalating air pollution problem. The policy restricts vehicles from being driven on alternate days based on whether their registration number is odd or even. This scheme seeks to lessen carbon emissions, transportation congestion and promote the use of public transport. This scheme succeeded in reducing air pollution levels during its implementation. The initiative raised awareness about pollution and encouraged citizens to use more sustainable modes of transportation, such as carpooling, public buses, and metro services. The scheme also prompted the government to invest in cleaner transport options, including electric buses.

Madhya Pradesh's Van Vihar National Park and Tiger Reserve

The **Van Vihar National Park** in Bhopal, Madhya Pradesh, is a prime example of wildlife conservation combined with urban environmental consciousness. The Park, which is situated near a bustling urban area, serves as a critical wildlife sanctuary for tigers, leopards, and various

other species. Van Vihar plays a crucial role in spreading awareness of the value of sustainable wildlife management and biodiversity conservation. In addition to its environmental significance, the park provides a model for integrating ecological awareness within urban spaces, allowing residents to experience nature while learning about conservation efforts. The Madhya Pradesh Forest Department also runs various educational programs and community outreach initiatives in the region to encourage eco-tourism and conservation efforts.

Kochi's Waste Management System (Kerala)

The city of **Kochi**, in Kerala, has become a benchmark for sustainable waste management in India. In 2018, Kochi became the first major Indian city to start processing 100% of its waste using a decentralized waste management model. The city set up **waste-to-energy plants** and composting facilities, along with home-based waste segregation systems, to process organic waste and recycle inorganic materials efficiently. Kochi's waste management model has been successful in reducing landfill usage and promoting resource recovery, thus minimizing environmental impact. The city also implements awareness campaigns for citizens about waste segregation and encourages people to reduce, reuse, and recycle. The city's efforts have significantly improved waste management, making it a model for other Indian cities grappling with growing waste management challenges.

Sikkim's Organic Farming Movement

The state of **Sikkim** in north-eastern India has achieved a remarkable feat by becoming the first fully organic state in India. In 2016, Sikkim transitioned to organic farming practices, eliminating the use of synthetic fertilizers and pesticides from its agricultural system. The state government provided subsidies, training, and support to farmers, assisting them in implementing sustainable methods that lessen chemical runoff, preserve water, and safeguard soil health. Sikkim's success story has inspired other states to adopt organic farming practices. The state's initiative has not only increased local food security but also attracted eco-tourism, further promoting the state as an environmentally conscious destination.

Tamil Nadu's Solar Energy Initiatives

In the field of renewable energy, especially solar power, Tamil Nadu has become a leader. The state has set lofty targets to greatly expand its solar capacity by 2030 and is home to some of India's biggest solar power projects, such as the Kanyakumari Solar Park. In order to lessen dependency on fossil fuels and cut greenhouse gas emissions, the Tamil Nadu government provides incentives for people and companies to install solar energy systems. The state has also focused on creating infrastructure for solar energy in rural areas, providing rural communities with affordable and sustainable energy sources. Tamil Nadu's leadership in solar power has helped reduce energy costs for many and serves as a model for other regions in India looking to transition to clean energy.

These case studies highlight India's diverse approaches to environmental sustainability—from nationwide campaigns to localized efforts—demonstrating that with the right mix of policy, community involvement, and innovation, India can make significant strides in addressing environmental challenges. By learning from these examples, other countries and regions can implement similar strategies to build a more sustainable future for everybody.

Suggestions for Strengthening Environmental Awareness and Promoting Sustainability

- **To integrate Environmental Education into Curricula at All Levels:** Governments and educational institutions should ensure that environmental education is not limited to specific subjects but is woven into the fabric of all academic disciplines. This should begin in early childhood education and continue through to higher education. By nurturing an eco-conscious generation, we create lifelong stewards of the planet. Example: Incorporating sustainability challenges in school projects and university research initiatives can help students develop practical solutions to environmental issues.
- **Leveraging Media and Technology for Broader Reach:** The use of social media platforms, documentaries, and apps can accelerate awareness, particularly among younger generations. Governments, NGOs, and businesses can collaborate with influencers and content creators to spread information about sustainability in engaging and creative ways. Example: Digital campaigns like #Fridays For Future and documentaries such as Our Planet

have shown the power of media in sparking global conversations about environmental issues. Platforms like Instagram and YouTube can be leveraged to promote sustainable lifestyles and green products.

- **Encouraging Corporate Responsibility:** Businesses should embrace environmental responsibility not as a marketing strategy but as a core value that shapes their entire operation. The adoption of sustainable supply chains, reduced carbon footprints, and ethical product sourcing must become industry norms. Businesses can play a crucial role in driving systemic change by leading by example and holding themselves accountable to both their customers and the planet. **Example:** Companies like Patagonia and Tesla are already leading the way in sustainable practices by creating products that are both environmentally friendly and socially responsible.
- **Policy and Governance for Enabling Sustainability:** Governments must enact, enforce, and update policies that support sustainability, such as subsidies for renewable energy, carbon taxes, and waste reduction targets. Policies should incentivize businesses and individuals to adopt eco-friendly behaviours and technologies, ensuring that environmental impact is considered in all sectors of development. **Example:** The Paris Agreement has been a significant international effort, but countries must now prioritize local enforcement and implement national action plans that align with global sustainability goals.
- **Promoting Community Engagement and Grassroots Movements:** Local communities often have a deeper understanding of their own environmental challenges. By empowering communities to participate in sustainability efforts—whether through local recycling programs, clean-up drives, or water conservation initiatives—we can create a strong culture of environmental responsibility. Supporting local environmental leadership and grassroots movements can result in impactful change that spreads across regions and nations. **Example:** The Chipko Movement in India, in which individuals, primarily women, embraced trees to stop destruction, showcases how grassroots activism can lead to tangible environmental changes.
- **Investing in Research and Innovation:** Continuous investment in scientific research and technological innovation is essential to develop new methods for reducing

environmental impact. Governments and private sectors should increase funding for research in areas like renewable energy, waste management, and sustainable agriculture. Innovations in technology can provide scalable solutions that address environmental problems while also driving economic growth. **Example:** The development of more efficient solar panels, electric vehicles, and biodegradable plastics has been spurred by both governmental and private-sector research.

- **Strengthening International Cooperation:** Environmental issues are global in nature, and solutions require collaboration across borders. Countries should work together through international agreements and partnerships to share knowledge, fund sustainability initiatives, and implement global environmental standards. **Example:** The United Nations Sustainable Development Goals (SDGs) are a universal framework for promoting sustainable development. The international community's commitment to achieving these goals by 2030 provides a roadmap for collective action.
- **Encouraging Responsible Consumption and Lifestyle Changes:** Individuals also play a crucial role in sustainability. By embracing a more responsible approach to consumption—such as reducing waste, conserving energy, choosing sustainable products, and adopting plant-based diets—people can significantly reduce their environmental footprint. **Example:** The growing popularity of minimalism, zero-waste lifestyles, and plant-based eating reflects a shift in public consciousness towards more sustainable ways of living.

Conclusion

Environmental awareness is the critical first step in the journey towards sustainable development. It serves as the foundation upon which meaningful change can be built, but awareness alone is not enough. It is a catalyst—spurring the necessary changes in behavior, policy and practice. Awareness fosters understanding of the urgency of environmental challenges such as climate change, biodiversity loss, pollution, and resource depletion. However, it is only through subsequent actions—both at the individual and institutional levels—that these challenges can be effectively addressed. The growing pressure of global population growth and rising resource consumption further underscores the importance of environmental awareness. As more

people consume more resources, the demand for sustainable solutions becomes even more pressing. Governments, businesses, civil society, and the global community must collaborate across sectors to create a culture of sustainability. This collective action is essential not only for mitigating environmental damage but also for ensuring a liveable planet for future generations.

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Environmental Awareness and Sustainability: Pathways Toward a Green Future

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