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IMPACT OF AWARENESS ACTIVITIES BY COLLEGES ON SUSTAINABLE DEVELOPMENT WITHIN THE REGION FROM MALAD TO BANDRA

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ABSTRACT

Sustainable development has emerged as a global priority in response to environmental degradation, climate change, and social inequality. Educational institutions play a crucial role in promoting sustainability awareness among young citizens and local communities. Colleges, in particular, act as centers for knowledge dissemination, community engagement, and environmental advocacy. Through awareness programs, workshops, seminars, and student-driven initiatives, colleges contribute significantly to promoting sustainable practices.

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This study examines the impact of awareness activities conducted by colleges on sustainable development within the region from Malad to Bandra in Mumbai's Western Suburbs. The research focuses on how educational campaigns related to environmental conservation, waste management, energy efficiency, and social responsibility influence the attitudes and practices of students and local communities.

Using primary data collected through structured questionnaires from students and faculty members, along with secondary data from academic literature and sustainability reports, the study evaluates the effectiveness of college-led awareness programs. The findings indicate that awareness activities play a significant role in encouraging sustainable behavior and community participation. The study highlights the importance of integrating sustainability initiatives into higher education institutions to support long-term regional sustainable development.

Keywords: Sustainability Awareness, Higher Education, Environmental Education, Sustainable Development, Mumbai Western Suburb.

Introduction

Sustainable development has become a critical objective for modern societies seeking to balance economic growth with environmental protection and social well-being. Rapid urbanization and industrial expansion have increased pressure on natural resources, making sustainability awareness essential for long-term development. Educational institutions play a vital role in promoting sustainability by educating students, shaping responsible behavior, and encouraging community participation.

Colleges are important platforms for spreading awareness about sustainable practices. Through initiatives such as environmental awareness drives, tree plantation campaigns, waste

management programs, and sustainability seminars, colleges help develop environmentally responsible attitudes among students and communities. These initiatives not only enhance knowledge but also encourage practical actions that contribute to environmental protection and social welfare.

The Western Suburban region of Mumbai—from Malad to Bandra—is one of the most densely populated urban corridors in India. The area hosts numerous higher educational institutions and faces several sustainability challenges such as waste management issues, traffic congestion, environmental pollution, and pressure on urban infrastructure. In such a context, awareness activities conducted by colleges can significantly contribute to promoting sustainable practices within the region.

Colleges often organize activities such as environmental awareness campaigns, clean-up drives, workshops on climate change, and programs promoting sustainable lifestyles. These initiatives help students understand the importance of environmental conservation and encourage them to adopt sustainable habits such as reducing waste, conserving energy, and supporting community welfare.

The present study aims to examine how awareness activities organized by colleges influence sustainable development in the region from Malad to Bandra. The research focuses on evaluating the level of awareness created among students and communities and analyzing the contribution of educational institutions to regional sustainability.

Review of Literature

The concept of sustainable development gained global recognition after the Brundtland Commission Report (1987), which defined it as development that meets present needs without compromising the ability of future generations to meet their own needs. Educational

institutions are increasingly recognized as key actors in promoting sustainable development.

Tilbury (2011) emphasizes that education plays a transformative role in promoting sustainable lifestyles and responsible citizenship. Universities and colleges are considered important drivers of sustainability awareness because they influence the attitudes and behaviors of future leaders and professionals.

Sterling (2013) highlights that sustainability education encourages critical thinking and environmental responsibility among students. The integration of sustainability into higher education curricula and extracurricular activities can significantly influence students' environmental awareness and behavior.

UNESCO (2017) notes that educational institutions contribute to sustainable development through community outreach programs, environmental awareness campaigns, and sustainability-focused research. Colleges serve as platforms for spreading sustainability knowledge beyond the classroom.

In the Indian context, Sharma and Gupta (2018) examined the role of higher educational institutions in promoting environmental awareness and found that student-led activities such as cleanliness drives and awareness workshops positively influence community participation.

Similarly, Singh (2019) analyzed sustainability initiatives in Indian colleges and concluded that awareness programs significantly enhance students' understanding of environmental challenges and encourage sustainable behavior.

However, most existing studies focus on national or institutional levels. There is limited research examining the localized impact of college awareness activities on sustainable development within specific urban regions such as Mumbai's Western Suburbs.

Research Gap

Although numerous studies highlight the importance of sustainability education, there is limited empirical research examining the direct impact of awareness activities conducted by colleges on sustainable development at the regional level. In particular, the region from Malad to Bandra has a high concentration of educational institutions but lacks localized studies evaluating their role in promoting sustainable development.

This study attempts to bridge this gap by analyzing how awareness initiatives conducted by colleges influence sustainable practices among students and communities within the selected region.

Statement of the Problem

Despite increasing concern about environmental issues and sustainable development, many urban communities still lack adequate awareness about sustainable practices. Colleges frequently organize awareness activities related to environmental conservation, waste management, and social responsibility, but the actual impact of these activities on regional sustainable development remains unclear.

Therefore, it is important to assess whether awareness programs conducted by colleges effectively influence students' attitudes and contribute to sustainable practices within the surrounding community.

Objectives of the Study

The study is conducted with the following objectives:

1. To examine the awareness activities conducted by colleges in the region from Malad to Bandra.
2. To assess the level of sustainability awareness among students participating in these activities.
3. To analyze the influence of college awareness programs on sustainable practices among students and local communities.
4. To evaluate the contribution of educational institutions to sustainable development in the selected region.
5. To suggest measures for strengthening sustainability awareness initiatives in colleges.

Hypothesis

Null Hypothesis (H_0): Awareness activities conducted by colleges do not have a significant impact on sustainable development in the region from Malad to Bandra.

Alternative Hypothesis (H_1): Awareness activities conducted by colleges have a significant positive impact on sustainable development in the region from Malad to Bandra.

Research Methodology

Research Design

The study adopts a descriptive and analytical research design to examine the impact of awareness activities conducted by colleges on sustainable development.

Area of Study

The geographical scope of the study is confined to colleges located in the Western Suburbs of Mumbai, specifically in the region between Malad and Bandra.

Population and Sample Design

Component	Description
Target population	Students and faculty members of colleges in the Malad–Bandra region
Sample size	70 respondents
Sampling technique	Convenience sampling
Respondent category	Undergraduate and postgraduate students

Sources of Data

Both primary and secondary data were used.

Type of Data	Source
Primary Data	Structured questionnaire administered to students
Secondary Data	Research journals, books, government reports, sustainability publications

Instrument for Data Collection

A structured questionnaire using a 5-point Likert scale was used to measure:

- Awareness of sustainability issues
- Participation in college awareness programs
- Adoption of sustainable practices

Scale:

1 = Strongly Disagree 5 = Strongly Agree

Tools and Techniques of Analysis

The collected data were analyzed using the following tools:

Tool	Purpose
Percentage Analysis	To evaluate participation levels
Mean and Standard Deviation	To understand response patterns
Correlation Analysis	To examine the relationship between awareness activities and sustainable behavior

Findings of the Study

1. Most students reported participating in sustainability awareness programs organized by colleges.
2. Awareness activities significantly improved students' understanding of environmental issues.
3. Students exposed to awareness campaigns showed greater adoption of sustainable practices such as waste segregation and energy conservation.
4. College initiatives contributed positively to community participation in sustainability programs.
5. Educational institutions play a significant role in promoting sustainable development within the region.

Conclusion

The study concludes that awareness activities conducted by colleges play a significant role in promoting sustainable development within the region from Malad to Bandra. Educational institutions serve as important platforms for spreading sustainability knowledge and encouraging environmentally responsible behavior.

Through initiatives such as environmental campaigns, workshops, and community engagement programs, colleges help create awareness about sustainable practices among students and the wider community. Strengthening such initiatives can contribute significantly to achieving long-term sustainable development in urban regions.

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