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REGISTRATION FORM
National Seminar
Consumerism, Social Equity and
Environmental Sustainability
20-21 December, 2019

Name

Designation

Department

Institution.....

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NATIONAL SEMINAR
ON
CONSUMERISM, SOCIAL EQUITY
AND
ENVIRONMENTAL SUSTAINABILITY

उपभोक्तावाद, सामाजिक न्यायपरस्ता
तथा पर्यावरणीय सततता

{NSCSEES - 2019}

SPONSORED BY
HIGHER EDUCATION DEPARTMENT
GOVERNMENT OF UTTAR PRADESH

20-21 DECEMBER, 2019



ORGANIZED BY
ACADEMIC DEVELOPMENT COMMITTEE

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(Affiliated to University of Lucknow, Lucknow)
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INVITE:

B.S.N.V.P.G. College Cordially invites you to participate in the seminar and make the event successful by imparting your insight on the thrust area of the seminar.

ABOUT THE SEMINAR:

The interests of people and the planet are bound together and depend on each other. It is pertinent to understand how they are linked and what kind of mutually reinforcing policy and practice should be adopted as a way of living so that not only our needs are fulfilled but the sustainability and quality of life of the future generations can also be ensured. Human being consume the earth's natural resources and rely on its ecosystem for their survival. Mother Nature has sufficient resources, if used with sagacity, to fulfil its inhabitants' need. But we ought to be aware of the consequences of the incognizant consumption of our natural resources.

*Consumption is 'the major cause of the continued deterioration of the global environment'.
(Agenda 21, United Nations Conference on Environment and Development, 1992)*

As socio-economic and ecological conditions differ so much from one country, and from one region to other that no single strategy can be formulated or suggested uniformly for the conservation of the global environment. Moreover, the impact of human consequences upon the environment becomes evident after such a long period of time that majority of people show less concern about this irreparable loss of balance between people's way of living and the ecology of a particular region. But the effects of the trend of globalized liberal economy on the sustainability of environment are prominently noticeable. The prevalent concept of 'development', adjudged on the parameter of economic growth, has started exerting an unwanted impetus to the practice of excessive production and its consumption across the profit-driven commerce based countries. This major trend of too much emphasis on the Consumerist Culture, although the backbone of the economic development, is uniformly evident throughout the consumer oriented industrial and marketing organizations. In the present day the trend of growing Consumerist Culture imposed by the competitive liberalized global economy has become an implacable threat to the environmental sustainability. Though the

liberalized global commercialism has become the parameter of economic development but such kind of economic-growth endeavor is terribly environment degrading. This tendency along with increase in demand due to growing population and Consumerist Culture has started disturbing the sacred balance of nature. Now both humans and other living systems are at the verge of vulnerability and need immediate action for their protection, conservation and sustainability.

The aim of the seminar is to contemplate on the effects of Consumerism, which has grown at an unprecedented pace; how this Consumerist Culture is thriving at the expense of social equity; and what kind of dangers are being posed to environmental sustainability and safety by the countries indulged in economic prosperity and competency across the world. Undoubtedly, Consumption is the foundation for economics. Consumption means the purchase and use of goods and services for survival and comfort, and 'to consume' implies to 'use up' and 'destroy'. The tragedy is that the elite and affording classes become so captivated by 'conspicuous consumerism' that they become oblivious of the demarcation between 'consumption' and 'consumerism'. Thus emerging Consumerist Culture is leading towards inessential exploitation of natural resources, production of mountains of waste, widening of the gap between 'haves' and 'have nots', and above all irreparable loss to the environmental sustainability. The upper class's tastes, lifestyles, and preferences trickle down to become the standard for all consumers. The not-so-wealthy consumers can "purchase something new that will speak of their place in the tradition of affluence." A consumer can have the instant gratification of purchasing an expensive item to improve social status. A little greed and fascination for novelty and luxury could be threatening enough for healthy survival of the future generations. Hence, it becomes inevitable to analyze the prevailing trend of consumerism which is thriving at the practice of social inequity and is also causing irrecoverable loss to the environment.

SUB-THEMES

- Nature and Environmental ethics in literature and scriptures
- Environmental education (Teaching about consumerism and sustainability)
- Environmental Humanism
- Depletion of natural resources

- Impact of Global Warming
- Biodiversity loss
- Emergence of New Consumer Trends
- E-commerce
- Consumerism and pollution
- Consumer activism and sustainability
- Green consumerism
- Economic growth and environment
- Marketing and sustainability (consumer behavior, branding, community based social marketing, advertising etc.)
- Overpopulation and environment
- Impact of Urbanization
- Hazards of Industrialization
- Waste management (Toxic waste, E-waste)
- Government Policies for environment protection
- Awareness and motivational strategies
- Environmental crisis and migration
- Impact of electromagnetic radiation
- Warfare and environmental sustainability
- Technological innovations to save environment
- Modeling (Mathematical and Statistical Techniques)
- Eco-tourism
- The Happiness quotient
- Environment-concern in film, media, and advertisement, etc.

ABSTRACT AND PAPER SUBMISSION:

Papers are invited in MS Word, MLA style (7th edition)

Abstract- (Title, Name of Author(s), Affiliation, Contact no., E-mail)

Word limit- 300 words, 4-5 key words

Font- Times New Roman, size 12 for English, Krutidev, size 12 for Hindi

Last Date of Submission

Abstract- 10 November, 2019

Full Paper- 10 December, 2019

Please E-mail your Abstract and Full Paper at- nscees2019@gmail.com

The selected papers will be published with ISBN number.

Award for the student presenters