

Sustainable consumption in the developing world: the case of India

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This research particularly discusses the significance for examining social dimensions in sustainable consumption in a developing country such as India. Sustainable development is a very broad term, and it requires an understanding of both sustainable production and sustainable consumption practices. We argue that majority of the extant work has focused on the issues of sustainable production whereas limited attention has been given by the scholars on the topic of sustainable consumption. Moreover, a majority of studies have explored the economic and environment dimensions of sustainability and have given scant consideration to the social aspects associated with sustainability. The social dimension in sustainability is related to the well-being of individuals and society as a non-economic type of wealth. The perspective of social dimensions also provides an understanding about the role of agency in contributing sustainable practices. Therefore, we discuss the significance of sustainability in the Indian context by examining the social dimensions associated with sustainable consumption practices.