



Program

On

Sustainable Consumerism in the Global Era

13-09-2025

Organised by

FoS

Faculty of Liberal Arts

ATMIYA University, Rajkot

Speaker

Dr. Ashish Gupta

Faculty's Co-Ordinator

Dr. Rupali Singh



**ATMIYA
UNIVERSITY**
Rajkot, Gujarat - INDIA



SUSTAINABLE CONSUMERISM

in the Global Era

Online session

For: Faculty of Liberal Studies (FoLS)



DR. ASHISH GUPTA

Associate Professor, South Asian University
(An International University established by
SAARC Nations), New Delhi



Date: 13th September 2025

Time: 10:00 am to 12:00 noon

1. Activity Information

Title of Activity: Sustainable Consumerism in the Global Era

Type of Activity: Online Expert Session

Level of Activity/Event: University

Activity Schedule: 13th September 2025

Time: 10:00 am to 12:00 noon

Venue: Online (Virtual Platform)

Resource Person: Dr. Ashish Gupta, Associate Professor, South Asian University (An International University established by SAARC Nations), New Delhi

Organised by: Faculty of Liberal Studies (FoLS), Atmiya University, Rajkot

Total No. of Participants: 8

Details of Participants: Students from the Faculty of Liberal Studies

2. Objective of the Session

The session aimed to cultivate awareness and understanding of sustainable consumer behavior in the context of globalization. It encouraged students to evaluate how individual consumption choices influence environmental and social well-being while highlighting the role of ethics and responsibility in modern consumerism.

3. Session Details

The Faculty of Liberal Studies organized an insightful online session on “Sustainable Consumerism in the Global Era” on 13th September 2025. The session was conducted by Dr. Ashish Gupta, Associate Professor at South Asian University, New Delhi. Dr. Gupta began the discussion by introducing the concept of consumerism and how globalization has transformed buying behavior across societies. He explained the urgent need for adopting sustainable consumer practices to address environmental degradation, overconsumption, and waste generation. The speaker elaborated on the principles of sustainable consumption, such as mindful purchasing, resource conservation, ethical sourcing, and the promotion of circular economies. Using engaging real-world examples, he showcased how leading global brands are integrating sustainability into their production and marketing strategies. Students were encouraged to critically think about their own consumption patterns and assess the long-term impact of their daily choices. Dr. Gupta highlighted the role of youth as change agents in promoting sustainability, emphasizing that responsible consumer behavior can drive both environmental protection and economic resilience. The interactive Q&A segment allowed participants to share views on sustainable lifestyles, eco-conscious products, and ethical consumer choices. The discussion concluded with a call for individual responsibility and collective action toward achieving the Sustainable Development Goals (SDGs).

4. Gallery



Sustainability Pledge

I, _____, promise to take care of our planet by making smart and eco-friendly choices every day! 🌎💚

I pledge to:

- Reduce waste by using only what I need.
- Reuse items instead of throwing them away.
- Recycle paper, plastic, and other materials to keep Earth clean.
- Say NO to plastic bags and bottles—I will use reusable ones!
- Turn off lights and taps when not in use to save energy and water.
- Support eco-friendly products that are good for the planet.
- Respect nature by keeping my surroundings clean and green.

I will do my best to be a planet protector and inspire others to do the same! 🌎🌟

Dr. Ashish is presenting

Dr.... Ra... Ch...
Dr.... 4 others

Dr. Ashish is presenting

Dr. Ashish is presenting