



Sustainable, Responsible and Green Consumption

Indian Perspective

(Aligned with SDG 12 - Responsible Consumption and Production)



Dr Nandini Jagannarayan

Prof. Asha Prasuna

Prof. SNV Siva Kumar

Sustainable, Responsible and Green Consumption - Indian Perspective

**(Aligned with SDG 12 (Responsible Consumption
and Production))**



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and Production))

Authored By:

Dr Nandini Jagannarayan

Assistant Professor

Department of Economics and Finance

Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College of
Arts, Science and Commerce (Empowered Autonomous), Ghatkopar
(West), Mumbai

Prof. Asha Prasuna

Professor of Practice

SIES School of Business Studies

Navi Mumbai

Prof. SNV Siva Kumar

Emeritus Professor of Economics

SS HSS, Somaiya Vidyavihar University
Mumbai

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Preface

As the world deals with climate change, environmental damage, and social inequality, the need for responsible and sustainable consumption has never been greater than today. SDG 12, the United Nations' goal for sustainable development, stresses how important it is to consume and produce in a responsible way to make sure that the next generations will benefit.

The goal of this book is to look at consumption through the lenses of sustainability, responsibility, and caring for the environment. This book gives readers a better understanding of the complicated relationship among consumption, income, Gross Domestic Product of an economy, consumption fluctuations and business decisions, shocks or events that impact consumption, and the environment by looking closely at patterns, trends, and effects of consumption.

There are nine chapters in this book. They discuss about theories of consumption, trends, and patterns, as well as how consumption affects inflation, GDP, and the environment. The book also looks at how government policies, taxes, and interest rates affect people spending patterns. The book includes topics on how important it is to use resources wisely, consume responsibly, and use green products. It also gives examples of old and new ways to consume.

This book is useful for a wide range of readers, such as undergraduate and graduate students, research scholars, professionals, research analysts, policymakers, and faculty members. The book is based on theories, primary research, and real-life examples, which make it a comprehensive resource for anyone who wants to learn more about the complexities of consumption and how to promote sustainable consumption practices.

Authors expect to inspire a new generation of thinkers, policymakers, and practitioners to adopt environmentally friendly, responsible, and sustainable consumption habits that put the health of people and the planet first, slowly realizing the harm done in the past over three decades of India's adoption of globalisation and towards a transition of responsible consumption.

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Dr Nandini Jagannarayan
Prof. Asha Prasuna
Prof. SNV Siva Kumar

About the Authors



Dr. Nandini Jagannarayan works as an Assistant Professor of Economics and Finance in Ramniranjan Jhunjhunwala College of Arts, Science and Commerce (Empowered Autonomous), Ghatkopar (West), Mumbai-86. She is a PhD Economics from the Somaiya Vidyavihar University and has a research and academic experience of more than eighteen years in the field of higher education. She has taught and researched in the fields of economics, banking, finance, quantitative methods and research method.

Her main research topics are household consumption expenditure, health and leisure economics, gender and development, sustainability, and post-COVID socio-economic transitions, and she has a high level of skill in the field of econometric modelling and secondary data analysis. Dr. Jagannarayan has written many papers in internationally recognized journals covered in Web of Science and Scopus. She is also an author and co-author of various textbooks on economics and finance which are widely prescribed and published by Himalaya Publishing House.

She also plays an active role in ensuring the scholarly quality through the review of peer-reviewed journals indexed in Web of Science and Scopus and is on the editorial board of several international journals. She has been acknowledged by various awards that recognised her academic excellence as an honours recipient with multiple titles, such as the Inspiring Woman of Excellence 2025 (Dynamic Researcher) Award, Outstanding Woman Researcher Award 2025 and IMRF Best Woman Researcher Award 2025 in addition to conferences' awards including the best paper awards.

Google Scholar - <https://g.co/about/dq3kqy>

Orcid id - <https://orcid.org/0009-0003-5909-0274>

Vidwan - <https://vidwan.inflibnet.ac.in/profile/644007>



Prof. Asha Prasuna is presently serving as Professor of Practice at South Indian Education Society- School of Business Studies (SIES SBS), Navi Mumbai. She has over 30 years of Industry, Academic, Research, and Consultancy experience. Her Industry experience includes AVP Economist at Unit Trust of India, and Senior Domain Specialist at Dun & Bradstreet India.

She obtained MA, M.Phil., and Ph.D. in Economics from University of Hyderabad. She is a recipient of UGC JRF and SRF in Economics during her doctoral studies

She was granted two Patents and three Copyrights. She published several research papers in ABDC, Scopus and peer-reviewed journals. She co-authored and published nine textbooks in Economics & Finance domains. As Chairperson of Centre for Economic Analysis & Research (CEPAR), she conducted nine annual Conferences and published Conference Proceedings. She holds membership on Board of Studies (BOS) and Doctoral Advisory Committee (DAC) at three universities. She is on the Editorial Board of the journal Letters in Spatial and Resource Sciences.

She served as Advisory Board Member of the Mahindra Leadership University of Finance Academy since 2014. Served as member at a rating agency based at Mumbai. She is on the Advisory Board of the Bell Awards for Innovations and Subject Matter Expert at Indian Institute of Banking & Finance, besides two startups.

She was Professor & Head, Department of Economics at K J Somaiya Institute of Management, Mumbai (2022-25) and Professor of Economics & International Finance from (2013-2025).

Google Scholar - <https://scholar.google.com/citations?user=JSNcy7kAAAAJ&hl=en>

Orcid id - <https://orcid.org/0000-0002-9152-1690>

Vidwan - <https://vidwan.inflibnet.ac.in/profile/138328>



Prof. SNV Siva Kumar is currently serving as Emeritus Professor of Economics, Somaiya School of Humanities & Social Sciences, Somaiya Vidyavihar University, Mumbai.

He has over 35 years of academic and research experience. He obtained MA, M.Phil. and Ph.D. degrees in Economics from the University of Hyderabad. He is a recipient of the Gold Medal from Kakatiya University for securing first rank in graduation.

He is founder Dean, Faculty of Humanities & Social Sciences (Dec 2020-Jan. 2025) at Somaiya Vidyavihar University. He is former HoD and a Full Professor of Economics at K J Somaiya Institute of Management (University of Mumbai approved position) till 2025. He held Chairperson of BOS in Economics (3+3 years). Also, he served as Member, BOS in International Studies, China Studies, Journalism & Mass Communication, Dharma Studies, and AIHCA, Information and Library Sciences (3 years).

As Research Supervisor of the University of Mumbai and SNDT Women's University, he completed guiding sixteen PhD scholars in the broad domains of economics, banking, public policy, corporate governance. He was granted one patent and two copyrights and published one patent. He published several research papers in peer-reviewed journals and published three textbooks. His areas of interest include Macroeconomics, Ethics and Corporate Governance, Public Policy, Development Economics, Public Finance, and Business Strategy.

Google Scholar – <https://scholar.google.com/citations?user=TnR0oEsAAAAJ&hl=en>

Orcid id - <https://orcid.org/0000-0003-4592-4429>

Vidwan - <https://vidwan.inflibnet.ac.in/profile/454724>

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About the Authors



Dr Nandini Jagannarayan

Assistant Professor

Department of Economics and Finance

Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College of Arts, Science and Commerce (Empowered Autonomous), Ghatkopar (West), Mumbai



Prof. Asha Prasuna

Professor of Practice

SIES School of Business Studies

Navi Mumbai



Prof. SNV Siva Kumar

Emeritus Professor of Economics

SS HSS, Somaiya Vidyavihar University

Mumbai

About The Book

This book talks about the important issue of sustainable consumption, with a focus on responsible and environmentally friendly practices in India. In line with SDG 12 (Responsible Consumption and Production), the book gives a comprehensive look at how people buy things, what they buy, and how it affects the world we live in.

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