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SUSTAINABLE DEVELOPMENT-YOUTH PERSPECTIVE

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Abstract

We all live in a country which is blessed with best demographic profile in terms of youth population, besides being one among the countries with best bio-diversity in the world. About 50% of population in our country are in the age group of below 25 years and about 65% of population are in below 35 years. As a result both State and Central governments concentrating to leverage youth power in the form of various programs aimed at them. Youth in India, being an agent of change, not only concentrating on technological development by being digital savvy, but also contributing a lot towards development of our country by analysing impact of their current activities on future. For example, Sharad Vivek Sagar of Bihar connecting children from remote area with best opportunities, Rabin Food Army of Arundhati Bhat, which supplies food to less fortunate people, indicates that one cannot marginalise the contribution of youth.

When it comes to sustainable development, we cannot achieve it in terms of rules and regulations. Anything in terms of regulation does not result in actualizing dream but it must be taken as self-initiation. When something is treated as obligation, we human beings have an attitude of analysing it from the point of view of cost rather than understanding it as one that enhances opportunity. Here comes the role of youth in sustainable development. In this paper researcher tries to analyse how youth perceive sustainable development as, what role they can play and how it is possible to attain sustainable development with humanitarian touch, after understanding their awareness of the concept. This study was undertaken by selecting youth of Udupi based on convenience sampling. The study has been carried out using a combination of questionnaires, informal discussions, and website and literature analysis. The analysis of the questionnaires shows that the awareness about the concept of sustainable development among the youth is extremely low.

Keywords: Sustainable Development, Youth

“We cannot always build the future for the youth, but we can build the youth for the future”-FRANKLIN. D. ROOSEVELT, former president of United States

Introduction

Youth all over the world are anxious to participate in development of society when we analyse developmental activities that youth involved in, it is clear that youth are highly proactive and they are working as social agents and are bringing positive development. With their knowledge, observation and action most youth are growing up to become valued members of their communities.(Office & Implementation, 2019) Providing a sense of purpose, recognition for their achievement, which makes them to stand with difference in society, and enabling them to deal with unanticipated challenges are necessary for sustainable growth of any country(Costanza et al., 2016). Sustainable development is possible only when youth play vital role in it. This paper attempts to know how youth perceive sustainable development as after understanding their awareness of the concept. In addition this paper will reflect in understanding the various areas of youth contribution towards sustainable development of society

We all live in a country which is blessed with best demographic profile in terms of youth population, besides being one among the countries with best bio-diversity in the world. About 50% of population in our country are in the age group of below 25 years and about 65% of population are in below 35 years. As a result both State and Central governments concentrating to leverage youth power in the form of various programs aimed at them .Youth in India, being an agent of change, not only concentrating on technological development by being digital savvy, but also contributing a lot towards development of our country by analysing impact of their current activities on future. For example, Sharad Vivek Sagar of Bihar connecting children from remote area with best opportunities, Rabin Food Army of Arundhati Bhat, which supplies food to less fortunate people, indicates that one cannot marginalise the contribution of youth.

Need for study

When it comes to sustainable development, we cannot achieve it in terms of rules and regulations. Anything in terms of regulation does not result in actualizing dream but it must be taken as self-initiation(Scott, 2015). When something is treated as obligation, we human beings have an attitude of analysing it from the point of view of cost rather than understanding it as one that enhances opportunity.(Hess, 2010) Here comes the role of youth in sustainable development. In this paper researcher tries to analyse how youth perceive sustainable development as, what role they can play and how it is possible to attain sustainable development with humanitarian touch, after understanding their awareness of the concept.

Objectives

1. To know whether youth know the concept sustainable development
2. If yes what is sustainable development as per them
3. What comes to their mind when they hear the term sustainable development?
4. To analyse their role in sustainable development
5. To understand whether they involved, knowingly or unknowingly, in any activities which they consider necessary for development of society.
6. To know in their view which is most important to concentrate on by government and local authority to attain sustainable development?

Hypothesis

To know if there are relationships exist between respondents' awareness and their educational qualification and the age group they belong and also to understand relationship between awareness level and their involvement in pro-social activities following hypothesis are formulated:

1. There is no relationship exist between respondents awareness of the concept SD and their educational qualification
2. There is no relationship between respondents' awareness of the concept and the age group they belong
3. There is no relationship between awareness of the respondents and their involvement in pro-social activities, which in turn facilitates sustainable development

Scope of study

Being carved out as a separate district on 25th august 1997, Udupi had become latest growing district with 7 taluks, got modern touch due to educational and financial institutions growth and expansion. Being a hub of educational institution of national and international prominence, Udupi achieved lot in the area education, industrial development, financial inclusion etc. The current study concentrated on collecting data from youth of Udupi. only.

Methodology

This study was undertaken by selecting youth of Udupi based on convenience sampling. The study has been carried out using a combination of questionnaires, informal discussions, website and literature analysis. The analysis of the questionnaires shows that the awareness about the concept of sustainable development among the students is extremely low.

Youth

Period from adolescence to middle age is termed as youth conventionally. UN adopted the age group 15-24 for defining youth. As per national youth policy 2003 of India, people who are in 13-35 age group are considered as youth. But as per national youth policy 2014 people who are in age group 15-29 are considered as youth. In this study definition given by National Youth Policy 2014 is considered with small changes with regard to upper limit. Instead of considering 29 years, present study takes till 30 year as youth to adjust for framing class interval for age group of respondents. If youth involved and connected to society are less likely to engage in risky behaviour and likely to stay engaged till they grow old.

Sustainable Development (SD)

The term sustainable development was established as a commonly used concept only after 1980. In Brundtland report, (wced 1987) the important steps were made to bring environmental, social and economic dimensions together into the concept of SD. The widely known definition on sustainable development is. "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (wced, 1987)

An alternative definition based on five equity principles was made by Haughton (1999). The idea was to move away from the focus of economic growth that was the result of the Brundtland definition, and think of SD as a process along the core principles of SD. First, the principle of 'intergenerational equity, or the principle of futurity'; Second, the principle of 'intra-generational equity, or more generally contemporary social equity or social justice'; Third, the principle of 'geographical equity, responsibility'; Fourth, the principle of 'procedural equity... to ensure that all people are treated openly and fairly', and finally the fifth principle of 'inter-species equity, which places the survival of other species on an equal basis to the survival of humans' (Haughton, 1999) Giddings and colleagues (Chriss, 2006) (Jin, Kanagaretnam, Lobo,

& Mathieu, 2017) presented three different models that summarize three different views of SD. The first model that Giddings and his colleagues describe is the three ring sector. The environmental, economic social and dimensions of SD are presented as interconnected rings with a common, overlapping area. In a second model SD dimensions are described as nested. Giddings and colleagues consider this as a more appropriate presentation of SD. The economy is nested within the society, which in turn is nested within the environment. The economy cannot exist without society and society cannot exist without the environment. The model of nested SD, deals with the interdependency of the SD dimensions in a better way than the earlier described three ring sector. The third model suggested by Giddings and colleagues (2002) is that merging the social and economic dimensions would improve the model of nested SD. This model, which reflects the reality of the interaction between SD dimensions, puts the focus on human wellbeing and equity, which is in line with Haughton's (1999) definition of the five SD principles As per world commission on environment and development, sustainable development means "Meeting the needs of the present generation without compromising on the needs of the future generations"

WHY SUSTAINABLE DEVELOPMENT?

Revolution of human being on planet earth raised use of all natural resources, which in turn resulted in economic development. At the same time, increased population worldwide created more stress on the eco system to deliver services.(Guan, Meng, Liu, & Xue, 2019) Each of us in this planet started experiencing different problems which was never experience earlier. Such problems are

1. Increased pollution
2. Global warming
3. Increase in sea level
4. Reduced green vegetation
5. Unexpected health problem due to excess use of science and technology
6. Unexpected climate change
7. Irregular seasons etc

All these problems cannot be solved by individual community or country. As a result during 2016 192 countries worldwide signed for sustainable development goals (SDG'S). But extent to which SDG's are addressed and means to do so, vary substantially. In some countries separate offices are established and in some countries proposed policy measures involving citizens all level (word file ABEL) A UNDP (2014) report mention how Leading Governments as Sweden, Finland, Norway, Canada, Australia and Singapore; are focusing more and more on understanding how to optimise often poorly implemented programs of youth and how to enhance its outcomes. Sustainable Development Goals

The 2000 United Nations millennium declaration was translated into 8 millennium development goals. But as of 2016 these millennium goals were replaced by 17 sustainable development goals to be achieved by 2030 endorsed by 192 member countries(Bowen et al., 2017). The 17 SDGs aim to present a unified vision of economic development, environmental sustainability and social inclusion. the SDGs have been characterised as universal, transformative and integrative This means they concern all countries and aim to comprehensively link human development goals and environmental sustainability under a single global agenda. Each of the 17 goals has specific outcomes to be achieved, and 169 targets provide the basis for monitoring and reporting (bowen 2017)

INDIA and SDG

India has been effectively committed to achieving the SDG'S own before they were fully crystalized by having Collective effort inclusive development: as corner stone of India's national development agenda. Several governmental programmes would directly connect to advancement of SDG agenda.

1. Pm Jandhan Yojana-world largest financial inclusion
2. Direct benefit transfer through Biometric identity system and mobile telephoning-to introduce transparency
3. Swachh Bharath Abiyan-to inculcate habit of cleanliness
4. The Mahatma Gandhi National Rural Employment Guarantee-direct financial assistance to eradicate poverty
5. Beti Padavo Beti Bachavo-to educate girl child
6. Maternity benefit scheme: to support female working member of a family during her maternity period
7. Digital India and Start Up India-to promote innovation and digitalization
8. Smart city program- to enhance development of recognized cities
9. Mid-day meals-food distribution with an intension to move away from hunger
10. National Health Policy Scheme-to ensure good health
11. Coastal cum Monitoring and Prediction System and Oil Spilling Management System- to save sea
12. Sagaramala –port connectivity program
13. A path breaking tax reforms agenda- to optimize domestic sources
14. Swatch Bharath Cess to mobilize fund for clean India Mission

YOUTH IN INDIA

Young people are a valuable asset to their countries and investing in them brings tremendous social and economic benefits. Managing these valuable assets and improving its returns quality by reducing vulnerabilities and risks creates real differentiation and it is need of hour. Recognising youth as assets towards development; at local, national, regional and international levels, makes another differentiation. Crucially for countries experiencing a youth bulge, where youth-led conflict or crime may be a perceived risk, involving young people in meaningful activities and programmes builds social cohesion and embeds them within their communities(Buheji & Ahmed, 2017)Young people can play a great role in creating more impact and outcome at faster rate than other ages as history and trend of today show that youth are more conscious of global issues like climate change and social equity than others (Sukariehand Tannock, 2014)..India is a young nation in the sense that share of youth in total population in 2011 stands at 34.8%. India is also seen to remain younger when compare to most populous countries(Raikes, Yoshikawa, Britto, & Iruka, 2017) This has been a great opportunity for nation to reap the benefit of being nation with more youth for economic development. Size of economic development of any nation is determined by percentage of young enthusiastic trained productive youths(Jaafar, Noor, & Rasoolimanesh, 2015). Youth in India are contributing to sustainable development in the following ways. :

1. By being creative digital innovators
2. Active participative citizen when it comes to pro social activities,
3. Enthusiastic policy makers
4. Ever charming personalities at national and international level.
5. Agent of change in all walks of life, by having full potential to find rightful place for India in the community of nations. The energy and passion of the youth if utilised properly, can bring huge positive

change to the society and progress to the nation(Jaafar et al., 2015). Youth need to be harnessed, motivated, skilled and streamlined properly to bring rapid progress for a country

Literature Review

Existing studies have suggested that people's personal values have a significant impact on their attitudes toward sustainable development and its underlying aspects (Cirnu, C.E.; Kuralt, B 2019). First, an individual's belief about the relationship between humans and nature plays a central role in understanding environmental attitudes (Dunlap, R.E. et al 2000) Schultz et al. argue that different attitudes toward nature, i.e., to what extent do people believe they are a part of the natural environment, cause different environmental attitudes. Two dominant perspectives, anthropocentrism and eco-centrism, have been recognized as the main views that individuals hold toward nature: anthropocentric people believe humans are the most important life form in the universe, while eco-centrism highlights the value of a nature-centered system [Thompson, S.C.G et al and Kopnina, H.]. Varying views on the relationship between humans and nature determine how environmental protection is perceived and how environmental resources are used .In general, eco-centric people are more likely to hold positive attitudes toward environmental protection compared to anthropocentric people. Moreover, a preponderance of studies has associated variation in worldviews with the discourse of sustainable development (Hedlund-de Witt, A.2013) An analysis of literature indicates that there is paucity of study on youth awareness and perception of sustainable development. Therefore present study is carried out to know how youth perceive it as.

ANALYSIS AND INTEPRETATION

Demographical features of respondents

Gender:	Male :180 Female:100
Educational qualification	sslc:nil Puc:109 Graduates:71 Post graduates:60
Income level to which they belong	Upto 3,00,000-132 3,00,000-5,00,000-70 Above 5,00,000-78
Age group	15-18-59 19-22-50 23-26-98 27-30-73
Marital status	Married:65 Single: 215
Membership in association(religion, youth association, professional association etc)	Yes:180 No:100

1. Following table shows respondents answer to question whether they know the concept sustainable development

Respondents Awareness	% Respondents' self-declared knowledge of sustainable development
A lot	10%
Just a little	15%
Nothing have only heard of name	25%
Nothing, have never heard of it	50%

2. What is sustainable development?

Those who know lot about sustainable development were asked what sustainable development is all about .The answer given by them are listed below:

1. Development taking into consideration requirements of all who really need assistance irrespective caste creed religion
2. Development of people worldwide, without disturbing nature to which human being relies on.
3. Peaceful internal and external environment
4. A Government which relay representative in its true sense
5. A country, which never experienced shortage of food, water, basic necessities. Where people are having qualitative education and can leave peacefully.
6. Economic growth without disturbing eco system

3. After explaining what is sustainable development in real sense to those who just heard about and who never heard of sustainable development. They were asked when they hear term sustainable development what comes to their mind.

Following table shows what comes to their mind when they hear the word sustainable development

1. Clean environment
2. Climate change
3. Reduction in poverty and hunger
4. Good drinking water
5. Good neighbourhood
6. Security to women and children
7. Safety of nation
8. Self-dependency

4. When asked about what role youth can play?

When asked about youth role in sustainable development, majority are of the opinion that they role is restricted to participative support. In the sense that to achieve sustainable development, what government at state and central level will come out with policies and programs to achieve sustainable development, they will support such program wholeheartedly and are ready to participate in all such activates whim helps in achieving such goals. Few respondents are of the opinion that their role is initiator and creative innovator.it is their duty to come out with new program through the associations in which they are members. And most of them opined it is the duty of youth to innovate new ways of achieving goals rather than waiting local authority or govt.(Buheji & Ahmed, 2017)

Detailed discussion with respondents helped to know the fact that majority of youth are involving pro social activates directly by providing fund and indirectly through their membership in some associations such as youth associations, sports club and their respective religious associations

5. Type of activity they involved in

1. Local clean up activity
2. Organizing awareness program relating to maintenance of clean neighbourhood, plastic irradiation
3. Conducting free health check-ups
4. Donating blood voluntarily
5. Distribution of basic things to affected people during natural calamities
6. Assisting Govt authorities during flood earthquake voluntarily
7. Collecting funds with social cause during festival seasons

6. Who is responsible for sustainable development?

Government-more than 50% are of the opinion that government plays a very important role in achieving sustainable development. Remaining are of the opinion that in addition to government, Private business concern, authorities at local level and People in this planet are also responsible

7. What is essential to achieve sustainable development

1. Awareness of Policy by government
2. Regulative system at gross route level
3. Involvement of all responsible citizens especially youth
4. considering sd as prime motive in each and vry walk of our life

8. Testing hypothesis

Hypothesis were tested using chi-square method for the independence of variables

Note: while using chi-square as test for independence of variables respondent, who responded as 'not aware of the' concept, were excluded. But while testing relationship between respondents awareness of concept SD and their involvement in pro-social activities, even who responded as they are not aware of concept are also considered as they are also involved in such activities

Hypothesis 1 There is no Relationship between youth awareness of the concept sustainable development and their educational qualification

Table-1 Showing relationship between youth awareness of the concept SD and their educational qualification

Educational qualification	Post graduates	Graduates	Puc	Total
Just a little	23	12	14	49
Heard of	12	15	12	39
A lot	25	14	13	52
Total	60	41	39	140

The critical value of the chi- square with 4 degrees of freedom at 5% level of significance is 9.49. but calculated value (5.449) is less than critical value, so hypothesis is rejected .

Hypothesis 2: There is no relationship between youth awareness of the concept sustainable development and the age group they belong.

Table-2 Showing relationship between youth awareness of the concept SD and their age group

Age group Awareness	15-18	19-22	23-26	27-30	Total
Just little	12	10	18	11	51
Heard of	10	10	15	09	44
A lot	07	10	15	13	45
Total	29	30	48	33	140

The critical value of the chi-square with 6 degrees of freedom at 5% level of significance is 12.592. But calculated value (6.0114) is less than critical value, so hypothesis is rejected. It means there is association between respondents awareness on concept SD and their

Hypothesis 3: There is no relationship between youth involvement in pro-social activities and their awareness.

Table-3 Showing relationship between youth awareness of the concept SD and their involvement in pro-social activities

Youth involvement Awareness	Directly	Indirectly	Both directly and indirectly	Not involved	Total
Heard of	20	18	33	15	86
Just little	13	15	15	15	58
A-lot	08	12	10	22	52
Not heard of	18	22	25	19	84
Total	59	67	83	71	280

The critical value of the chi-square with 9 degrees of freedom at 5% level of significance is 16.919. But calculated value 28.0033 is more than critical value (16.919), so hypothesis is accepted.

Recommendation for further study

Establishing relationship between respondents all demographic features and their awareness would have been resulted into more useful study, as this study took only two demographic features (age and qualification). Comparing religion wise awareness would result in knowing what contributes additionally for their awareness if results show existence of relationship. Longitudinal study definitely results in having clear cut idea about youth participation after being aware of by investigator initially. In depth analysis of youth participation in pro-social activities would indicate what is most important from the point of view of youth to preserve mother earth for generation to come

Conclusion:

Present study highlighted that there is significant relationship exist between age of respondents, their educational qualification and their awareness of the concept SD. But when compared their awareness of the concept SD with their involvement in pro-social activities indicated the non-existence of relationship. Whatever be the awareness level of the concept SD youth are involving in pro-social activities being imitator, participator and regulator at local level, which they consider as contributing towards SD knowingly or unknowingly.

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