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Contemporary Seminar
In the Matter of : Sustainability VS Consumerism

<i>Sustainability</i>	<i>Consumerism</i>
<p>Sustainability means meeting our own needs without trading off the capacity of people in the future to address their own requirements. People and associations have played a significant part in building up our present environmental and social conditions.</p>	<p>A significant ally to sustainable development is sustainable consumption, including a sensible utilization of consumer goods trying to balance the worldwide ecosystem, with the future generations and the planet's endurance as a top priority.</p>
<p>Three pillars of sustainability are :</p> <ul style="list-style-type: none"> • Ecological Sustainability • Social Sustainability • Economic Sustainability 	<p>Consumerism is the conviction that personal welfare and contentment depends to an extremely huge extent on the level of personal consumption, especially on the purchase of material products.</p> <p>On account of consumerism it tends to be contended that companies can present items on the market acting in their own economic intrigue and with no enthusiasm for the benefit of everyone, for instance, the tobacco businesses.</p>
<p>Extreme urbanization, deforestation and no practical fuel sources have ended into ecological devastation and poverty woes.</p>	<p><u>Advertising :</u></p> <p>Individuals additionally have to be roused to want ever-more significant levels of consumption. Individuals are continually bombarded with commercials encouraging them to purchase things. Ads not just</p>

	<p>recommend items or gives important about the product, but also a perception of "good life", relationship among joy and consumption, between accomplishment in life and purchasing things. The outcome is an enormous gap between what the majority can bear the cost of and what they believe they should consume.</p> <p>Other factors affecting consumption development in recent years includes evolving ways of life, growing wealth, fashion, easy access to customer credit (credit cards promotions indicating how wonderful life is) and developing consumer desires among enormous segments.</p>
<p>The current discussion on sustainability and social duty has become stronger as it has become widely acknowledged that the planet needs more resources to support the current economic models of consumerism. At present 90% of crude materials taken out from the earth become waste within 90 days.</p>	<p>Exploration shows that consumerism not only incorporates people, yet in addition associations and all agents that partake in production and consumption. Goods and services won't be manufactured, purchased, sold and exchanged across borders, except if there is demand for them.</p>
<p><u>Initiatives taken for sustainable Pakistan :</u></p> <p><u>The Clean and Green Pakistan :</u></p> <p>To control environmental degradation in Pakistan and improve sustainability, Prime Minister took an initiative of "the Clean and Green Pakistan campaign". Government has taken the challenge to reduce impacts by their 10 billion trees campaign.</p> <p>It focuses on the issues, for example, impacts related to environmental</p>	<p><u>Effects of consumerism :</u></p> <p><u>Environmental degradation :</u></p> <p>Pakistan is losing Rs. 1 billion every day because of environmental degradation which is 6 percent of GDP. The most notable reasons for environmental harm spotted and recognized are :</p> <ul style="list-style-type: none"> • illness and premature mortality caused by air impurities. • diarrheal sicknesses and typhoid because of inadequate water supply, cleanliness and sanitation.

change, devising techniques to encourage sustainable power sources and search for ways to support ecological frameworks and preservation and protection of biodiversity.

Ban on polythene bags across Punjab :

Plastic polythene bags in general upset climate and human wellbeing. Lahore High Court gave orders asking for a total prohibition on the utilization of polythene packs used by road side merchants and departmental stores.

Awareness and motivation :

Pakistan National Council of Arts (PNCA) conducted an art competition. The focus was to generate consciousness and inspire youth to make attempts and keep the state clean.

Sustainable tourism industry in Pakistan :

Aeeqa Ali told Arab News Pakistan about the introduction of startup called Root Network which is hoping to make sustainable travel industry in Pakistan.

- reduced agricultural efficiency because of soil degradation.

Deforestation :

There is a major warning of deforestation and degradation of forest in numerous parts of the state in the wake of rising population and associated wood demands superimposed by unfavorable effects of environmental change. The environmental change is seriously influencing agriculture efficiency, water shortage and danger to waterfront regions.

Transport :

Pakistan's shipment traffic depends on road network and 96% of shipment is carried on roads networks because of deterioration of railways. Transport through road network isn't ecofriendly as it discharges CO2 in environment.

Energy :

In Pakistan energy is one of the difficulties for sustainable socio-economic development. Sadly, Pakistan is going through extreme energy dilemma since recent decade. Insufficient utilization of energy has made the energy crisis more exceedingly awful in Pakistan.