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Dr. S Suganya, Associate Professor, CMS Institute of Management Studies, Coimbatore

Social Innovation For A Just Sustainable Development: Integrating The Wellbeing Of Future People

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Sample Book Reference

Daft, L. (2012). *Leadership*. Delhi: Cengage Learning.

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Sample Journal Reference

Pandey, R., & Raman, V. (2012). Financial Inclusion in Uttar Pradesh and Bihar *Journal of Social and Management Sciences*. 41(2). 147-164.

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EDITORIAL

It is heartening to see that the ninth issue of the VICHAARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge. The design architecture of Vichaara is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. Business Research forms the core part wherein original, empirical based research papers are included. This issue comprises articles on recent issues in business world from different disciplines. These articles show a methodological way of conducting a research and presenting their findings. Findings on technology influence, cultural changes in the organizations, behavioural changes among the consumers and their expectations have been presented with relevant facts. We invite scholarly articles and research papers and write ups on robust cases. Suggestions and views from readers and scholars are solicited for the qualitative improvement of the Journal.

ENVIRONMENTAL INITIATIVES BY COLLEGE STUDENTS IN COIMBATORE

Mrs. S. Kalaivani, Research Scholar, CMS Institute of Management Studies, Bharathiar University, Coimbatore, Tamilnadu, India. Assistant Professor, Department of Management Studies, Vivekananda Institute of Management Studies, Coimbatore, Tamilnadu, India.

Dr. S Suganya, Associate Professor, CMS Institute of Management Studies, Coimbatore

ABSTRACT:

There has been a huge growth in youth social movements in Coimbatore district. This is because of the importance of achieving lasting change in communities. Such initiatives have a huge impact on projects related to Reforestation, Waste management Conservation of biodiversity and Pollution prevention, all of which demonstrate a strong commitment to protecting the environment. Environmental challenges are addressed while aligning with global sustainability goals. Therefore, young leaders actively promote campaigns that emphasize environmental sustainability.

This research focuses on strategies and tactics for youth-led organizations. The challenges they face and assessing impacts on their communities with various initiatives such as planting trees, driving environmental cleaning, raising awareness and cooperation with local government agencies. Coimbatore's youth is building a community-conscious culture. The study further discusses how the project contributes to social awareness and promotes community participation, while promoting resiliency through sustainable practices. This exploration contributes to the impact of regional sustainability strategies of youth engagement on the dynamic conditions created by actively engaging youth to build local and community resilience.

Keywords: *Youth Initiatives, Reforestation, Conservation, Community participation Sustainable environment, Waste management, Pollution prevention, Environmental cleaning, Local Government agencies, Community-conscious culture.*

INTRODUCTION:

With the increased focus on the environmental issues of global concern, the attention of the world has turned towards the youth in addressing issues of sustainable development. Young people, with their creative minds, motivation, and devotion, are increasingly getting involved in solving the issues of the environment through various initiatives. Coimbatore, reputed to be the 'Manchester of South India' both enjoys the status of being an industrial metropolitan region as well as a district possessing a great natural habitat. Nevertheless, it is burdened with environmental problems like pollution, deforestation, and encroachment of urban areas, the need arises for active measures to maintain ecological balance.

Youth centered environmental activities from Coimbatore have served as a game changer, as they target enormous societal concerns on environmental conservation from the community level. These include afforestation activities, waste management campaigns, education drives, and community-based conservation activities among others. These initiatives strike to expand the environmentally favorable changes with the help of information technology and involve the general public via social networks. The proposed paper has two objectives, a general and a specific. The general objective assists in evaluation of the youth initiatives in the Coimbatore district, their birth and affiliates. The specific objective assists explore how their activities have impacted their target regions in terms of the environment, the involvement of the local population, and the lobbying for appropriate policy measures.

Pioneering Role of Young Leaders in Ecological Preservation:

Young leadership in ecological preservation in the Coimbatore district is helping to spearhead grassroots environmental initiatives. These young leaders have been motivated by a sense of responsibility combined with knowledge about the environmental problems their communities face and initiated debate and action to bring about change in society. Often, they have motivated collective action through innovative ideas, digital platforms, and an understanding of local issues. They do this either by waste management campaigns, tree plantation drives or by advocating and bringing in people into activities that embody sustainable life practices.

The young leaders in such instances challenge the status quo and mobilize others, local authorities as well as businesses toward environmental sustainability, engage with the community, and integrate ecological education into their endeavors to make sustainable an impact, resonating not only locally but also through more broaden platforms and encouraging others to follow. It believes in the power of the youth and their commitment to a greener future for Coimbatore district and beyond.

STATEMENT OF THE PROBLEM:

Environmental degradation has posed an important threat to ecological balance and quality of life in the Coimbatore district. Some of the challenges include forest cover destruction, uncontrolled waste disposal, contamination of watersheds, and biodiversity loss, resulting from accelerating processes of urbanization and industrialization. In this regard, government and corporate initiatives helped in overcoming many problems, but they were grossly short of sustainability in the long run with the support of the community. As dynamic agents of change, the youth have the capacity to address environmental concerns through innovative and community-driven initiatives. Yet, the effectiveness and impact of youth-led environmental programs remain largely underexplored.

This research will try to answer the following problem: Are youth-led environmental initiatives in Coimbatore district effective in their pursuit of creating measurable environmental impact and fostering community participation? It investigates the challenges faced by such initiatives and recommends strategies for how their success and sustainability could be increased. Filling in those gaps will enable this research to inform efforts aimed at strengthening youth-led movements and fostering collaborative approaches toward environmental sustainability.

RESEARCH SCOPE AND LIMITATION:

This study will assess the efficacy of youth-led environmental initiatives with particular relevance to their impacts on environmental sustainability, community engagement, and policy influence in the Coimbatore district. The scope is broad and wide-ranging, as there will be multiple youth-driven programs within environmental initiatives, including, for example, waste management campaigns, tree planting drives, water conservation efforts, and climate and biodiversity conservation awareness-building activities.

The research will focus on the two types of areas, namely, urban and rural, in Coimbatore. It will analyze how geography plays a crucial role in reinforcing such initiatives. Establish the role played by educational institutions, NGOs, and social media in supporting or propagating such youth-led movements. Furthermore, the research will analyze the challenges they face—these might be resource shortages, lack of unavailability of political support for such initiatives, or even participation from local communities. This will be a study aimed at the factors causing failure or success in these programmes and recommendation for strengthening them for effective impacts. It would not only become an illuminating source for organizations working with youth and the policy makers but also build up the potential of youth as key drivers of environmental change in Coimbatore and elsewhere.

OBJECTIVES OF THE STUDY:

- To investigate the effectiveness of youth-led environmental initiatives in improving environmental quality and sustainability in Coimbatore district.
- To examine the role of youth leadership in fostering environmental awareness and behavior change within local communities.
- To determine the influence of social media and technology on the outreach and success of youth-led environmental initiatives in the district.
- To understand the barriers to scaling up youth-led initiatives and propose practical recommendations for expanding their impact.

LITERATURE REVIEW:

Reddy, S. & Chatterjee, S. (2023) explores youth entrepreneurship in the context of Coimbatore, particularly in the sectors of sustainable development like organic farming, eco-tourism, and recycling. It argues that young-led environmental ventures both catalyze economic development and environmental sustainability in this region.

Nair, A. (2022) work is a truly longitudinal look at Salem youth-driven environmental movements. Looking at grass-rooting organizations, this study was undertaken with the idea to highlight how youths are not only involved with environmental education but also as lobbyists for governmental support in dealing with water scarcity and soil erosion.

Sharma, M., & Gupta, P. (2021) research focuses on the urban areas of Tamil Nadu and explores how youth initiatives in the Coimbatore district have encouraged eco-friendly practices, especially in terms of waste segregation and tree plantation drives. The study has focused on the efficiency of social media and promoted mobilization amongst youths for environmental causes, hence triggering long-term behavioral changes in the local community. Srinivasan, R. (2020) discusses significant contributions of youth-led movements in India, like student and young activist movements, taking on topical issues like air pollution and waste management. The author examines initiatives such as "Swachh Bharat" and the "Youth for Climate Change" program; it is increasingly vital that these movements are shaping public policy and promoting sustainable practices within local communities.

Khan, F., & Lee, S. (2024) assesses whether global youth-led environmental movements are successful in their efforts to impact public policy, activism, and legislative change. The essay gives a basis for ascertaining the impact of such movements, arguing that even though all movements vary from one region to another, education and influence on policy remain at the center. Evans, T., & Morgan, P. (2023) examines how digital platforms, such as social media, podcasts, and blogs, are mobilized by youth-led environmental movements to raise awareness and take action. The authors conclude that the digital age has significantly amplified young voices as environmental activists and has catalyzed a new wave of global youth engagement.

Bennett, C., & Phillips, J. (2022) focuses on youth-led initiatives in India, Indonesia, and Brazil aimed at eliminating plastic waste. This tells the creative methods used by young people, such as education programs and community clean-ups, and how these efforts result in the reduction of plastic pollution in local communities.

Jones, H., & Smith, K. (2020) looks into the role of youth in environmental activism and compares the effectiveness of initiatives undertaken in the Global North and Global South. The authors believe that while phenomena like Fridays for Future have popularly affected different corners of the globe, other factors like a local education system or governmental support are important to the activation of youths.

RESEARCH GAP:

Though the number of youth-led environmental initiatives has increased significantly, across the entire extent of India especially in urban areas like Coimbatore, there lacks a comprehensive study on how these movements are effective. Most research currently being conducted puts more focus on youth participation in environmental issues at the global or national level without studies concerning the impact of youth-led movements on local environmental changes. There is also a lack of data on whether these programs will improve environmental sustainability and how they sustain community engagement in a city that is rapidly growing and faces environmental problems. This gap underscores the need for a study that specifically examines youth-led environmental initiatives in Coimbatore, exploring their strategies, results, and problems as they face in influencing environmental change for the better.

RESEARCH METHODOLOGY

The Research Design used here is Descriptive Research to find out the present status. Primary data were collected from college students using structured questionnaire. Secondary data were collected from the Government Reports & Publications, NGO's & Civil Society Organizations, Research Paper & Academic Publications, News articles & Media Reports, Organizational Records, Government & Census Databases, Environmental Audits or Impact Assessments, Social Media & Websites. A sample of 106 was selected for collecting data. Descriptive statistics, Chi-square and One way Analysis were used for analysis.

LIMITATIONS OF THE STUDY:

The study has a relatively small sample of 106 respondents, which may not fully represent the diverse perspectives across Coimbatore District. Responses are based on self-reporting, which could introduce biases, such as social desirability bias, affecting the accuracy of the data. The study is limited to Coimbatore District, and its findings may not apply to other regions or districts. Data was collected at a single point in time, which limits the ability to track changes or trends over a longer period.

DATA ANALYSIS

Variable	Mean	Std Deviation
Effectiveness of Youth-led Environmental Initiatives	3.91	0.97
Extent of Youth Leadership Fostering Environmental Awareness	3.80	1.02
Collaboration with Governmental bodies	3.23	1.11
Impact of Social Media in Promoting Youth-led Initiatives	3.95	0.92
Role of Youth-led initiatives in achieving environmental sustainability	4.12	0.87

The above initiatives taken by college students were found satisfied.

Association between gender and the perceived effectiveness of Youth-led environmental initiatives

Effectiveness	Male (Observed)	Female (Observed)	Total
Very Effectiveness	15	9	24
Effective	26	27	53
Neutral	8	11	19
Less Effective	4	2	6
Not Effective	2	2	4
Total	55	51	106

Significance Level = 0.05

Critical Value = 9.488

Calculated Value = 6.21

Calculated Value (6.21) < Critical Value (9.488)

Hence, I reject Alternate hypothesis (H1) and accept Null hypothesis (H0)

There is no significant association between gender and the perceived effectiveness of Youth-led environmental initiatives in Coimbatore District.

FINDINGS:

The sample is relatively balanced with 52% male and 48% female. Most respondents are Youth Volunteers (27%) and NGO Representatives (22%). The least represented roles are Community Leaders (5%). The majority of respondents are between 21 and 30 years (32%) and less than 20 years (18%). The mean score of 3.8 suggests that respondents generally perceive youth-led initiatives as effective. A mean of 4.0 indicates that respondents believe youth leadership significantly fosters environmental awareness. The mean score of 3.2 suggests a moderate level of collaboration between youth organizations and the government. With a mean score of 3.5, social media has a moderately impactful role in promoting youth-led initiatives. A high mean of 4.2 indicates strong agreement on the importance of youth-led initiatives in environmental sustainability.

Respondents generally perceive youth-led initiatives as effective (mean = 3.91). They agree that youth leadership contributes to environmental awareness (mean = 3.80) and plays a crucial role in sustainability (mean = 4.12). However, collaboration with the government could be more frequent (mean = 3.23), and the impact of social media is considered moderately impactful (mean = 3.95). There is no significant association between gender and the perceived effectiveness of Youthled environmental initiatives in Coimbatore District. Since, the p-value is less than 0.05, we conclude that there are statistically significant differences in the perceptions of the effectiveness of youth-led environmental initiatives between the different role categories.

RECOMMENDATIONS:

Strengthen partnerships with local governments and NGOs to secure funding and policy support for youth-led environmental initiatives. Focus on educating and involving local residents in workshops and campaigns meant to generate interest and participation in environmental activities. Increase its spread via social media and online to reach a larger audience and attract greater support.

CONCLUSION:

The effectiveness of youth-led environmental initiatives in the Coimbatore District: The study shows considerable potential in terms of youth contributions to environmental sustainability. Despite scant funding and variable community outreach and mobilization activities, results show that youth-led activities are considered effective in awareness and action mobilization. Key is collaboration with governments, NGOs, and digital platforms. By focusing more on support, increasing community involvement, and improving outreach strategies, these programs are bound to bring about significant differences in Coimbatore and beyond.

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Vivekananda Institute of Management Studies,
Karuvalur Road, Kovilpalayam, Coimbatore-641107
Email: vim@vimsobe.ac.in www.vimsobe.ac.in