

SUSTAINABLE MODELS OF ECO-LIFESTYLE: THE NEED OF THE HOUR

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'The world has enough for everyone's need, not for everyone's greed'

-Mahatma Gandhi

ABSTRACT

Planet earth is bestowed with sufficient resources to provide for everyone's need. The rate of consumption and utilization of resources at accelerated leaps in the name of financial growth and economic development around the globe have exploited all (re) sources far beyond its ability to renew itself. At this point in history, the globe is like a melting pot facing several environmental crises and striding fast into the destructive phase. The ultimate consequence of such exploitation will affect every single life and hence calls the attention of all those who occupy this place (Hellidie, 2014). Environmental problems have grown huge beyond individual capacities posing great threat to humanity and other forms of life on the planet (Haines, Kovats, Campbell-Lendum, & Corvalan, 2006). The need to quickly transit to a simple, less consuming and sustainable eco-lifestyle become inevitable and is the only option at all levels to address the concerns of environmental crises. There are individuals who challenge the consumeristic society and have moved on to become less consuming, leading simple sustainable lifestyles (Jackson, 2005).

Eco-conscious individuals focus on implementing pro-eco strategies of preservation and lead ecologically friendly lifestyles ensuring sustainability. Ecological lifestyle is the environmental consciousness among individuals that is reflected as their attitudes, values and practices related to their consolidated efforts taken to protect their environment (Fraj & Martinez, 2007). Ecological lifestyle is also known as eco-lifestyle or ecological living. These terms have been interchangeably used by different authors (Haraldsson & Svensson, 2008) and mean more or less the same. Ecological lifestyle is a process of moving towards sustainable living by creating alternate forms of living patterns. The core idea underlying as a principle of eco-living is 'self-sufficiency'. Exploring and documenting sustainable models of eco-lifestyle is the need of the hour to ensure its replication. Such cumulative efforts on the long

run would ensure concrete contribution to environmental protection. In this article the researcher explores such practices and experiences that could be popularized and made available to the common man.

KEYWORDS: *Eco-Lifestyle, Sustainable Models, Self-Sufficiency*