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Hans Kilian und
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for Social and Cultural
Psychology and Historical
Anthropology

Socio-Psychological Levers for Sustainable Change in the Global South

Dr. Soumyajit Bhar (BML Munjal University)

Effective environmental responses must address the public-private conundrum. Environmental studies advocate community-oriented pathways to sustain public goods and enhance individual well-being, known as the double-dividend effect. This presentation explores sustaining communities in the Global South amidst globalization.

Global supply chains expand the public realm, distancing individuals from their consumption impacts. This worsens the public-private conundrum. We argue for understanding human motivations to sacrifice private comforts for public goods. In a globalized world, neoliberal economies promise material individuality, offering exit options from conflicts and weakening collective efficacy and social trust.

Globalization in the Global South fosters material freedom, integral to developmental aspirations. Environmental studies often overlook human motivation for moral actions. Contrary to the double-dividend claim, community-oriented living may not sustain well-being in the Global South. This analysis urges reevaluating leapfrogging pathways within the neoliberal political economy.

Soumyajit Bhar brings over 15 years of experience in both volunteering and full-time roles, addressing various environmental and sustainability issues through action and academic research. He joined the School of Liberal Studies at BML Munjal University as one of its founding Assistant Professors.

Friday, June 28, 2024 | via ZOOM

5.30 p.m. – 7.30 p.m. (IST) |

2.00 p.m. – 4.00 p.m. (CET)

Free registration: kkc@rub.de

Organisation:

KKC
Chair for Social Theory and
Social Psychology
Faculty of Social Sciences



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