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**RESEARCH PAPER**

**Understanding of Sustainable Environmental Practices amongst Professional Women in Lahore**

<sup>1</sup> Fareeha Mahmood\*, <sup>2</sup>Dr. Ahmad Raza and <sup>3</sup>Muhammad Omer Raza

1. M .Phil Scholar, Department of Sociology, School of Social Sciences and Humanities, University of Management and Technology, Lahore, Punjab, Pakistan
2. Associate Professor, Department of Sociology, School of Social Sciences and Humanities, University of Management and Technology, Lahore, Punjab, Pakistan
3. Visiting Faculty, Department of Sociology, School of Social Sciences and Humanities, University of Management and Technology, Lahore, Punjab, Pakistan

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**\*Corresponding Author:** muhammad.mateen@skt.umt.edu.pk

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**ABSTRACT**

This study aims to explore how professional women in Lahore perceive and engage in sustainable environmental practices, identifying the challenges they face and the support they need to adopt sustainable actions. With growing environmental concerns, understanding the role of women in promoting sustainability is essential, especially in urban areas, where their contributions can drive meaningful change. A qualitative approach was used, involving interviews and group discussions with 10 professional women from diverse fields such as education, health, and corporate organizations. Participants were selected based on their knowledge of sustainability, and thematic analysis was conducted to uncover insights. The findings reveal that while women recognize the importance of sustainability, they face barriers like inadequate infrastructure, cultural constraints, and limited resources. Despite these challenges, participants expressed a willingness to adopt sustainable practices if given proper support through workplace initiatives, education, and government assistance. The study suggests that organizations, community leaders, and policymakers should strengthen support systems, promote workplace sustainability programs, and provide accessible education to empower women in leading sustainable practices.

**KEYWORDS** Sustainability, Environmental Practices, Professional Women, Lahore, Challenges, Barriers

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**Introduction**

Significant changes in environmental patterns present a major risk to human life and all living things on Earth. The environment includes all living and non-living elements around us that influence our lives. Living components include animals, plants, forest birds, and fishes; while non-living elements include water, land, rock air, and sunlight. Sustainability is the social goal that ensures people can live on Earth for the long term. Sustainability is typically divided into three dimensions: the first one is environmental, social, and economic. Among these, the ecological aspect is often emphasized, addressing critical issues like climate change and biodiversity loss. According to UNESCO, sustainability is a long-term objective (a more sustainable world), while sustainable development refers to the pathways to achieve the goal.

Significant changes in environmental patterns pose major risks to human life and all living organisms on Earth. Environmental sustainability, as defined by the UN World Commission on Environment and Development ensures that future generations have enough natural resources to meet their needs. According to Environmental sustainability

enhances the human quality of life without overburdening the earth's ecosystems, focusing on balancing human needs with the preservation of natural resources. Rapid urbanization and industrialization in Lahore have caused significant environmental changes, including pollution, waste management issues, and resource depletion. This article proposal aims to explore the understanding of sustainable environmental practices among professional women in Lahore and highlight their roles, perceptions, and practices. Sustainability is a global problem, and organizations worldwide are increasingly addressing environmental challenges. The term environmental performance defines how well an organization treats the environment. Pakistan is one of the few countries that making good progress on SDG 13, which focuses on climate change. This progress is mainly due to several government policies and initiatives aimed at improving the environment and managing climate change. These include programs like "Clean and Green Pakistan", 'Ten Billion Tree', 'Protected Areas Initiative' and recharge Pakistan'. However, Pakistan is still very vulnerable to the belongings of climate change. Pakistan like other countries of the world is also anxious about environmental issues, so according to the Pakistan Environmental Act 1997 "the act to deliver the protection, preservation, rehabilitation, and development of the environment, for the prevention and control of pollution, and upgrade of the sustainable development." According to the Global Climate Risk Index 2020, Pakistan is the fifth most helpless country to climate change. From 1999 to 2018, the country experienced 152 dangerous weather events, resulting in significant losses totaling USD 3.8 billion. According to the UN (United Nations), environmental safeguarding is a key goal of the sustainable development agenda. According to the study shown by Aye (2018) in Myanmar, women played an important role in reducing resource use and reusing and recycling resources to minimize waste and extreme consumption. Women are related to all the environmental factors and, as housekeepers, can manage their activities best for future generations from the ecological problems. Lahore the capital city of Punjab province in Pakistan, is a bustling metropolis with a population of over 11 million people. As one of Pakistan's most significant cultural and economic hubs, Lahore faces several environmental challenges such as air and water pollution, waste management issues, and a growing urban population.

The environmental problems are becoming more serious now a day, we all should need to make it essential to take step for sustainability. In Lahore, there is a little known about how the professional women practices the sustainability and how they perceive it. This article explores their knowledge, their attitude, and behavior towards the sustainable environmental practices. And in this article we also highlight the challenges they face in the performing of the sustainability. While sustainability has gained in many factors, and many efforts may fail because of the active participation of key groups like professional women. The limited understanding of the challenges they face or their views on sustainability that can slow the progress in environmental initiatives. Many of the professional women are at a place of leaderships roles in their workplace or in communities, that are making their influence crucial for encouraging the sustainable practices. And if we continuously ignoring the professional women perspective and not supporting their efforts could mean losing a valuable chance to promote the sustainability.

## **Literature Review**

### **Global context**

Sustainable environmental practices are essential for maintaining the ecological balance and ensuring the availability of resources for future generations. The concept is

broad and encompasses various approaches to waste reduction, eco-friendly resource management and minimizing environmental impacts. These practices have a significant global issues due to increasing industrialization, population growth, and environmental degradation. . The term "SUSTAINABILITY" has its professional roots in forest management from the 18th century and originated in Germany. The 1980s and 1990s saw the convergence of a significant historical movement, a key global debate and various stakeholder from government, business, academia and civil society, in a way that was unprecedented. It was not that they disagreed with everything or frequently knew anything about the term of technical definition. In particular, the framework during the 1992 Rio UN Conference on Environment and Development (UNCED) provided significant motivation for groundbreaking thinking, political mobilization, and policy changes. Dallas M. Cowan (2010) stated that Congress has officially enacted very few sustainability-related bills, although a variety green legislation has been passed by federal agencies states and countries, towns. While government regulations do not yet mandate the explicit standard for designing and sustaining environmental sustainability programs, sustainability-related elements are starting to make their way to the legislative floor. Their article revealed that numerous companies customized their definitions of sustainability and created corresponding sustainability initiatives according to the industry, stakeholders' preferences, and offering and business structure.

### **Women and the global context**

This review explores sustainable environmental practices from a global perspective, and analyzing trend across various regions and cultures. Haipeng Niu, et. al, (2017) in their research paper Water Preservation Awareness and Practices in Households Getting Improved Water Supply a gender-based analysis their study finds the water conservation practices for saving water but the factors that influence people's behavior towards water conservation. They examined how awareness, perception, or a sense of control over one's action affect these practices and how gender influences the adoption of these practices. They conducted a detailed survey, and their findings show that although both women and men are highly aware of water conservation practices, they were not participating much in these practices, with men being less involved. However, women used twice as much water as men but adopted more water conservation practices. And they said that women mainly practiced WCPs to save money on their water bills. They said men were highly influenced by their control over their behavior and attitude toward the conservation but their actions and social norms more influenced women Christina Ergas, et. al, (2012) stated that in their women's status and carbon dioxide emissions, they show that women are more probable than men to support protecting the environment. The feminist theories suggest this because women often take on roles like caregiving, growing food collecting water and fuel, as well as having children. Some theorists also believe that the exploitation of women and nature are connected processes. In this research they tested the hypothesis by analyzing data from different countries, focusing on the link between the women's political status and CO2 emission per person. Their finding shows that countries where women have higher political status tend to have lower CO2 emissions per person. And their results suggest that improving gender equality worldwide could help to reduce global climate change and environmental degradation.

### **Pakistani context**

Ali Azizi, et al, (2019) in their research paper measuring the knowledge, attitude, and practice of the Kermanshahi women attitude toward reducing, recycling, and

reusing municipal solid waste this study aimed to evaluate the knowledge attitude and practices of the women regarding waste management on the environment and human health. This research also examined how factors like age, job education family size, and marital status influence their approach to waste management. Their finding showed that women in Kermanshah had good knowledge (79%) and a positive attitude (86%) towards waste management. And they also said that 77% of them performed poorly in practice. This study found that younger women with higher education and working in the public sector had better knowledge, attitude, and practices, and provided proper facilities and government-private sector collaboration in recycling programs. This study suggests that increasing educational efforts, particularly through municipal programs and family management can significantly improve citizen's practices in waste management or by supporting environmental sustainability. Rashada Parveen, et. al, (2020) in their public performance in plummeting urban air pollution this study aimed to explore people's intention to use green and clean products, which generate less air pollution that can influence their actual behavior in reducing air pollution. This research is based on the planned behavior (TPB) and focuses on the faculty members of different public and private educational institutions in Lahore. Their finding indicates that attitudes towards green products, hypothetical behavioral control, and knowledge about the benefits of green products in reducing urban air pollution significantly have an emotional impact on people's behavior to analyze these findings they used IBM SPSS and their results suggest that focusing on changing attitudes and the enhancing perceived behavioral control and increasing knowledge about the green products can effectively influence behavior towards reducing air pollution. Dr. Subhra Rajat (2023) in their research paper looks at how women leaders help to protect the environment and promote sustainability. And they show that women play a key role in creating positive change for our planet. This paper explores the various ways women support and lead initiatives that promote sustainability. The paper highlights the strong link between gender equality and caring for the environment and they show that empowering women is essential for eco-friendly practices. In this paper, the researcher reviews the case studies, research, and real-life examples, and they demonstrate the unique perspective and skills women bring to environmental efforts. This research shows that female leaders are more likely to support environmental policies that include gender equality, and they also suggest when policies focus on sustainability, gender equality, and social fairness they achieve better results these studies also indicate that projects by women are more hardy and flexible to changing the environmental condition. (Rajat 2023) Mohammad Imtiaz Hossain, et. al, (2020) in their research article on the role of environmental awareness and green technological usage the fostering sustainable green study aims to examine the impact of environmental awareness, and green practices in Bangladesh said that Bangladesh is no exception. The main challenges for adopting green practices are the high cost of green technology and the lack of ecological footprints, and they said using green technologies are very effective solution. In this paper, they survey 220 manufacturing small and medium-sized enterprises through the help of a structured questionnaire this study shows that environmental awareness and the use of environmental technologies are positively linked with green practices and this study also encourages the small and medium-sized creativities to adopt the environmentally sustainable practices (Mohammad Imtiaz Hossain,2020)

### **Professional women**

Dunphy (2014) indicates that human health depends upon environmental sustainability. It indicates that Australian healthcare professionals, particularly those with strong professional identities, have frequently taken more action to protect the

environment in their personal rather than professional lives. Christy Glass et.al (2015) in their research paper indicates that they look at how women executives affect an organization's corporate environmental strategies. In this they analyze gender in environmental strategy leadership, using all the datasets of all Wealth 500 CEOs and the boards of the female CEOs, the percentage of female board memberships, and the number of influences held by the female members. Clare D'Souza (2017) indicates that women who make up the vast majority of the family purchases, have the power to promote the changes in purchasing habits that promote the support of sustainability programs. This understanding of women's characters is instructive because it makes us think about how women function as household buyers, which is an essential contribution to environmental sustainability. According to this study, the women's purchase decisions are influenced by their faith in others. the study offers more evidence in favor of advancing women's participation in environmental issues, not every woman was found to be concerned about sustainability. Lei Gan, et al. (2024) in their research paper said that the two main components of the forced migration of water conservation projects are compensation for reservoirs and relocation. This study uses a social relationship approach to examine gender differences in the three domains of rules, resources, and power in LAC (land acquisition compensation), drawing on data from a field survey of the migrants living in China. This study addresses the internal and external factors contributing to gender disparities in LAC among the reservoir migrants. They said that the lack of gender perspectives in the design of the land systems and the migration policies, the inadequate application of the relevant compensation law, etc. are examples of external causes and the internal factors include the patriarchal gender culture of the "son preference" the residence of the married couple and a departure from the policies and village rules. Studies reveal that there are gender differences in the laws and policies as well as in how they are enforced. The migrant women were excluded from the rule-making process. Men received a disproportionate share of compensation resources while the migrant women found it difficult to obtain financial compensation, productive land, and somewhere to live. This study concludes that governments or development organizations should equitably create a gender-neutral environment and provide migrant women with agency to close the gender gap regarding the rights of reservoir migrants and the socio-economic advantages that come with it.

## **Material and Methods**

### **Research Design**

This article aims to analyze the understanding of sustainable environmental practices among professional women. The study deals with a qualitative approach including in-depth interviews as a research method for a better understanding of women's perception and opinion. A phenomenological method was used to understand the lived experiences of the participants. John w. Creswell (2018), discusses the phenomenological approach in chapter 4 of his book "Qualitative Inquiry and Research Design: Choosing Among Five Approaches" According to him the phenomenological approach is a qualitative research approach that focuses on exploring and understanding lived experiences. The phenomenological method aims to describe how individuals perceive and make sense of their experiences and find what is common across different people's experiences of the same phenomenon. And by using these detailed, interviews to gather rich and descriptive data. The researchers set aside their own biases to understand the participant's perspective and then identify the significant statements and themes from the interviews to describe the essence of the experience.

## Sample Selection

Purposive sampling was used in this article. John W. Creswell (2018) describes purposive sampling as a “method where researchers deliberately choose participants with specific characteristics relevant to the study”. This approach safeguards that the data collected is rich and directly applicable to the research question. It focuses on depth rather than breadth, allowing for detailed exploration of the topic through the perspectives of those with relevant experiences. In this article, 15 professional women working in the diverse sectors of Lahore which include doctors, engineers, lawyers, and school and university teachers. All the participants were solicited for their informed consent to the study of the participants selected based on their willingness to participate.

## Theoretical framework

Ecofeminism is the subdivision of feminism and political ecology. The philosophers of ecofeminism use the concept of gender to examine the relationship between the natural world and humans. This term was coined by the French writer Francoise d'Eaubonne in her book *le feminisme ou la mort* (1974). In the book ‘Sociologist Theory’ (2017) 9th edition, ecofeminism is described as a movement that combines ecological concerns with feminist issues and highlights the connection between the exploitation of nature and the oppression of women. This theory argues that the domination of women and the deprivation of the environment are interconnected, both stemming from the patriarchal system that prioritizes control, power, and hierarchy. Simone de Beauvoir further advanced their perspective, suggesting that females share an intrinsic connection with the natural world because of the male-dominated structures that exploit both. In this study, the ecofeminist framework was applied to explore the perspective and encounters professional women face in practicing sustainable environmental actions. Ecofeminist scholars emphasized that women’s sensitivity to nature is not inherently due to femininity but rather stems from their shared experiences of oppression under masculinist system. This marginalization is evident in the gendered language used to define nature such as terms like mother earth or mother nature and in the animalized language often used derogatorily to describe women. In the contrast other ecofeminist prefer to highlight the value of women skill learned from the traditional social role as caregiver, emphasizing how these roles contribute positively to environmental stewardship. Janet Biehl, 1991 a feminist and social ecologist, has criticized ecofeminism for concentrating more on the bond between women and nature rather than addressing women's lived experiences. She argues that ecofeminism presents an anti-progressive program for women rather than an ideology that moves societal advancement. In contrast, socialist feminists focus on gender roles within the political economy, while they challenge ecofeminists by asserting that the relationship between “women and nature have a strong bond because of their shared past of patriarchal oppression”. The socialist feminist could counter the ecofeminist by calming that women's relationship to the environment is socially produced and not innate. Rosemary Radford (2003) also critiques ecofeminism, stating that while it successfully blends spirituality and activism, it often prioritizes mysticism over practical efforts to improve women's lives.

## Data Collection

Data collection took place over a three-months' time periods. Each interview was conducted approximately 80-90 minutes via phone. And for this research article, I'll do an audio recording with their permission for accuracy.

An interview guide with open-ended questions was developed to explore the understanding of professionals regarding sustainable environmental practices. The interviews were conducted over a period of time via phone, using the prepared interview guide, which include a demographic profile and 11 questions related to study. Participants were asked to complete the demographic profile before beginning the interview.

### **Data Analysis**

The investigation of collected data was undertaken through thematic analysis. All the information including recording and discussion was carefully transcribed into text format and then generated the themes.

### **Ethical Considerations**

In this study, participants were given detailed information about the research article, and they will be assured that all the data will be anonymized to protect their identity. participants have the right to withdraw from the study at any time without any consequences.

### **Results and Discussion**

#### **Themes of data collection**

#### **Sustainability Perception**

The term "environmental sustainability" refers to the responsible use of natural resources to meet present needs without compromising the ability of future generations to meet their own. It aims to strike a balance between social, ecological, and economic objectives, such as lowering carbon emissions, supporting renewable energy, and ensuring equitable access to resources.

Almost all of the participants are aware of environmental sustainability and believe that it is a crucial aspect of our environment

One of the participant's ABC said

"Sustainable environmental practices involve using resources efficiently, minimizing waste, reducing carbon footprints, and implementing eco-friendly techniques in construction and engineering processes to ensure long-term environmental preservation." (Participant 3)

Another participant XYZ shared her perspective:

"If I talk about my understanding of sustainable environmental practices. For me, these are the specific actions that contribute to environmental sustainability, for instance, the government should prioritize public transportation that aligns with public needs rather than individual convenience. This would not only reduce expenses but also

decrease the pollution, ultimately benefiting the environment but if we ensure alternatives like these, we can maintain sustainability. (Participant 4)

According to the participants, they are all aware of environmental sustainability. They emphasized that reducing waste, conserving resources, and minimizing the carbon footprint are essential to ensuring the planet's resources are preserved for future generations.

### **Information Sources**

Mass media such as newspapers and regional television and radio stations, serve the needs of the communities or urban regions in which they are located by widely distrusting news and information

Almost all of the participants mentioned that they receive the information through the media channels. One of the participants ABC said

"I primarily get information from the internet and media outlets. I follow news websites, social media platforms, and environmental reports that highlight issues like climate change and pollution." (participant 9)

Community work performed for the benefit of others by an individual or collection of individuals is known as community service. One of the participants XYZ said that they attended a meeting where they learned more about the environment in detail.

"talk about environmental issues, I would say with the help of the internet media can get the whole. Other than that, I would say that I had one of you can say gathering that was related to environmental and climate changes. I had attended a whole meeting on it with the department that was working on climate change. That was the only time I had a sort of interaction that was working, how we can save our environment. And knowing what are the precautions you can take as a student." (Participant 5)

### **Educational role and exposure**

Education plays a critical role in shaping an individual's understanding of sustainable practices. Exposure to media and personal experiences further enhance this knowledge. This section explores how educational background and various forms of exposure influence the perception of sustainability among professional women in Lahore.

"Many participants noted that their awareness of sustainability began during their university years but they felt that it was not deeply embedded in their curriculum: we were introduced to the concept of sustainability at university, but it was treated as an additional topic rather than a core part of our education. Others highlighted that their understanding primarily stemmed from alternative sources such as social media campaigns and training sessions:

"Most of what I know about sustainability comes from the campaigns I follow on social media and the training programs I attended. Formal education didn't provide much insight into practical sustainable practices"

### **Environmental impact (EI)**



Human health is influenced by numerous factors, including access to nutritious food, safe housing, clean water, and pollution-free transportation. Living conditions and social interaction significantly impact an individual's health capacities.

Almost every participant acknowledged that environmental factors affect them both personally and professionally. One of the participant ABC does not belong to Lahore and they shared their opinion about the environment.

“Coming from a small town, I experience breathing difficulties when traveling to larger cities. Additionally, the polluted water here affects my skin and hair.” (Participant 1)

And other participants XYZ said

“To be honest, I would say for me, it goes for personally, I would say that a lot of skin allergies that I'm getting affected with definitely, I would say it's the part of the environment and the situations that we have in the climate that's affecting my different aspects of uh like skin. So skin allergy is one of them other than that me. And professionally I would like to say that's nothing this doesn't affect me professionally. One of the reasons is our company is providing us with the transport thing, so we are just OK with it. I would say, professionally, you do get affected in a way that you have to take your own transport thing. Public transport is key in Pakistan, even though we have like speed and metro and all that stuff like that as per the population they are so overwhelming, and their management is a bit dull.” (Participant 5)

### **Environmental Awareness**

Environmental awareness refers to the understanding and concern for the planet, coupled with the desire to make informed choices to protect and preserve it. While anyone can contribute to the well-being of the earth through small, meaningful actions, it is common to feel disconnected from global environmental challenges, as many of us lack direct exposure to them.

All the professional women were aware of environmental issues like smog, climate change, and carbon emissions. Some mentioned that issues like smog and climate change affect them personally. Living in Lahore, smog is a major issue here, and because of it, many of us often suffer from related diseases.

One of the participant ABC said

“I know quite a bit about these problems, especially living in Lahore where smog is a big issue. Climate change and carbon emissions are global problems but affect us locally through higher temperatures and health issues”. (Participant 7)

Another participant XYZ said

“I'm quite aware that smog, carbon emissions, and climate change are serious environmental challenges that affect air quality, public health, and the planet's overall stability. I try to stay informed about their causes, impacts, and ways to mitigate them, as they're critical for our future” (Participant 4)

### **Eco-friendly practices**

The term eco-friendly refers to actions and products that do not harm the environment or promote kindness towards the planet. It often describes goods and methods that help prevent pollution of air, water, and land while conserving essential resources like energy and water. Reducing energy consumption known as energy conservation is a vital practice aimed at minimizing environmental impact.

Every professional woman practices recycling, water usage and energy conservation in her daily life.

One of the participants ABC said

“In my daily life, I try to be mindful of sustainability by recycling, reducing plastic use, and conserving energy by using LED lights and unplugging devices when not in use. I also make an effort to conserve water by taking shorter showers and fixing leaks promptly, and I opt for reusable bags, bottles, and containers to minimize waste. Whenever possible, I choose public transportation or carpool to reduce my carbon footprint.” (Participant 4)

Professional women said as you know there's a big issue with high electricity bills in Pakistan these days. The bills are so high and I try my best to use as little electricity as possible. I only keep the lights and fan on in the room I'm sitting in, while everything else stays off.

Another participant XYZ said

For me, if I'm working on anything related to environmental responsibility, I make sure not to throw litter on the road. Instead, I always dispose of it in a dustbin. Additionally, I avoid wasting water to contribute to energy conservation. Even though we might not be using much energy, we still receive higher bills than expected, which is frustrating. To save energy, if there are two or three people in the house, I make sure everyone stays in the same room to reduce electricity usage. These small actions are personal choices that contribute to sustainability in the long run. In Pakistan, where utility bills can be high, it's important to take responsibility for conserving resources.” (Participant 5)

### **Waste management**

Waste management refers to the process of collecting, removing, processing, and disposing of materials classified as waste. These waste products, often generated through human activities, can take various forms including solid, liquid, gaseous, or even hazardous substances. Traditionally, wealthier nations have managed waste by incinerating it or disposing of it in landfills.

During the study, all of the participants shared that they maintained separate dustbins for recycling plastic, paper, and glass. They also emphasized their efforts to avoid littering on roads, reflecting their communities on proper waste disposal practices.

One of the participants ABC said

“I manage household waste by separating recyclables like paper, cardboard, glass, and plastic from general waste.” (Participant 4)

### **Recycling**

Recycling involves breaking down and reusing items that would otherwise be discarded as waste. By putting labeled containers out for public use or offering bins to homeowners and business owners with curbside pickup, many communities and establishments make recycling simple. Recycling has many advantages and with the help of various ground-breaking technologies, it makes even more materials recyclable. We can all contribute to a cleaner earth. Recycling has a good influence on the economy in addition to the environment.

One of the participant ABC said

“Yes, I separate recyclables like paper, plastic, and glass from other waste and make sure to compost organic waste” (Participant 2)

Another participant XYZ said

“I keep separate bins for recyclables, compostable food scraps, and non-recyclable trash to ensure proper disposal. I also try to minimize waste by reusing items, composting organic materials, and reducing single-use plastics” (Participant 4)

### **Barriers**

Several barriers can hinder the adoption of environmentally friendly practices. Here are some common:

- Economic barriers: Business, predominantly small and medium-sized firms (SMEs) may be discouraged from implementing sustainable environmental practices due to high initial costs.
- Technological barriers: in some cases, firms cannot access or have complete access to the technologies needed for maintainable practices
- Cultural disparities: progress can be disadvantaged by resistance to change and a lack of knowledge of the advantages of sustainable practices.

Most of the participants are facing barriers to practicing sustainable environmental practices. One participant ABC said

The biggest problem is the lack of recycling systems in my area. There's also not enough education or awareness about sustainable practices, and sometimes it's easier to use plastic or waste resources because of convenience. (Participant 7)

Another participant XYZ said that transportation is a barrier for me

Not that much but the transportation system is a barrier for me. (Participant 1)

### **Women Role**

Research article suggests that women's leadership and representation in governance play a crucial role in promoting better environmental outcomes, both locally and nationally. The higher proportion of women in decision-making positions, such as parliament is often linked to the implementation of more rigorous climate change policies and lower carbon emissions.

Every participant granted that professional women play an energetic role in promoting sustainable environmental practices one of the participant ABC said

“Yes, I think professional women have a unique role to play in promoting sustainable environmental practices. They often bring diverse perspectives and collaborative approaches to problem-solving, which can drive innovation and inclusive decision-making in sustainability efforts” (Participant 4)

The findings from the interviews reveal that professional women play an important role promoting the sustainability practices, and they are adopting the practices in their daily life, but on the other side they also faced the hurdle to implement these practices. Their education exposure and the role are the reliable source of the information that they are getting the knowledge about these practices, and are the central to increasing their awareness and encouraging their actions. However, the barriers like the higher cost of eco-friendly products, inadequate recycling facilities, lack of infrastructure and the cultural barriers can make it difficult or challenging for them to practice the sustainable practices in their personal lives. The professional women know about they have play an important role in promoting the sustainability, both at workplace and home. And they understand they impact of environmental issues on their well-being. The problem like smog, climate change and air problem highlights the important to the source of information are social media, and through community programs. And many of the professional women are already practices the eco-friendly practices in their daily lives like they practice the water conservation and energy saving practices, but they still faced the challenges we should need to overcome these challenges and increase their awareness. Through the help of the better resources and the education and proper support system, the professional women can promote the sustainability in the better water and that can be strengthened and the lead to positive of environmental change. Those women who are active in social media are more involved in promoting of the sustainability. Many of the participants indicate that they are active involved in sustainable practices within the households and the social circles. Even though not all the participants are involved in the proper community but they use their voices in social media platform for promoting the sustainability practice's among friends and family. Another finding is some of the participants said they are frustrated with the less convenience sustainable option which are option more accessible and the cheaper than their eco-friendly. This barrier need to improve the infrastructure to facilitate the sustainable living. Furthermore, the unique role of the professional women in their home and the workplace serving as a models ad spreading the awareness about the environmental sustainability practices in their community. They have the ability to lead an example and change in the society because of their unique role. This research article highlights that the professional women are not the experts but they have the strongly active to adopt the sustainable practices.

## **Discussion**

This study aimed to explore about the understanding of sustainable environmental practices among professional women in Lahore. In this section, discuss the several key finding, and limitation of the study and conclusion and recommendation for the future research

The finding of the research article showing that the professional women that lives in the Lahore are generally aware of the importance of the sustainability and they are practices the sustainability in their daily lives. However, the level of doing their practices

and understanding of these varies that are based on these factors such as their background of professional sector, their personal motivation and the level of the education. And this article finding conclude that women are actively practices and engaged in the sustainability actions. They are more likely to adopt the water conservation and the energy saving practices in their daily lives. Conversely, women that are in the lower-level professions like their offices are not adopt the eco-friendly practices, they wish to contribute the sustainability in their workplace but their influence at work is limited. And the study also reveals that the women whose belong to the healthcare and the education sector they are more aware of sustainability issues as compared to those women who are working in the corporate roles.

One of the most important theme in their responses is their conscious effort to conserve the water. And many of the participant shared their the several effective practices that followed in their daily life like the turning of the taps while brushing teeth and fixed the leaking taps and showers for saving the water. These practices are indicating that they have the strong awareness of the water conservation, particularly the issues like shortage of the water in the urban areas like Lahore. The use of the mindful water-saving things in their daily responsibilities like in the laundry and washing the dishes that are emphasizes their commitment of the sustainability. By adopting such practices, these professional women can contribute in local and global water conservation efforts. the energy saving techniques are the other key finding. Many of the participant mentioned that they are using the energy-efficient appliances in their daily life like switching to the LED bulbs, and ensuring that the unnecessary lights and the electronics items are turned off when not in use. This practices of the energy conservation shows that their understanding of the importance of the reducing of the carbon footprints within the days, further minimizing the energy consumption.

Moreover, some participants are involved in community organizations that promote sustainable practices, such as the WWFP and EPA Lahore. However, a bulk expressed interest in joining such initiatives in the future. This reproduces a growing awareness of the importance of collective action and community engagement in sustainability efforts. Professional women have the potential to bridge gaps within their communities and advocate for sustainable policies, thus enhancing the overall impact of local environmental movements. Those women who are active in social media are more involved in promoting of the sustainability. Many of the participants indicate that they are active involved in sustainable practices within the households and the social circles. Even though not all the participants are involved in the proper community but they use their voices in social media platform for promoting the sustainability practice's among friends and family. Another finding is some of the participants said they are frustrated with the less convenience sustainable option which are option more accessible and the cheaper than their eco-friendly. This barrier need to improve the infrastructure to facilitate the sustainable living. Furthermore, the unique role of the professional women in their hone and the workplace serving as a models ad spreading the awareness about the environmental sustainability practices in their community. They have the ability to lead an example and change in the society because of their unique role. This research article highlights that the professional women are not the experts but they have the strongly active to adopt the sustainable practices. And we should need to encouraging the professional women through the help of giving the proper support system that they easily doing the sustainable practices in their homes and in workplace

The findings from this study address the research question by highlighting the various sustainable practices adopted by professional women which vary based on their

roles and sectors. The findings reveal that women are actively engaging in water and energy conservation practices through mindful resource usage and the implementation of energy-efficient technologies in their homes. However, barriers like the high cost of eco-friendly options and inadequate recycling facilities hinder their ability to fully embrace sustainable lifestyles. Participant's advocacy for sustainability in personal and professional circles reflects their recognition of the broader social responsibility linked to their roles.

Relating sustainable environmental practices of professional women to ecofeminist theory

Ecofeminism is a theoretical approach that links environmental issues with gender equality, contributing to a socio-environmental perspective. It suggests that women and nature share a deep connection rooted in shared experiences of exploitation, control, and dominance under patriarchal systems. According to ecofeminists, understanding and challenging patriarchal institutions is essential to addressing environmental issues. Ecofeminism is particularly relevant as it highlights the unique contributions and challenges of professional women in sustainability.

### **Women's role in sustainability**

Because of their historical responsibilities as caregivers and resource managers in the home, ecofeminists recognize women as key contributors to environmental preservation. Professional women carry out these duties in communities and at work in addition to the home. The highlighted by research article participant including recycling, water and energy conservation, and spreading awareness of sustainability across their personal and professional networks were highlighted by research participants. These actions are consistent with the ecofeminism perspective that women have caring roles and are closer to nature which makes them inherently motivate them to preserve the environment.

### **Conclusion**

This study concludes that professional women in Lahore have played a significant role in promoting sustainability practices but they face hurdles like structural and social barriers. While they all said the proper institutional and societal support is essential for them to make a long-lasting impact. To enhance the participation of women, the workplace should introduce eco-friendly policies, offer the proper training regarding sustainability, and ensure that the voices of women are included in the environmental decision-making. Moreover, awareness campaigns and government policies should support the women in participating the sustainable practices in their lives.

This research looked at how professional women in Lahore understand and practice sustainable environmental actions. It found that many women take steps like managing waste, saving energy, and making mindful consumption choices. However, they also face challenges such as limited resources, lack of support at work, and social restrictions. The study helps explain how women can play an important role in promoting sustainability and suggests ways to improve policies and create awareness programs to support their efforts. Let me know if you'd like me to adjust this further

Women awareness and role in sustainability research article found that the professional women are actively engaged in the practices of sustainability, such as the

waste management, recycling, water consumption. This brings into line with the and , they argue in the eco-feminist literature that women have a unique connection with the nature because of their caregiving role and mother nature. And they are frequently first that experience the environmental degradation, and therefore they are more proactive in addressing it.

Ecofeminism and women as agent of change research article finding strengthen the ecofeminist theory, which stated that women marginalization in the society is because of the patriarchy that mirrors the exploitation of the environment. and many of the participant in this study expressed the strong sense of responsibility toward the nature, and all of them supporting the idea that if the women get the proper resources and support they do better care of the environment

Barriers to sustainability practices on the other side of their willingness women struggle with the time management, and the societal expectation, and the lack of workplace policies. The previous studies such as highlighted that because of the structural and the cultural barriers are preventing the women from taking the leadership role in the environmental decision-making. The other studies emphasizes that without the proper institutional support the effort of the women are meaningless and remain limited to the individual action rather than the systematic change.

This research article concludes that professional women in Lahore have the potential to lead the sustainability effort but because of the social and structural barriers can limit their impact on the society. This research article fills a gap in understanding about how the professional women in Lahore are engaged in the sustainability practices in Lahore

### **Recommendations**

Here are some recommendations of the study identified in the current research were as followed:

- Increase awareness through education: organize educational workshops and training programs targeting professional women, focusing on the importance of sustainable environmental practices. These agendas should cover topics such as energy preservation, waste management, and eco-friendly habits at home and in the workplace.
- Promote sustainable practices in workplaces: encouraging companies to adopt green policies by introducing incentives for employees who practice sustainability. Professional women in leadership roles can advocate for energy-saving measures, waste reduction, and resource management in corporate environments.
- Introduce community-based initiatives: launch community-based projects where professional women can lead sustainability initiatives. These can include tree-planting drives, neighborhood recycling programs, and awareness movements about the importance of reducing plastic usage.
- Develop mentorship programs: create mentorship networks where experienced professional women can guide others in adopting sustainable practices both in their professional and personal lives. This can help spread knowledge and practical strategies for environmental conservation.
- Incorporate sustainability into professional training: integrate sustainability concepts into programs of professional development courses and pieces of training, especially

for women in fields such as education, healthcare, and business, where their leadership can directly influence change

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