

CELEBRATING SUSTAINABILITY: A STRATEGIC FRAMEWORK FOR ACCELERATING GLOBAL SUSTAINABLE DEVELOPMENT GOALS IMPLEMENTATION FROM INDIA

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Abstract

Sustainability and sustainable development are crucial for the planet's future but are often misunderstood by individuals, businesses, and governments. The 'Celebrate Sustainability' (CS) strategy is introduced as a transformative approach to enhance global cooperation and governance of Sustainable Development Goals (SDGs) by embedding sustainability into cultural norms rather than obligations. This research explores the impact of air quality, climate change, energy transitions, sustainable finance, environmental actions, and governance, aiming to bridge the gap between policies and practical implementation. Using a causal research design, the study collects primary data from India, a UN member country, to assess the CS strategy's effectiveness in accelerating SDG implementation. A systematic sampling technique targets SDGs Reach Programme participants, with 385 respondents selected through Cochran's Method. Factor Analysis and Multiple Regression Analysis are used to interpret the data, yielding 332 valid responses (87% response rate). Findings indicate that the absence of global cooperation and governance leads to non-sustainable activities, threatening environmental stability. The CS framework promotes citizen-centric sustainability celebrations, fostering global engagement and expediting SDG implementation.

Keywords:

Sustainability, Sustainable Development Goals (SDGs), Global Cooperation, Governance, Environmental Actions, Celebrate Sustainability Strategy

1. INTRODUCTION

'Celebrate Sustainability' is the strategy developed to secure Global Cooperation and Governance of SDGs that would empower the people of the society as change makers with the determination to work on the sustainability targets in the process of reversing the damages caused to our plane (Duxbury, N, et.al 2017). The proposed research posits Air Quality and Climate Change, Energy Transitions, Sustainable Finance, Environmental Actions, Governance for Sustainable Development and making Sustainability as a culture for people, society, business and government. The research proposes a new knowledge which could influence the people, community and the governments of UN member countries (Chiu, R, 2004). The aim of this study is to present an approach to transform the people and to provide government a sustainable governance mechanism (Cuthill, M, 2009). This research project tries to make the people understand the impact of sustainability issues and problems and realize their sustainability commitment by the way of celebrating Sustainability all over. Sustainability and Sustainable development are vital components to secure and reset our planet and for restoring it in its absolute state which also includes

embedding sustainability in all aspects connected to the interdisciplinary areas such as economy, society, environment, human, healthcare, and business (Hawkes, J, 2001). But these sustainability concepts are the least understood phenomena by most of the people and community with no proper insights and perspectives (Reisch, L, 2006). The impact of non-sustainable actions of every human and business has got a direct bearing on sustainability of our planet as it involves with existence of life on earth and healthy living (Axelsson, P, et.al 2013). Obviously, it is necessary to secure global cooperation and governance of Sustainable Development Goals (SDGs) to carry out its 2030 agenda of providing remedial measures and solutions forthwith by speeding up the implementation of SDGs (Soini, K, et.al 2015). This study is an attempt to suggest a sustainability model to gain momentum for creating knowledge on sustainability, practicing sustainability, analysing damages to earth and environment and deriving appropriate and timely solutions to safeguard the interests of people and planet. The study aims at developing a prototype model and a framework on a strategic theme entitled 'Celebrate – Sustainability' (CS). The study has been designed on a causal model based on primary data collected from various locations in India, one of the UN member countries to test the effectiveness of the strategic programme to speed up the SDGs implementation process through securing the global cooperation and governance from the world community and governments internationally. In most of the countries, the sudden outbreak of pandemic and subsequent economic fallout has snowballed massive problems in their economic system by throwing the companies and industries out of business, crushing the job opportunities of millions and upending the society into a mess. Recently, United Nations has charted 2021 priorities for a sustainable and inclusive recovery for 21st century reset. In an emergency like this, it is necessary to speed up the process of recovery and implementation of SDGs for a new normal and realize a sustainable transformation where diversity is embraced and every individual can take part in society on their own terms, at the same time achieving sustainable future and wellbeing of world community (Auclair, E, et.al 2015). The most evident contradiction is that while there is an earnest emphasis on regaining the prior status of individuals and economies, maintaining the environmental ecosystem is equally desired. A right approach is finding the concordance of equilibrium. The study aims at finding out solutions for the above challenges and introduce the concept of 'Celebrate Sustainability'. It deals with securing global cooperation and governance of SDGs towards unified action plans in achieving UN SDGs by 2030 and 2021 UN priorities (Vallace, 2011).

The strategic framework of 'Celebrate Sustainability' is intended to ease of the commitment for stakeholders at the

summits so far couldn't produce expected results in achieving SDGs where my research opens a strategic move of converting summits into 'Celebrations of Sustainability'. As people always would like to enjoy celebrations and experience the thrill of it, making Sustainability as a celebration rather than a commitment would connect the herd over a common sustainability platform paving the way for securing global cooperation and governance of SDGs towards unified action plans for speedier implementation of SDGs and 2021 UN priorities. Making such celebrations more of citizen-centric would be more effective and connect people and countries together more closely to work on sustainability targets seamlessly. Obviously, they would feel amazingly interested to participate in such celebrations and acquire the habit of being with more sense of sustainability in their deeds and needs.

It is identified that lacking Global cooperation and Governance of SDGs leading to uncontrolled non-sustainable activities of individuals, businesses and governments at varied proportion in developed and developing countries are the true and undeniable reasons challenging the very existence of life on earth disrupting the system of sustainability and its dynamics. The research aims at revolutionizing the implementation process of SDGs through the practice of 'Celebrate Sustainability' and make it as a strategy for global cooperation and governance of SDGs, a tool to connect people and government together over a common sustainability platform towards holistic sustainable transformation of world community.

2. LITERATURE REVIEW

The purpose of this research is to create a space for all pervasive sustainability environment globally through experimentation of innovative concept and strategy 'Celebrate Sustainability' to be applied and practiced at all levels in the society, business and government towards securing global cooperation and governance of SDGs, sustainable future for generations, and make earth again a superior place to live sustainably (Horlings, et. Al 2015). This is interdisciplinary research combining sustainability development, strategy, innovation, economics, management and social sciences. The main goal of this research project is to make the people and government to celebrate sustainability and to get radiated among the populace vis-a-vis giving them an impetus to penetrate the existing human society, tradition and culture of the world population (Bendor, 2015) 'Celebrate Sustainability' as a strategy would result in tremendous social change to work in tandem with the achievement of Sustainable Development Goals (SDGs) of United Nations for successful implementation of holistic sustainable development initiatives as the way of life infusing it in all human activities and make sustainability as an international culture of the world community (UCLG: Agenda 21 for Culture, 2009). Biermann et al. (2022) find that the goals have had some political impact on institutions and policies, from local to global governance. Andrew and Steven (2012) discuss the relationship between IAQ and energy efficiency, with outdoor air ventilation being the primary connection. A number of strategies that are currently being used or proposed to provide both improved IAQ and energy efficiency are highlighted, including increased envelope airtightness, heat recovery ventilation, demand-controlled ventilation, and improved system maintenance.

Stewart et al. (1999) find that climate change is directly or non-directly associated with sustainable development.

'Celebrate Sustainability' will be applied in two ways in the research process. Firstly, it will be used to make the people and government sense and understand the gravity of current sustainability problems and issues and the damage caused to the society and planet (Holden, 2014). SSI would investigate actions and reactions of people over damages caused to our planet (Connelly, 2007). In the second sense, 'Celebrate Sustainability' will be used as a knowledge application that would tend to educate, practice and inculcate the people and government about sustainability and sustainable development and let the population realize their social commitment and responsibility and understand the present serious situations and the necessity to celebrate Sustainability to draw attention, Global cooperation and governance of SDGs (Proctor, 1999).

2.1 SUSTAINABLE DEVELOPMENT GOALS:

Ensuring the long-term sustainability of projects is essential for maintaining their positive impacts. This includes establishing accountability mechanisms to ensure that resources are used effectively and that project goals are met (*Community Development Through Sustainable Projects - Blog News*, 2023). Measuring the impact of initiatives not only helps in demonstrating accountability to stakeholders but also provides valuable insights for continuous improvement and strategic planning (WPAB, 2025b). Capacity-building efforts, such as providing training and resources to local communities, are crucial for enabling them to manage and maintain projects effectively after completion. (*Community Development Through Sustainable Projects - Blog News*, 2023) This ongoing support fosters resilience and ensures that the benefits of sustainable initiatives endure over time.

2.2 GOVERNANCE

The paper discusses the growing complexity of urban regeneration issues, highlighting the importance of collaboration among multiple stakeholders to address these challenges. This collaboration is essential for solving policy problems in urban areas. The main goal of the article is to explore the role of community participation throughout the different phases of urban experiments, including design, implementation, and analysis. The findings will lead to a discussion on factors that influence public participation in collaborative governance, such as communication and the balance of interests among stakeholders. ("Community Engagement in Urban Experiments," 2023). Successful community-led initiatives focus on empowering local communities. This empowerment is crucial for enabling residents to take charge of their development and address their specific needs effectively and Tailoring initiatives to meet the unique needs of the community is vital. This localized approach ensures that the solutions are relevant and effective in addressing specific urban inequalities (Khalatbary, 2024)

2.3 AIR QUALITY AND CLIMATE CHANGE:

The study emphasizes that green infrastructure plays a crucial role in enhancing urban resilience and sustainability. It integrates ecological, social, and economic aspects, highlighting its

multifaceted benefits for cities. Urban green spaces, such as parks and residential greenery, contribute significantly to the mental and physical health of urban residents. They provide psychological relaxation, stress relief, and promote physical activity, which can lower morbidity and mortality rates. (“Resilience and Sustainability Through Green Infrastructure,” 2024).

The research highlights the significance of a community participatory (CP) approach in developing sustainable UGI indicators. Engaging local communities ensures that the indicators are relevant and tailored to the specific needs of the area, fostering a sense of ownership and responsibility towards green initiatives. The research provides a foundational framework for implementing green urbanism in KP, aiming to mitigate vulnerabilities to climatic stresses such as flooding and drought. It sets the stage for future studies and practical applications in urban planning and environmental management (Rayan et al., 2024)

2.4 ENERGY TRANSITION

The paper emphasizes that strategic partnerships among governments, private enterprises, non-profits, and local communities are essential for addressing urban sustainability challenges. These collaborations leverage diverse expertise and resources, making them more effective in tackling issues like rapid urbanization and environmental degradation. Technology is identified as a transformative enabler that can enhance the effectiveness of these partnerships. It drives innovation, improves resource efficiency, and supports data-driven decision-making, which are crucial for sustainable urban development (“Strategic Partnerships for Urban Sustainability,” 2024). The study emphasizes that low-cost technology, such as smartphone applications and open-source data collection tools, plays a crucial role in overcoming data limitations. This technology enables better data gathering and analysis, which is essential for understanding urban public spaces. The paper addresses the challenges of data scarcity in urban planning. By conducting a large-scale community-driven spatial survey in Nablus, the study successfully gathered valuable data that reflects the actual conditions and needs of public spaces (Itair et al., 2024).

2.5 SUSTAINABLE FINANCE

One of the most significant challenges in sustainability initiatives is limited funding. Many organizations struggle to secure adequate financial resources necessary for implementing and maintaining projects that address community needs (8 *Common Challenges in Implementing Sustainable Change and How to Overcome Them*, 2025). Budget constraints can lead to prioritizing initiatives based on potential impact, making it essential for organizations to seek creative solutions, such as forming partnerships with like-minded organizations to share resources and expertise (WPAB, 2024). Additionally, leveraging grants or government incentives can provide vital financial support for sustainable practices (WPAB, 2025a).

2.6 PROBLEM STATEMENT

The critical importance of sustainability and sustainable development in safeguarding the future of our planet is widely acknowledged. However, these vital concepts remain poorly

understood by a significant portion of the global population, hindering progress towards a sustainable future. The repercussions of non-sustainable actions taken by individuals and businesses are becoming increasingly evident, directly impacting the overall sustainability of the Earth and the well-being of its inhabitants. To address this pressing issue and accelerate the achievement of the Sustainable Development Goals (SDGs) by 2030, it is imperative to secure global cooperation and effective governance. This entails the swift implementation of remedial measures and sustainable solutions. Additionally, there is a need to develop a comprehensive sustainability model that not only enhances awareness and knowledge of sustainability but also facilitates its practical application. Furthermore, there is a pressing need to analyze and mitigate the environmental damages inflicted upon the Earth. The research uses primary data from India, a United Nations member country, to test the viability of the strategic program and its potential to expedite the implementation of Sustainable Development Goals (SDGs) through global cooperation and international governance.

2.7 RESEARCH GAP

The importance of sustainability and sustainable development is widely recognized, but there is a significant research gap in understanding how to bridge the knowledge and implementation divide. This includes a lack of a comprehensive sustainability model, inadequate public understanding and engagement, inadequate impact analysis, insufficient global cooperation and governance, insufficient insights into cultural and regional variations, and a lack of empirical research testing the viability and effectiveness of strategic sustainability programs in real-world contexts. This study aims to fill these gaps by proposing a comprehensive sustainability model and testing its effectiveness in a specific regional context.

2.8 RESEARCH QUESTION

- Whether a concordance between economic and natural ecosystem is possible? What measures can be taken to meet the sustainable development goals? What factors are to be considered? The reality is that the sustainability equations are merely uttered and not much has been done in the last five years anywhere in the globe. The question arises how could global cooperation and governance of SDGs through unified action plans of developed and developing countries be achieved and successfully implemented UN SDGs by 2030?

2.9 OBJECTIVES OF THE RESEARCH

- This study aims to explore sustainable development’s dimensions, examine key variables, assess the impact of SDGs, establish causal relationships, and develop a healthy model for global efforts, offering actionable recommendations.

2.10 SDG PROCESS

‘Celebrate Sustainability’ is the strategic theme of this applied research for speedier and unified implementation of SDGs. Considering this research as a strategic programme envisaged as a vibrant research plan for the proposed research. This

revolutionary research can be carried out through a public outreach programme to connect, inform and get response and feedback from the target audiences by creating a partnership between communities and institutions in India. This thematic research would be a more in-depth and well-informed sustainability public community outreach campaign of simulating the 'Celebration of Sustainability' and observe and analyse the effectiveness of the programme. The strategy 'Celebrate Sustainability' would automatically close the SDGs' gap in its process and connect the stakeholders and ecosystem closely. The following is the Global Governance research model.

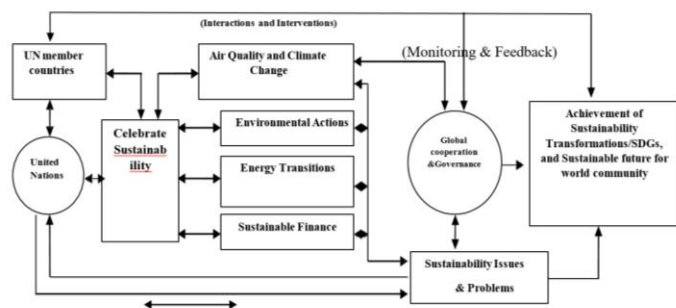


Fig.1. Global Governance of SDGs Research Model

Source: Authors' Own Construct Based on Literature

2.11 RESEARCH FRAMEWORK

2.11.1 Research Work Plan:

1. Designing a public outreach programme on 'Celebrate Sustainability' in a community setting.
2. Selection of locations and target audiences.
3. Collection of information and preparation of tools for the public community outreach programme (videos, pictures, exhibits, documentaries, short films, cultural activities related to sustainability and sustainable development).
4. Preparation of materials and arrangement of resource persons for seminars, debates, symposium, conferences, parade, procession, demonstration, etc. during public outreach programme.
5. Execute public outreach programme and collect data, responses, feedback, etc.
6. Perform analysis and obtain results.
7. Prepare reports, recommendations and policy prescriptions.

2.12 VARIABLES IDENTIFICATION

2.12.1 Independent Variables:

- SDGs, Governance, Air Quality, Climate Change, Energy Transitions and Sustainable Finance.

2.12.2 Dependent Variable:

- Sustainable Development

2.13 CONCEPTUAL FRAMEWORK

SDGs, Governance, Air Quality, Climate Change, Energy Transitions and Sustainable Finance are linearly and unidirectional related to sustainable development and therefore taken to be the explanatory variables against sustainable development as endogenous variable.

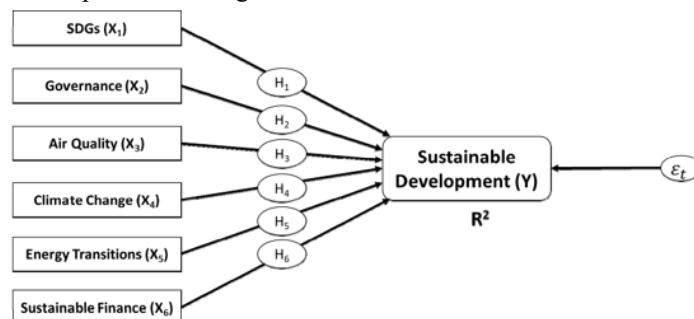


Fig.2. Conceptual Framework

Source: Researchers' Own Construct Based on Literature

3. METHODOLOGY

The study focuses on determining the impact of Air-Quality, Sustenance, Climate change, Energy transition and sustainable finance on the achievement of sustainable development. The sampling frame consist of the participants of SDGs Reach Programme. The selection of participants from the SDGs Reach Programme provides a relevant sampling frame as these individuals are likely to have knowledge or experience related to sustainable development goals (SDGs). This ensures that the respondents are informed and capable of providing meaningful insights into the study's research questions. Cross-Sectional research design has been used based on primary data collected using self-administered structured questionnaires on 7-point Likert's scale. The data is infinitely large, and the specified population is unknown. Therefore, Cochran's Method for sample size determination has been used which results 385 as the sample size for 5% level of significance. Snow-ball sampling technique has been used to collect the sample. The data has been analyzed with the help of multivariate analyses viz., Factor analysis and SEM Analysis as it Enables exploration of causal relationships between variables, which is crucial for understanding how air quality, sustenance, climate change, energy transition, and sustainable finance collectively impact sustainable development.

4. DATA ANALYSIS AND INTERPRETATION

The data has been analyzed through descriptive statistics and inferential statistics. The total questionnaires sent to 385 respondents whereas 332 were properly up and returned. This is how there has been 87% response rate.

4.1 DESCRIPTIVE STATISTICS

Descriptive statistics of the data has been applied to draw the measures of central tendency, variation and symmetry in order to determine center, deviation and polarization.

Table.1. Descriptive Statistics

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
SD	5.004	1.205	0.286	0.134	-1.240	0.267
SDG	5.042	1.652	-0.253	0.134	-1.442	0.267
GOV	4.735	0.411	0.546	0.134	0.037	0.267
AQ	5.204	1.365	-0.742	0.134	-1.049	0.267
CC	4.651	0.245	0.076	0.134	-1.145	0.267
ET	1.602	0.703	0.906	0.134	0.238	0.267
SF	4.416	0.464	-1.104	0.134	1.659	0.267

Source: Primary Data, 2025

It is evident from Table.1 that Mean Value of each variable is above 3 with small standard deviation except Energy Transmission. The Skewness and kurtosis are also small. It suggests that there is no polarization in the data.

5. INFERENCEAL STATISTICS

Inferential analysis has been conducted to determine reliability, validity, convergence, reduction, relationship among the variables and the impact of independent variables on dependent variable.

5.1 FACTOR ANALYSIS

Factor analysis has been conducted through Principal Component Method.

Table.2. Communalities

Compon ents	SD G1	SD G2	SD G3	GO V1	GO V2	GO V3	AQ 1	AQ 2	AQ 3	CC 1	CC 2
Extractio n	0.935	0.953	0.923	0.951	0.694	0.933	0.960	0.972	0.898	0.916	0.914
Compon ents	CC 3	ET1	ET2	ET3	SF1	SF2	SF 3				
Extractio n	0.718	0.910	0.960	0.970	0.659	0.670	0.553				

Source: Primary Data, 2025

It is evident from Table.2 that Commuality of each component is above 0.5 which suggests that components are properly loaded.

Table.3. Orthogonal Rotation Values

Compo nent	Initial Eigenvalues			Extraction Sums of squared loadings			Rotation Sums of squared loadings		
	Tot al	% of Varia nce	Cumula tive %	Tot al	% of Varia nce	Cumula tive %	Tot al	% of Varia nce	Cumula tive %
1	6.750	32.144	32.144	6.750	32.144	32.144	3.319	15.805	15.805
2	2.823	13.444	45.587	2.823	13.444	45.587	3.164	15.068	30.873
3	2.411	11.479	57.067	2.411	11.479	57.067	2.845	13.546	44.419
4	1.822	8.677	65.743	1.822	8.677	65.743	2.602	12.392	56.811
5	1.744	8.305	74.048	1.744	8.305	74.048	2.483	11.824	68.635
6	1.433	6.822	80.870	1.433	6.822	80.870	1.999	9.517	78.152
7	1.272	6.056	86.926	1.272	6.056	86.926	1.842	8.773	

Source: Primary Data, 2025

It is evident from Table.3 that cumulative values rotation is around 78%. It suggests that the model covers 78% of explained variances.

Table.4. Rotated Component Matrix

	Component					
	1	2	3	4	5	6
SDG1		0.851				
SDG2		0.928				
SDG3		0.943				
GOV1					0.838	
GOV2					0.733	
GOV3					0.913	
AQ1			0.978			
AQ2			0.893			
AQ3			0.759			
CC1						0.900
CC2						0.933
CC3						0.474
ET1	0.905					
ET2	0.894					
ET3	0.901					
SF1				0.797		
SF2				0.817		
SF3				0.717		

Source: Primary Data, 2025

The minimum value for rotation has been taken to be 0.4. It is evident from Table.4 that all the components are reliable and all the variables are valid. Sustainable Development goals is loaded to the second component, Governance is loaded in the fifth component, air quality is loaded in to the third factor, climate change is loaded in to the sixth factor, energy transition is loaded in to the first component and the sustainable finance is loaded in to the fourth component.

Table.5. Communalities

Components	SD1	SD2	SD3
Extraction	0.874	0.943	0.951

Source: Primary Data, 2025

It is evident from Table.5 that Communality of each component is above 0.5 which suggests that components are properly loaded.

Table.6. Orthogonal Rotation Values

Component	Initial Eigenvalues			Extraction Sums of squared loadings			Rotation Sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.459	31.463	32.456	6.750	32.144	32.144	3.319	15.805	54.805

Source: Primary Data, 2025

It is evident from Table.6 that cumulative values rotation is around 54%. It suggests that the model covers 54% of explained variances.

Table.7. Rotation Values

	Component
	1
SD1	0.797
SD2	0.817
SD3	0.717

Source: Primary Data, 2025

The minimum value for rotation has been taken to be 0.717. It is evident from Table.7 that all the components are reliable and all the variables are valid.

5.2 MULTIPLE REGRESSION ANALYSIS

Table.8. Model Summary

R	R ²	Adjusted R ²	Std. Error of Estimate	Durbin-Watson
0.707	0.500	0.491	0.860	2.026

Table.9. ANOVA

	Sum of squares	df	Mean ²	F	Sig.
Regression	240.343	6	40.057	54.172	0.000
Residual	240.318	325	0.739		

Total	480.661	331			
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Source: Primary Data, 2025

It is evident from Table.8 and Table.9 that Coefficient of determination is 50% and there is no sign of autocorrelation. The model is found to be fit at 5% level of significance.

Table.10. Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	0.014	1.164		0.012	0.990		
SDG	0.285	0.032	0.391	8.894	0.000	0.795	1.257
GOV	-0.553	0.124	0.189	4.443	0.000	0.852	1.174
AQ	0.107	0.040	0.121	2.640	0.009	0.735	1.361
CC	1.382	0.204	0.281	6.776	0.000	0.893	1.120
ET	0.449	0.087	0.262	5.159	0.721	0.596	1.678
SF	0.034	0.103	0.013	0.331	0.041	0.985	1.016

Source: Primary Data, 2025

@5% Level of Significance, SDG – Sustainable Development Goals, GOV- Governance, AQ- Air Quality, CC- Climate Change, ET- Energy Transition, SF- Sustainable Finance.

It is evident from Table.10 that all the exogenous variables except ET are significantly influencing the dependent variable. Therefore, hypotheses H₁, H₂, H₃, H₄ and H₆ are accepted while H₅ is rejected.

Table.11. Validity and Reliability

	CA	CR	AVE
SDG	0.871	0.817	0.639
GOV	0.856	0.821	0.783
AQ	0.916	0.827	0.857
CC	0.927	0.835	0.846
ET	0.823	0.816	0.758
SF	0.882	0.854	0.762
SD	0.816	0.829	0.723

Source: Primary Data, 2025

The reliability and the validity of the data has been analyzed with the Cronbach's alpha and Composite Reliability. Where the Cronbach's alpha for the sustainable development goal construct is 0.871, and the value for the governance construct is 0.856, and Air quality construct is 0.916, Climate Change Construct value is 0.927, and the Cronbach's alpha value for Energy Transmission is 0.823, and the value for sustainable finance is 0.882, the construct Sustainable Development, which shows that the data are highly reliable. Convergent validity is measured with AVE, where the values to be more than 0.50, and all the constructs have AVE values measured more than 0.50. The Composite reliability value of the constructs is also more than 0.8.

Table.12. Discriminant Validity – HTMT Ratio

	SDG	GOV	AQ	CC	ET	SF	SDG
SDG							
GOV	0.613						
AQ	0.459	0.674					
CC	0.597	0.569	0.683				
ET	0.678	0.634	0.567	0.482			
SF	0.542	0.589	0.679	0.714	0.569		
SD	0.634	0.521	0.543	0.498	0.673	0.569	

Source: Primary Data, 2025

The discriminant validity validity is measured with the HTMT ratio, which is less than the indicated value of 0.8. Thus the discriminant validity has been established.

Table.13. Discriminant Validity – HTMT Ratio

	Recommended value	Source	Model value
P value	>0.05	(Bagozzi and Yi, 1988)	.000
CMIN/DF	< 5	(Schumacker and Lomax, 2004)	2.815
CFI	Above 0.90	(Hair et al., 2009)	.934
IFI	0 - 1.0	(Bentler, 1990)	.927
TLI	Above 0.90	(Bentler, 1990)	.982
RMSEA	< 0.08	(Hu and Bentler, 1998)	0.05
SRMR	<0.05	(Hu and Bentler, 1998)	0.04

Source: Primary Data, 2025

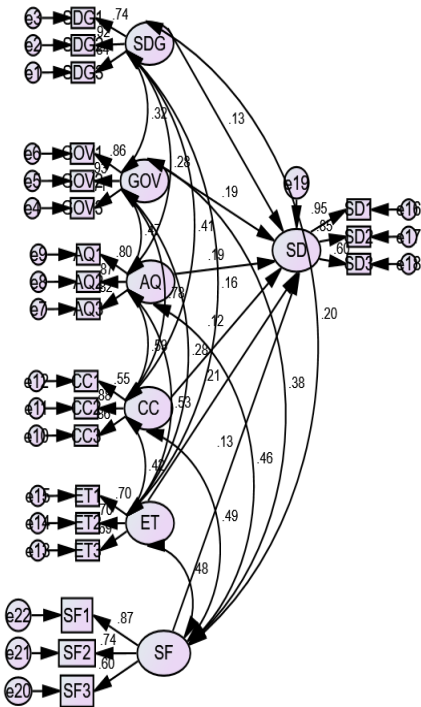


Fig.3. SEM Analysis

SEM analysis has been undertaken to analyse the relationship between the independent and dependent variables, the impact of

Loss Aversion, Risk Aversion and Mental Accounting on Investment Decision is measured, and the good fit of the model is measured with the indices of CMIN/df (Hair et al., 2009), the Tucker and Lewis index (TLI), the Incremental fit Indices (IFI), the goodness of fit (GFI) Indices, in addition to this the value of RMSEA and RMR is considered to assess the model fit, where CMIN/df =2.815; GFI =.934; IFI = .927; TLI =.982; CFI = .982; RMSEA =.05; SRMR =0.04.

Table.14. Hypothesis Values

Hypothesis	P-value	
Sustainable Development Goals → Sustainable Development	***	Significant
Governance → Sustainable Development	***	Significant
Air Quality → Sustainable Development	***	Significant
Climate Change → Sustainable Development	***	Significant
Energy Transition → Sustainable Development	0.721	Not Significant
Sustainable Finance → Sustainable Development	***	Significant

Source: Primary Data 2025

5.3 RESULTS AND DISCUSSION

The analysis reveals that the data is normally distributed, with small standard deviations and no significant polarization. The communality values for each component are above 0.5, indicating that the selected variables effectively contribute to the measurement of the components. The developed model accounts for a substantial portion of the explained variances in the data, providing a reasonably good representation of the underlying factors influencing sustainable development. All components are reliable and valid, with a 50% coefficient of determination and no evidence of autocorrelation. The regression analysis reveals that all exogenous variables, except for Energy Transmission, significantly influence the dependent variable, indicating that these factors play a crucial role in promoting sustainable development.

The study highlights the importance of various factors in promoting sustainable development, including the Sustainable Development Goals (SDGs), Governance, Air Quality, Climate Change, and Energy Transitions. Sustainable Finance is found to be significant in promoting sustainability. The “Celebrate Sustainability” strategy is proposed to make sustainability more engaging and relatable, encouraging broader participation and commitment. The strategy aims to facilitate global cooperation and governance for SDGs by creating a common sustainability platform. Awareness campaigns can help raise awareness about these factors, fostering a culture of sustainability. The study also suggests that educating individuals, businesses, and governments about the importance of these factors can lead to a strong possibility of achieving sustainable development. The goal is to create a global culture that recognizes and celebrates sustainability as a collective achievement for society and the planet.

The research also addresses the knowledge-implementation gap by proposing a comprehensive sustainability model and testing its effectiveness in real-world contexts. The “Celebrate Sustainability” framework transforms sustainability commitments into celebratory events, engaging people more effectively in sustainability initiatives. The strategy aims to revolutionize the implementation of SDGs and promote global cooperation for holistic sustainable transformation.

5.4 IMPLICATIONS

This research explores the ‘Celebrate Sustainability’ concept, an interdisciplinary approach that integrates sustainability development, strategy, innovation, economics, management, and social sciences. It aims to drive significant social change by promoting sustainability as a way of life. The strategy aligns with the United Nations’ Sustainable Development Goals (SDGs), enhancing their impact. The adoption of sustainability can influence political decision-making and institutional policies. The study also emphasizes the importance of indoor air quality (IAQ) and energy efficiency, emphasizing the role of outdoor air ventilation. The study also highlights the connection between climate change and sustainable development, emphasizing the need for collective action. The concept can be used as an educational tool to instill social commitment and responsibility towards sustainable development.

The study emphasizes the importance of prioritizing key factors for sustainable development, such as SDGs, governance, air quality, climate change, and energy transitions. It suggests reconsidering sustainable finance strategies and exploring alternative financing mechanisms. The “Celebrate Sustainability” strategy can engage a wider audience in sustainability efforts, while education and awareness-building initiatives can enhance public understanding. Interdisciplinary integration of sustainability principles across various domains is crucial, and global cooperation for SDG implementation is essential. Continuous monitoring and evaluation are crucial for tracking progress and identifying areas for improvement. The proposed sustainability model can be replicated and adapted for different regions and countries. Stakeholder engagement and collaboration are essential for success. Advocacy efforts should focus on influencing policy decisions and securing support for SDG implementation. By considering these practical implications, stakeholders can work towards a more sustainable future.

6. CONCLUSION

The study analyzes data on factors influencing sustainable development, revealing a normally distributed dataset with small standard deviations and no significant polarization. The developed model accounts for a significant portion of explained variances, demonstrating the importance of key factors like SDGs, Governance, Air Quality, Climate Change, and Energy Transitions. However, Sustainable Finance is insignificant in driving sustainability. The study introduces the concept of “Celebrate Sustainability,” aiming to make sustainability more engaging and relatable, encouraging broader participation and commitment. This strategy can serve as a platform for global cooperation and governance for SDGs. The research aims to

bridge the knowledge-implementation gap and promote sustainability as a way of life.

6.1 LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

The study on sustainable development in India has limitations, including a limited geographic focus, reliance on a causal model, and a lack of cross-country comparative analysis. Future research should include a deeper analysis of sustainable finance, qualitative insights on sustainability awareness, longitudinal studies, multi-disciplinary approaches, policy and governance analysis, and validation of the “Celebrate Sustainability” strategy. The study also finds sustainable finance insignificant in driving sustainability, but this conclusion may be influenced by the specific metrics used. Additionally, the study acknowledges that sustainability concepts are often poorly understood by a significant portion of the population, which may impact the broader application and acceptance of sustainability initiatives. Addressing these limitations and exploring alternative measures could enhance our understanding of sustainable development and improve the effectiveness of strategies aimed at achieving global sustainability goals.

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