

A Study on Awareness of Green Accounting among the General Public of Mumbai Region W.R.T. Educational Qualifications

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Abstract: *Green Accounting, also known as Environmental Accounting, is an emerging area of research and practice that integrates environmental costs into traditional financial accounting frameworks. Coined in the 1980s by economist Peter Wood, the concept emphasizes measuring natural resource usage, environmental degradation, and sustainability costs and benefits. In India, there has been growing momentum in adopting sustainable practices, with institutions like NITI Aayog promoting Sustainable Development Goals (SDGs), and various corporate initiatives contributing to environmental responsibility. Despite these efforts, there remains a gap in public awareness and a lack of standardized environmental disclosure practices.*

This study investigates the awareness and perception of Green Accounting among the public in the Mumbai region and explores the influence of demographic factors, particularly education, on this awareness. Using a descriptive and diagnostic research design, data were collected through a structured survey from 100 randomly selected respondents in Mumbai. ANOVA (Analysis of Variance) was employed to analyze the relationship between education and awareness levels. The statistical findings revealed a significant relationship between education and awareness of Green Accounting, with a high F-value (86.60) and a p-value far below the 0.05 threshold, leading to the rejection of the null hypothesis.

The results suggest that education plays a crucial role in enhancing public understanding of environmental accounting. Based on these insights, the study recommends integrating Green Accounting into academic curricula, conducting awareness workshops, and implementing standardized environmental cost disclosure regulations. These steps can bridge the knowledge gap and promote environmentally responsible investment and corporate practices. Ultimately, raising awareness of Green Accounting among all segments of society can lead to better environmental stewardship, informed financial decisions, and broader progress toward sustainable development..

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