



SUSTAINABLE DEVELOPMENT ONE OF THE AGENDA FOR THE DEVELOPMENT OF INDIA TODAY : A REVIEW

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Abstract

Environment protection is necessary for all around development of humanity. For that, it is needed to change increasingly unfavourable climatic changes, which occurred over the last decades. Past experiences shows that due to unfavourable environment and climate change, people have negatively impacted on the environment endangering the survival of the earth and of the future generations. These harmful situations indicated that changes in the attitude of the people regarding efficient management and protection of all resources that will allow less environmental degradation. Further, conservation and protection of resources will ensure the future of one generation to another generation and also maintain heritage. Various study clearly indicated that our human as well as non-human resources (material resources) are constructing and maintaining environment. These resources are provided by our heritage. So that we should always respect our heritage. If we want to protect and maintain our heritage, it is the responsibility of each and every person to ensure the best utilization of resources for own as well as for other persons of the society. The best utilization of resources based on sustainable use of resources. Significantly, sustainable development and its concept derived from the triple bottom line concept. Triple bottom line concept, which implies the maintenance and balance between the three pillars of sustainability. These are environmental, economic and social sustainability. Environmental sustainability refers to maintaining the quality of the all around environment, which ensure economic activities for betterment and improve the quality of life of the people. Sustainable development is directly connected and interrelated with Indian heritage. Responsible behaviours of people are necessary for moving of sustainability in the right direction and sustain quality of life. Sustainable development is not the issue of one country alone. It is related to all the countries around the world. Now these days businessman's key strategy for sustainable development is green marketing.

Keywords: Development, Sustainable, Sustainable Development, Agenda for Development, Development of India

Introduction

Environment is very broad in nature. The word environment is used to talk about many things. Those people, who belong to different field of knowledge and their perception towards environment, use the word environment differently. We know that environment is one of the places where different things are such as a swampy or hot-environment. It's covered living (biotic) or non-living (abiotic) things. It is clear that living organism live in their environment. Living organism are interact with each other and also adapt themselves to conditions in their environment.

Reality shows that animals, plants, soil, water, other living and non-living things are connected and interrelated with each other in their living environment. When we assess the importance or scope of environment according to psychological point of view, we find that environment affects the growth and development of the person because it affects the behaviour, body, mind and heart. Therefore, protection regarding environment is necessary challenge for living as well as non-living things.

Environment Pollution

Now today, environment pollution is one of the basic and major problems in the present scenario. Pollution is very serious problems facing humanity and other life forms on our planet. Environment Pollution is defined as "the contamination of the physical and biological components of the earth/atmosphere system to such an extent that normal environmental processes are adversely affected." Pollutants can be naturally occurring substances or energies, but they are considered contaminants when in excess of natural levels. Use of natural resources at higher rate than nature's capacity

to restore itself can result in pollution of air, water and land (Muralikrishna & Manicka, 2017).

Environmental pollution is serious global challenges, because it damages our whole community's environment. So that man is causing all round damage to atmosphere, water, land, various elements of environment and our ecosystem also. Today, we are facing so much self-made pollution and environment degradation. If we study the synoptic view of the present situation of environment pollution, we assess the few trends are under way our atmosphere on global as well as regional scale is heavily polluted.

Previously, it was found that the protective ozone-shield in the heavily populated latitude of the northern hemisphere is thinning twice fast as scientist thought a few years ago. Regular build-up of green house gases will lead to significant changes in the weather patterns and also leading global warming in future scenario.

Environment Pollution occurred in destruction of ozone layer and the further warming of the earth surface threaten catastrophic consequences such as eruption of cancerous and tropical diseases, disruption of oceans food chain, rising of sea levels, submersion of many islands, melting of small land based glaciers, flooding in many low lying coastal areas and harvest loss etc (Reddy & Reddy, 2017).

Due to sustainable development wild-type organisms have a slower degradation rate of hazardous materials. Currently, advanced molecular biology tools along with conventional approaches allow us to rapidly degrade or accumulated hazardous materials from environment. This can help modify micro organism to gain the ability to sense and degrade hazardous chemicals from contaminated sites, in turn, allowing us to grow vegetation and improve crop

productivity (Pandey & Singh, in *Phytomanagement of Polluted Sites*, 2019).

Sustainable Development

Environment protection is necessary for all around development of humanity. For that, it is needed to change increasingly unfavourable climate changes, which occurred over the last decades. Past experiences shows that due to unfavourable environment and climate change, people have negatively impacted on the environment endangering the survival of the Earth and the future generations. These harmful situations indicated that changes in the attitude of the people regarding efficient management and protection of all resources that will allow less environmental degradation. Further, conservation and protection of resources will ensure the future of one generation to another generation and also maintain heritage. Various study clearly indicated that our human as well as non-human resources (material resources) are constructing and maintaining environment. These resources are provided by our heritage. So that we should always respect our heritage. If we want to protect and maintain our heritage, it is the responsibility of each and every person to ensure the best utilization of resources for own as well as for other persons of the society. The best utilization of resources based on sustainable use of resources. Sustainable development is directly connected and interrelated with Indian heritage. Responsible behaviours of people are necessary for moving of sustainability in the right direction and sustain quality of life.

Study indicated that this type of responsible behaviour that will ensure the long-term exploitation of resources, without jeopardizing future generations is considered within the concept of sustainable development evolving in the 70s and especially in the 80s of the last century. The concept of sustainable development is based on the concept of development (socio-economic development in line with ecological constraints), the concept of needs (redistribution of resources to ensure the quality of life for all) and the concept of future generations (the possibility of long-term usage of resources to ensure the necessary quality of life for future generations) (Klarin, 2018).

It is evident that sustainable development as a comprehensive process. Palmer refers to World Commission on Environment and *Development's* definition, which states that “*sustainable development* is a dynamic process designed to meet today's needs without compromising the ability of future generations to meet their own needs.” Natural resources (land, Soil, Tress, Water, Pond *etc*) as well as human resources (Knowledge & Skill) should be sustained for future perspectives. Environment protection is fully depends on sustainable development and best uses of our resources. The key feature of sustainable development is consumption today with tomorrow's in mind.

It is a qualitative way to meet the socio-economic needs and desirable interests of living organism from seriously reducing the environment and its natural resources. Now days, various marketing practices are using natural resources of environment for business and profit orientation task.

Triple Bottom Line Approach of Sustainable Development

Significantly, sustainable development and its concept derived from the triple bottom line concept. Triple bottom

line concept, which implies the maintenance and balance between the three pillars of sustainability. These are environmental sustainability, economic sustainability and social sustainability. Environmental sustainability refers to maintaining the quality of the all around environment, which ensure economic activities for betterment and improve the quality of life of the people.

In other place, social sustainability refers to ensure equal human rights, equal opportunity for man and women, preservation of cultural identity, respect for cultural diversity and both sex, religion and caste etc. In the context of economic sustainability, it's focused on necessary action taken to maintain material along with human resources, which occupied the income and economic status of human beings. Balance between these three pillars maintain and sustain our living environment and also achieve the goal of sustainable development.

Every pillar has its own importance. The progress and process of achieving its goal, we must respect all pillars. All pillars are combination of sustainable development. Without any one it is not possible to protect our environment and quality of life of the people. These are the key elements of our whole environment.

The interrelation between environment, economic and social sustainability are very complicated process and affect the whole society. Scholars of this field clearly know that triple bottom line pillars are interconnected and interrelated.

As we know that changes always occurs in the society because it is continuous process. Now a day, global population, industrialization and urbanization are the main constraints of all around development of the society.

A study shows that in the past few decades, the world's ecosystems were able to absorb the ecological damage resulting from extensive industrialization and development. However, with the rapid increases in global population and industrialization, as well as enhanced demands on natural resources such as fresh water supplies, the earth is no longer able to sustain a healthy and balanced ecosystem (Laboy *et al.*, 2008).

It is not possible to solve the environmental degradation problems, immediately because it is collective work of people. For that cooperative and coordinative approach is needed to solve the environmental problems. Governmental and non-governmental organizations are focusing the importance of sustainable development regarding environment protection. There are lot of cooperative companies currently act and communicate based on their triple bottom line performance which are related to environmental, economic and social aspects of life of the people. As educators and scientists, there is a need to follow the rules and regulation of environment protection by keeping in mind the larger view to help and improve the overall health of the society in which we live.

Therefore, management and protection towards environmental degradation, it is necessary to sustain all these pillars of the society.

Sustainability as a Key Issue of Environmental Protection and Climate Change

Sustainable development is one main issue concerns the substitutability of capital. The capital is classified into three

basic parts. These are social, natural, and man-made. Capital is an adequate and credible alternative feature of natural capital. The base of sustainable development should be strong. The study of Stoddart, (2011) found that the weak sustainability explains that only the aggregate level of capital matters: man-made, or manufactured, capital is an adequate alternative to natural capital. Strong sustainability, on the other hand, recognizes the unique features of natural resources that cannot be replaced by manufactured capital. Most ecologists and environmentalists have favourable opinion regarding strong sustainability.

Ecologists and environmentalists think about less degradation of resources and protection regarding environment. Lot of studies or researches conducted in this areas which truly explain if we want to protect our environment, for that people must use the natural resources for own purpose in the very significant manner. Manner able uses of resources sustain our current and future also. Government of India launched various programmes and plans for betterment of environment but these plans and procedures do not give proper results. Therefore, effective programme always must be based on grass-root level of environment. Less and proper use of natural resources always keep in mind. The views of Dernbach (1998) supported this paper.

According to Dernbach (1998) viewed that appreciation of our natural resource constraints is also in our best interest. Truly rational and "effective governance requires a nation to consider and protect the environment and natural resources on which its current and future development depend. Any other approach is self-defeating. The connections between the environment and development thus provide a powerful rationale for environmental protection enlightened self-interest." This inherent interdependence between the long-term stability of the environment and the economy is the foundation of sustainable development.

Another similar finding of Porter's win hypothesis that a trade-off isn't necessary, sustainable development policies look to tackle the sources of environmental degradation, not just the symptoms, while still providing opportunities and creating incentives for economic advancement (Porter & Vander Linde, 1995).

The principlistic approach of sustainable development pointed out the integration of all these pillars i.e. environmental, social and economic. These three elements or pillars mainly concerns about all aspects of decision-making process.

Natural resources like clean air, water, plants, trees, forest, soil etc. All resources are considered natural goods which are commonly used by the people for own purpose. It is the responsibility of public sector to maintain and sustain these natural goods and services. In other words, Government must be focused on preparation of consumer's goods and internalize the complete costs of pollution and ensure sustainable development.

The intergeneration equity is the main part of sustainable development. The responsibility of present generation is to maintain traditional environmental heritage and conservation of natural resources for future generation. Here, the main focusing point is that to co-ordinate long term sustainability regarding environmental, social, territories and

economic aspects of decision making process. Therefore, sustainable development requires the elimination of fragmentation; that is, environmental, social, and economic concerns must be integrated throughout decision making processes in order to move towards development that is truly sustainable.

Sustainability is the multidimensional in nature. The socio-economic, biological and ecological aspects are the key characteristics of sustainability. Mentioned all these three aspects (socio-economic, biological and ecological aspects) are made eco-efficiency in the environment. A study of Kuosmanen and Kortelainen (2005) suggested that eco-efficiency is a skillful tool of sustainable development. Eco-efficiency creates and provides maximum level of economic production with less environmental degradation. Utmost, the concept of eco-efficiency is employed in all the business-firm along with wide spread coverage al national level.

Eco-efficiency, the World Business Council for Sustainable Development (WBCSD) first used the term in 1992 in its publication "Changing Course." The critical aspects and features of eco-efficient management companies are producing goods and services with less raw-materials & energy and greater service intensity towards products *etc.*

On the other side, Huppel and Ishikawa (2005) found that environmental productivity, intensity, cost improvement and cost-effectiveness were basic elements of eco-efficiency were basic elements rises in imbalance manner, then these create degradation and negatively impact on environment.

For the attainment of dynamic completion, it is necessary to measure the main issues of sustainability and eco-efficiency. It is the responsibility of policy makers who design various policies regarding adjustment and efficiency of environment.

As the Hypothesis of Porter & Vander Linde (1995) states properly designed environmental policies that make use of market incentives can encourage the introduction of new technologies and reduce production waste. The scholars of eco-efficiency concluded that policy design and public support are crucial element to the success of these incentives. The background of eco-efficiency carried out market based environmental efforts. Today, traditional command and policies have less used than modern policies. Today those market-based environmental tools are generally perceived as more "business friendly" than traditional command and control policies (Cooper & Vargas, 2004).

Sustainable Development and Green Marketing

Due to technological advancement, green marketing systems are ready to address the concerns about the natural environment. This marketing process is directly related to social marketing issues. Protection and preservation of the valuable resources is important for survival and development of the man as a human being.

Green marketing has created new sense of growth, facilities and incentives in business from top to bottom. Although starting cost of production and modification may be high, but it will save money in long terms. Sustainable development is not the issue of one country alone. It is related to all the countries around the world. Now these days businessman's key strategy for sustainable development is green marketing.

Due to the increasing growth and development of the green marketing, there are various opportunities are also coming for entrepreneurs around the world. Innovations and new product development can be seen in the green marketing concept and developed entrepreneurial skill in proper way (Keskin *et al.*, 2013). It is well known that an entrepreneur as an innovator and risk taker and always searches on innovative ideas which will helps for desirable change in the market process and reflect the society in positive manner (Menon and Menon, 1997).

Case Studies

Many companies are adopting green for capturing market opportunity of green marketing some cases

Example 1: Best Green IT Project: State Bank of India: Green IT@SBI By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI is also entered into green service known as “Green Channel Counter”. SBI is providing many services like; paperless banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions: The State Bank of India became the first Indian bank to harness wind energy through a 15 megawatt wind farm developed by Suzl on Energy. The wind farm located in Coimbatore uses 10 Suzl on wind turbines, each with a capacity of 1.5 MW. The wind farm is spread across three states – Tamil Nadu, with 4.5 MW of wind capacity; Maharashtra, with 9 MW; and Gujarat, with 1.5MW. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.

Example 2: Lead Free Paints from Kansai Nerolac Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation. Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

Conclusion

This paper clearly shows the importance of sustainable development and its features. Views of other authors are also mentioned in this paper regarding sustainability. For sustainable environment triple bottom line pillars (environmental, social and economical sustainability) are significant to maintain and sustain environment.

Now our Government (India) is playing vital role in maintaining to ensure sustainable development and also working on a plan, which is related to SDGs 2030.

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