

3. Promoting “Sustainable Development in Nations, for their Economic Development with Environment Protection” will only make the World a Safe Place to Live with Happiness for the Society

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3.1 History of Sustainable Development:

Sustainable development is the management of renewable resources for the good of the entire human and natural community. Built into this concept is an awareness of the animal and plant life of the surrounding environment, as well as inorganic components such as water and the atmosphere.

Through its international activism, the environmental movement has influenced the agenda of international politics. Although a small number of bilateral and multilateral international environmental agreements were in force before the 1960s, since the 1972 United Nations Conference on the Human Environment in Stockholm, the variety of multilateral environmental agreements has increased to cover most aspects of environmental protection as well as many practices with environmental consequences, such as the burning of fossil

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fuels, the trade in endangered species, the management of hazardous waste, especially nuclear waste, and armed conflict. The changing nature of public debate on the environment was reflected also in the organization of the 1992 United Nations Conference on Environment and Development (the Earth Summit) in Rio de Janeiro, Brazil, which was attended by some 180 countries and various business groups, nongovernmental organizations, and the media. In the 21st century the environmental movement has combined the traditional concerns of conservation, preservation, and pollution with more contemporary concerns with the environmental consequences of economic practices as diverse as tourism, trade, financial investment, and the conduct of war.

The United Nations launched its sustainable development agenda in 2015, reflecting the growing understanding by Member States that a development model that is sustainable for this and future generations offers the best path forward for reducing poverty and improving the lives of people everywhere. At the same time, climate change began making a profound impact on the consciousness of humanity. With the polar ice caps melting, global sea levels rising and cataclysmic weather events increasing in ferocity, no country in the world is safe from the effects of climate change.

At its heart are the 17 Sustainable Development Goals (SDGs), which were an urgent call for action by all countries - developed and developing - in a global partnership.

They recognized that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. 2015 was a landmark year for multilateralism and international policy shaping, with the adoption of several major agreements:

- Sendai Framework for Disaster Risk Reduction (March 2015)
- Addis Ababa Action Agenda on Financing for Development (July 2015)
- Transforming our world: 2030 Agenda for Sustainable Development with its 17 SDGs was adopted at the UN Sustainable Development Summit in New York in September 2015.
- Paris Agreement on Climate Change (December 2015)

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. The annual High-level Political Forum on Sustainable Development serves as the central UN platform for the follow-up and review of the SDGs. Every year, the UN Secretary General presents an annual SDG Progress report, which is developed in cooperation with the UN System, and based on the global indicator framework and data produced by national statistical systems and information collected at the regional level. To move from the era of Green Revolution to a sustained period of an Evergreen Revolution. A term coined by Prof M.S. Swaminathan, the move towards Evergreen Revolution became absolutely necessary to feed the world in a sustainable manner, without inflicting any more damage to the already plundered but precious natural resources.

An Evergreen Revolution also looks forward to a happy farmer, who is pulled out of a continuing cycle of debt and suicide, to finally emerge free and lead a life of dignity.

3.2 Role of Government:

Environmental conservation is initiated by governments and conservation agencies. Usually the initiatives are project driven, which means that they must fit into tight time schedules with specific budgets. According to the international conservation agenda, community participation is a key factor in achieving success. Participation of community role in environmental management requires a local understanding of resources, problems and suitable mechanism to find the management of the problems. The grass root level development programmes have been successful in achieving targets and for attaining long term and sustainable development through community participation in environmental management the policy makers must also train more grass root level women workers with the suitable remuneration. Government initiatives are thus able to support communities to take positive steps to improve their environment. What happens, however, when a community needs to act defensively, and challenge a public authority decision (such as the grant of planning permission) which they fear threatens the environment? In such a situation, environmental law could give communities a platform to object, and safeguard their interests.

Fortunately, the public's sense of humor has revived and nature conservation has attained a top priority. Governments have enacted Acts and regulations to diminish the rising danger of nature. Various schemes and policies for the conservation of nature have been proposed by the Government. To make the process rapid, great emphasis must be paid to environmental mental education, peoples' participation, and population control.

Ecological civilization is to normalize human development behaviour to harmonize the relationships between social and ecological development and eco-environment protection. The relationship between eco-civilization and eco-demonstration constructions when approached and the eco-civilization construction mode can be put forward in terms of construction goal, construction subject, and construction processes and assessment.

The construction mode included the construction goal based on regional characteristics; the synergistic cooperation of construction subjects, the expanding ways of public participation, and the establishment of evaluation system for comprehensively measuring the 'actions and results'.

3.3 Role of Higher Education:

In the global scenario, the green aspects in higher education emerged in the late 1960s and early 1970s. The first Earth Day in 1970 was a student-based effort. The relationship between education and sustainable development was first recognized on an international level at the 1972 Stockholm Conference on the Human Environment. Principle 19 of the Stockholm Declaration signifies environmental education from grade school to adulthood to "broaden the basis for enlightened opinions and responsible conduct by individuals, enterprises and communities in protecting and improving the environment in its full human dimension."

At the global level the United Nations has consistently championed education both as a right and an agent of change with its 'Education for All (EFA) Goals', Millennium Development Goals (MDG)', and the lesser known 'Decade of Education for Sustainable Development' (DESD) (UNESCO, 2012). However, the simultaneous running of three major education initiatives may have diluted overall impact on education reform.

It has been noted there were clear synergies between EFA and DESD objectives. It is to be hoped that these can be capitalized upon under the unifying umbrella of the SDGs.

Higher education institutions (HEIs) play a fundamental role in achieving the international 2030 sustainable development (SD) agenda. Quality education is the fourth of the sustainable development goals (SDGs), and one of the targets related to this is to ensure that by 2030 all learners acquire the knowledge and skills needed to promote SD. Therefore, the SDGs provide a motive for HEIs to integrate SD concepts into their day-to-day practices. Many scholars and practitioners are counting on education to lead us towards sustainability.

Education for sustainable development (ESD) is an approach to education that promotes the integration of economic, social, and environmental perspectives in teaching and learning. It aims to equip individuals with the knowledge, skills, and attitudes needed to create a sustainable future for themselves and the planet.

ESD has been recognized as a critical element of sustainable development by the United Nations (UN) and has been incorporated into many national and international policy frameworks.

3.4 Role of NGOs:

Non-government organizations are prominent stakeholders in sustainability. There are more than millions of NGOs and voluntary organizations in India out of which large numbers of them are focused on Education and Environmental causes but very few are making significant impact. NGOs are now playing an important role in framing the environmental policy, mobilizing public support for environmental conservation and protecting the endangered species of forests and animals.

Sustainable nongovernmental organizations (NGOs) make essential contributions to the environment, society and the sustainability of the world at large. They're responsible for important research, aid, consumer awareness, conservation and so much more, and it's important for you, as a sustainability student, to be aware of the most influential organizations working in sustainability today. These NGOs often offer valuable resources to students, including research, hands-on internships and volunteer opportunities.

3.5 Role of Environmental Movements:

The environmental movements are conceived as broad networks of people and organizations engaged in collective action in the pursuit of environmental benefits. Environmental movement is a type of "social movement that involves an array of individuals, groups and coalitions that perceive a common interest in environmental protection and act to bring about changes in environmental policies and practices.

3.5.1 Economic Development and Environment Protection:

For the attainment of environmental sustainability, collaborative efforts of all stakeholders are required for the attainment of environmental, social, political, economic and territorial security. Economic development is often put ahead of environmental sustainability as it involves people's standards of living. However, quality of life can decline if people live in an economic place with a poor environmental quality because of economic development.

Economist and London School of Economist Professor Nicholas Stern assessed a wide range of evidence on the impacts of climate change and on the economic costs, and has used a number of different techniques to assess costs and risks and published in the book "The Economics of Climate Change". He recently quoted that climate change is already having an enormous impact on the development possibilities of emerging markets and developing economy. G20 is the biggest part of the world economy, emissions and climate finance.

UK Government has seriously considered the recommendations of the Sir Nicholas Stern report on the Economics of Climate Change. UK and the US have reduced CO₂ emission. Moreover, better environmental regulation increases resource use efficiency and, under some conditions, can increase economic performance.

Economic growth means an increase in real output (real GDP). Therefore, with increased output and consumption we are likely to see costs imposed on the environment. The environmental impact of economic growth includes the increased consumption of non-renewable resources, higher levels of pollution, global warming and the potential loss of environmental habitats.

3.6 Relationship:

The literature indicates that the relationship between economic growth and environmental quality is U-shaped (Environmental Kuznets Curve, EKC). Lower-income countries generally reside on the beginning part of the curve, meaning that economic development damages the environment, while more well-to-do countries present a more favorable increasing relationship between economic development and the state of the environment.

The Post-Soviet countries generally belong to the first part of the curve, meaning that economic development, if not corrected by environmental regulations, increases environmental pollution levels and generally damages the environment. Especially in these countries, the environment protection measures go against economic performance, and the tradeoff between more economic growth and environmental protection is more pronounced.

The absence of economic development leads to political instability and the potential for violence. Climate scientists often mention the impact of climate change on political instability and the phenomenon of climate refugees is well documented. But the path to climate mitigation is not through slower economic growth, but through economic growth that is steered toward environmental sustainability and away from gratuitous environmental destruction. The economic growth caused by improved technology can enable higher output with less pollution. \move to a post-industrial economy – it leads to a better environment.

Environmental protection itself contributes to economic growth. Somebody makes and sells the air pollution control technologies we put on power plants and motor vehicles. Somebody builds the sewage and water treatment facilities. Clean air and water, healthy food and preserved nature all benefit human health and result in far more economic benefit than economic cost. Just as someone makes money off of solar cells and windmills and whoever invents the 1,000-mile high capacity battery that will power electric cars someday will become very, very rich.

The cleaner areas become more suitable for housing development and the building boom follows the clean-up of the area. An apartment across the street from a park will bring a higher price than the same apartment a block away.

Clean air and water, healthy food and preserved nature all benefit human health and result in far more economic benefit than economic cost. The Green belts are replaced by malls, restaurants, roads, apartments to provide livelihood to the people.

3.7 Environment Protection and Economic Development Initiatives:

In the early stages of economic growth, there is little concern about the environment and often countries undermined environmental standards to gain a competitive advantage – the incentive to free-ride on others’ efforts. However, as the environment increasingly worsens, it will reluctantly force economies to reduce the worst effects of environmental damage. This will slow down environmental degradation but not reverse past trends. The global growth in emissions is coming from developing economies. In early days of growth, economies tend to burn coal/wood – which cause obvious pollution. But, with higher incomes, an economy can promote cleaner technology which limits this air pollution. However, in a paper “Economic growth and carrying capacity Environmental policy which protects the environment, through regulations, government ownership and limits on external costs can, in theory, enable economic growth to be based on protection of the environmental resource. The Government and the common people have to be eco-conscious and interested to take up measure to ensure greenery and protection of the natural Environment. Various events like tree plantation, debate competition for conservation of environment and other cultural events are organized by the government, schools, colleges and NGOs throughout the year to create awareness among the residents to protect their environment and to promote the sustainable use of natural resources. A strategic knowledge system is essential for identifying, formulating, planning and implementing policy driven activities for the conservation of the environment while maintaining the necessary economic growth.

- Promoting the scientific and technological innovation and cultivate high-end talents and improve regional cooperation, which can reduce the negative effect of environmental protection on economic development.
- Enhancing the positive impact of environmental protection on economic development by transforming the mode of economic development, developing the environmental protection industry, and raising people’s awareness of environmental protection.

- Designing sustainability management and cutting-edge technology we can harness human ingenuity to the practical problems of environmentally sustainable economic development.
- Placing rules that control the environmental impacts of the products and services. With those rules in place, a concern for environmental sustainability can and will permeate everyday decision-making in the private, nonprofit and governmental organizations we all benefit from.
- Reducing pollution in one country may lead to the outsourcing of pollution to another, e.g. we import coal from developing economies, effectively exporting our rubbish for recycling and disposal elsewhere.
- Rather than targeting GDP, environmental, target a wider range of living standards + living standards + environmental indicators.
- We must encourage and promote commitment to protect the environment by reducing risks and measuring the environmental impacts of companies' activities and the protection of the environment by limiting the risks posed by their production.
- The recycling of products and the use of renewable energy are therefore fundamental aspects of the development of the economic pillar.
- Reviewing energy consumption by conducting a carbon assessment as part of your CSR strategy provides precise metrics company's energy consumption. This is an effective way to target the areas where efficiency needs to be improved in order to establish a more sustainable world for future generations.
- Renovation and insulation of buildings, as most buildings are poorly constructed and/or insulated. This is a major source of energy loss, and technological progress in more effective machinery can help promote sustainability and conserve energy resources
- Saving and preserving natural energy or agricultural resources
- Assessing their carbon footprint and reducing total greenhouse gas emissions and further achieve sustainable development goals.
- Prevent water scarcity and reduce overall waste for current and future generations.
- Companies must set targets to improve their performance on environmental issues. These goals are an integral part of Corporate Social and Environmental Responsibility (CSER).

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The UNESCO Universal Declaration on Cultural Diversity (2001) and the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) define the relationship between culture and sustainable development in two specific ways:

- The development of the cultural sector in itself and its economic dimension (cultural heritage, creative and cultural industries, crafts, cultural tourism, etc.);
- The notion that culture plays a clear role place in all public policy, such as in united nations – including that related to education, economy, science, communication, environment, social cohesion and international cooperation.

3.8 Conclusion:

Through environmental regulations may harm particular firms, society view the benefits it provides as a part of their freedom. If communicated correctly, the measures are likely to gain social support. Second, the support for environmental protection measures should be studied jointly with other preferences for individual freedoms as they seem to form a specific system.

The broad society seems to be aware of environmental impacts and, to a larger extent, recognizes the role of the environment even at the expense of economic growth. Thus the government may communicate the need for environmental protection as a part of individual freedoms for a clean environment.

The basis for this view is the idea that environmental quality comes only after basic needs such as food and housing are met. So, countries should focus initially on economic growth even if it comes at the expense of environmental quality.

As countries become richer, they can afford to clean up pollution from the past and as public demand for cleaner environment increases, governments can enact and enforce stricter pollution control regulations.

This is the Environmental Kuznets Curve (EKC) hypothesis and is supposed to explain why environmental quality has improved in richer countries. The argument is simple: "pollute first; clean up later".

In the 20th century, we saw the field of management absorb the development of mass production, social psychology, accounting, information management, satellite and cellular communications, globalization and now a concern for the physical dimensions of environmental sustainability. Sustainability managers continue to lead an organization's marketing, strategy, finance and work processes but they also seek to assess their use of energy, water and other materials and work to reduce waste and environmental impacts. On the production side, organizational manager's work to increase environmental sustainability, but on the consumption side, consumers are not only buying green but changing patterns of consumption that also help reduce environmental damage. Going to a gym, riding a bike or eating a salad is all activities that add to the GDP.

However, the world is not only facing economic, social and environmental challenges. Creativity, knowledge and diversity are all key elements for creating a conversation to promote peace and social progress. These values are intrinsically linked to the ideals of human development and freedom.

Culture of sustainable development (its foundations, its history, its evolution) is often overlooked within companies. More importantly, raising awareness of this culture would provide a better understanding of the issues at stake when implementing management policy (particularly in terms of corporate social responsibility) and encourage greater involvement: such as to eradicate poverty, ensure access to one's own needs to young people, and to provide under-developed countries with basic services that could help to mitigate climate action or decrease the emission of fossil fuels.