**Sustainable development-**

**The Imperative Need for Organisational & Global Survival**

**1Dr. Manish Dhingra**

**Professor & Dean (R & D)**

**Rama University, Kanpur**

**2Dr. Vaishali Dhingra**

**Professor & Dean (Faculty of Commerce & Management)**

**Rama University, Kanpur**

**The Concept**

A generally accepted definition of sustainability is that “people must ensure the development needs of the present without compromising the ability of future generations to meet their needs”.

A basic component of the traditional belief system of the enterprises is that in competitive markets the only choice is to grow or die. This competitive struggle to accumulate profits & grow has disturbed the balance of the environment to the point where we are dangerously close to losing the essential environmental life-support systems.

Sustainability is now accepted as essential for organizational & global survival. It, therefore, needs to be a core value to support a strategic vision of enterprises for long–term survival by integrating their need to earn profit with their responsibility to protect the environment.

**The Prevailing Grave Scenario**

Ignoring of the essential sustainability aspect of development has led to the following dangerous consequences which need urgent attention & remedial steps to ensure not only the well being but also the survival of mankind.

* Rapid depletion of precious natural resources.
* Global warming causing drastic natural calamities like unprecedented floods even in desert areas, droughts, and climate changes across the world.
* Disastrous environmental pollution.

The gravity of this scenario provoked the greatest living Scientist Stephen Hawking to put an open question on the internet, “ In a world which is in chaos politically, socially, & environmentally, how can the mankind be sustained for the next 100 years?.”

**Disastrous Consequences of Environmental Pollution**

**Example of China** -- The world’s second largest economy, the Chinese model of breakneck growth, driven by their strong desire to become the next Superpower of the world, has led to the following calamitous consequences for China:

* Recurring heavy smog in major cities of China including Beijing.
* Increase in lung cancer cases by 60% in the last 10 years without increase in the numbers of smokers.
* 99% of Chin’s 560 million urban population breathes air deemed unsafe by European standards as per a World Bank study.
* Reckless industrialization & dumping of chemical waste is causing poisoning of soil & crops.
* Increasing air & water pollution is leading to soaring healthcare cost due to pollution related diseases.

This example of China is applicable to other fast growing economies of the world like India also to varying degrees.

**The Major Culprits**

* Driven by a powerful urge to outcompete & dominate the rivals in a fiercely competitive world, large corporate & Governments are resorting to reckless growth which is not sustainable & is highly damaging for the mankind in the long-term.
* In fact, the giant corporates across the world with their immense financial power influence the Governments to frame policies which suit their rapid & unfair growth objectives.
* Some intensive global studies have shown that it is the giant corporates with their tremendous financial clout who are really ruling the world to serve their own selfish & myopic interests, and that is extremely harmful for the common human beings everywhere.

**Global Response**

This grave situation has created global concern at the highest levels. Global initiatives have been taken to grapple with this situation.

**The Hurdles**

* Earnest efforts to implement the desired steps are missing.
* Giant Corporates are influencing the Governments& even bribing some Scientists to play down or dispute the environmental damage being caused by them.
* Economics Nobel Laureate Joseph E.Stiglitz said in the recent World Economic Forum

(WEF) in Davos that the grave damages to mankind arises from the fact that we are living in a **leaderless world without any Global Leaders** who have a global perspective. The world has moved from being dominated by 2 Superpowers to becoming leaderless & multipolar. We talk of G-7, G-8, G-20 which hides the fact that the more apt description is G-0.

**The Remedy**

Healthy Societies follow the Principle of Environmental Sustainability, which requires that their economies must satisfy the following 3 conditions:

* Rates of use of renewable resources should not exceed the rates at which the ecosystem is able to regenerate them.
* Rates of consumption of non-renewable resources should not exceed the rates at which renewable substitutes are developed and put into use.
* Rates of pollution emission into the environment should not exceed the rates of the ecosystem’s assimilative capacity.

The International Community must develop & adopt strategies & practices which satisfy these conditions. Besides that what is needed even more importantly is truly great global leaders who have global perspective & concerns and not bound by only their regional interests which leads to the conflict of different regional interests. To achieve the imperative need of sustainable development, mankind does not merely need “Neeti” (Strategy) but, more importantly, “Niyat” (Intention).