

MANAGEMENT APPROACH FOR SUSTAINABLE GROWTH AND DEVELOPMENT IN INDIA

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Abstract— This research paper is a topline review of the Management approach in the creation of sustainable development in India. In this review, articles related to sustainable development globally and in India growth have been reviewed from multiple sources. This study found that there are only a few pieces of literature regarding the management processes showcasing the successful creation of sustainable development in India and many of the SDGs were unexplored by the researchers. This research is concluded by identifying the most promising niches for future research in the area role of management approach and practices to integrate sustainable growth in India duly aligned with SDGs.

Keywords: Sustainability, Sustainable Development, SDG, Inclusive Growth, Management practices, Innovation

Introduction:

Development is a continuous process in Human life which is a multifaceted, continuous, and dynamic journey aimed at improving the well-being and quality of life of people in society. This process encompasses various dimensions, including economic, social, political, cultural, and environmental aspects that occur within a society over time. It is not a one-size-fits-all process, and it varies across regions and nations based on their unique contexts, histories, and challenges.

The pursuit of development is a continuous and ongoing journey, with countries and communities setting their own priorities and goals to improve the well-being of their citizens and the sustainability of their environments.

Unplanned development refers to the haphazard, disorganized, and spontaneous growth of urban or rural areas without proper foresight, planning, or consideration for environmental, social, and economic sustainability. It often leads to a variety of problems and challenges, impacting the quality of life for residents and the overall well-being of the community. Unplanned development will inevitably lead to the depletion of resources and the destruction of the environment, the capital of humanity.

Sustainability is an essential and global requirement for a responsible society and enduring development process.. As per the former secretary-general of the UN, Mr. Ban Ki Moon “*Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship, and strengthen governance.*”

The concept of Sustainable development is based on the following principles:

- Interdependence
- Equity and Social Justice
- Precautionary Principle
- Integration of environmental and economic decision
- Stewardship or humans as the caretakers of the environment
- Shared responsibility, accountability, and decision making
- Prevention and mitigation
- Enhancement of productivity, capability, quality of nature, and human life
- Rehabilitation and reclamation
- Scientific and technological innovations

It provides an overall framework for creating a better future by considering the long-term impact of present actions on the environment, society, and the economy. The concept of sustainability is built on the principle of meeting the needs of the current generation without compromising the ability of future generations to meet their own needs.

Sustainable Development Goals (SDGs):

The United Nations has outlined 17 Sustainable Development Goals (SDGs) as a universal call to action to end poverty, protect the planet, and ensure prosperity for all by 2030. These goals cover a wide range of sustainable development issues, including poverty, hunger, health, education, gender equality, clean water, affordable and clean energy, decent work, industry and innovation, reduced inequalities, sustainable cities, responsible consumption, climate action, life below water, life on land, peace, justice, and strong institutions, and partnerships for the goals.

The SDG agenda rests largely on the four major areas.

- Human capital (SDGs 1-5),
- Physical capital (SDGs 8 and 9),
- Natural capital (SDGs 14 and 15), and
- Social capital (SDGs 10 and 16).

RESEARCH ISSUES AND GAPS

- How can the management support achieve sustainable development?
- What are the main strategies and policies enforcing inclusive growth?
- Role of public participation Corporate and other institutions Monitoring agencies and linked with international organizations and specific requirements?
- Impact of fundamental instruments to apply management concepts?
- distribution of resources and efficient monitoring

MAJOR MANAGEMENT CHALLENGES IN ACHIEVING SDGS AND INCLUSIVE GROWTH IN INDIA

Achieving the Sustainable Development Goals (SDGs) and promoting inclusive growth in a country as diverse and populous as India poses several significant management challenges. These challenges are multifaceted and require comprehensive strategies to address. Some of the major management challenges in achieving SDGs and inclusive growth in India include:

1. Data Collection and Monitoring:

India's vast population and geographical diversity make data collection and monitoring progress towards SDGs challenging. Developing robust data collection systems and ensuring accurate, timely, and disaggregated data is essential for effective policymaking and targeted interventions.

2. Inclusive Policy Implementation:

Implementing inclusive policies at the grassroots level and ensuring that the benefits reach marginalized and vulnerable populations is a major challenge. There is a need for efficient implementation mechanisms and monitoring to prevent leakages and corruption.

3. Resource Mobilization and Allocation:

Mobilizing financial resources for implementing SDGs and inclusive growth programs is a significant challenge. Proper allocation of funds, ensuring their efficient utilization, and exploring innovative financing mechanisms are critical for sustained development efforts.

4. Social and Cultural Diversity:

India's social and cultural diversity necessitates customized approaches for different regions and communities. Managing these diversities and ensuring that policies are culturally sensitive and context-specific is a complex challenge.

5. Infrastructure Development:

Developing infrastructure, especially in rural and remote areas, is essential for inclusive growth. The challenge lies in planning, funding, and executing large-scale infrastructure projects, including roads, schools, healthcare facilities, and clean water supply systems.

6. Education and Skill Development:

Ensuring quality education and skill development opportunities for all, especially in rural areas, is crucial. Bridging the urban-rural divide in educational infrastructure and ensuring that the education system meets the demands of a rapidly changing job market are significant challenges.

7. Healthcare Access and Quality:

Providing universal healthcare access and improving healthcare quality are management challenges. This includes building healthcare infrastructure, addressing the shortage of healthcare professionals, and ensuring affordability and availability of essential medicines and treatments.

8. Environmental Sustainability:

Balancing economic growth with environmental sustainability is a challenge. Managing natural resources, promoting renewable energy, and mitigating the impact of climate change require integrated and sustainable management strategies.

9. Political Will and Governance:

Political will and effective governance are crucial for implementing policies and programs related to SDGs and inclusive growth. Strengthening institutions, promoting transparency, and reducing bureaucratic hurdles are essential for successful implementation.

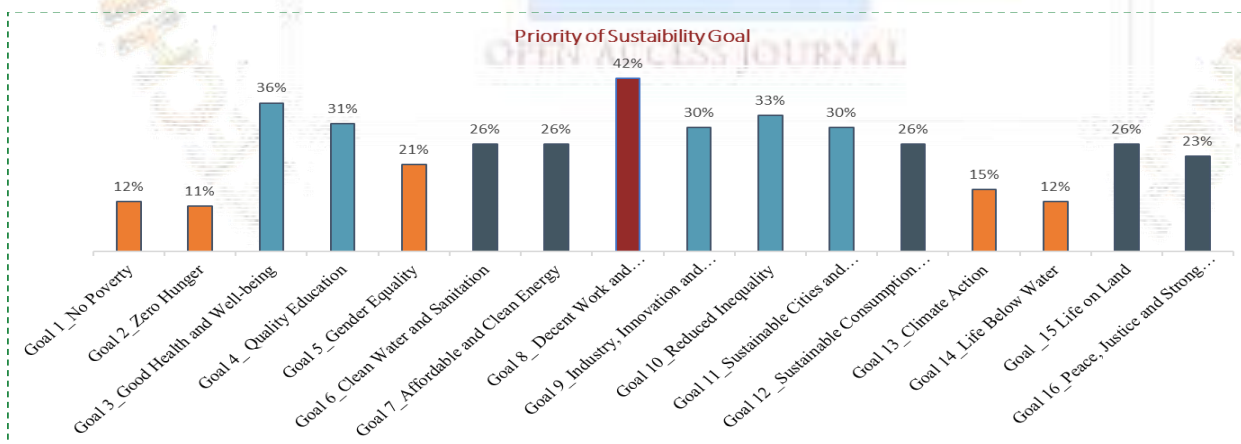
10. Public Awareness and Participation:

- Generating awareness among the public about the importance of SDGs and inclusive growth and encouraging active participation in development initiatives are challenges. Engaging communities and fostering a sense of ownership are vital for sustainable progress.

THE SYNERGY BETWEEN SDGS AND INCLUSIVE GROWTH IN INDIA

Achieving all 17 Sustainable Development Goals (SDGs) and promoting inclusive growth are intertwined objectives that are critical for India's sustainable development and Inclusive growth. Indian Govt.'s focus is on ensuring that the benefits of economic growth are shared equitably across all sections of society, aligning closely with the principles of the SDGs. Promoting inclusive growth in India is not only a socio-economic imperative but also a strategic approach to achieving the Sustainable Development Goals.

Importance level of Sustainable Development Goal Parameter for Indian growth



The 10 government flagship policies implemented with proper management address the critical elements supporting inclusive growth for Indian citizens. Below is information highlighting the above agenda for achieving the sustainable development goals and commitment of govt. of India towards sustainable worlds:

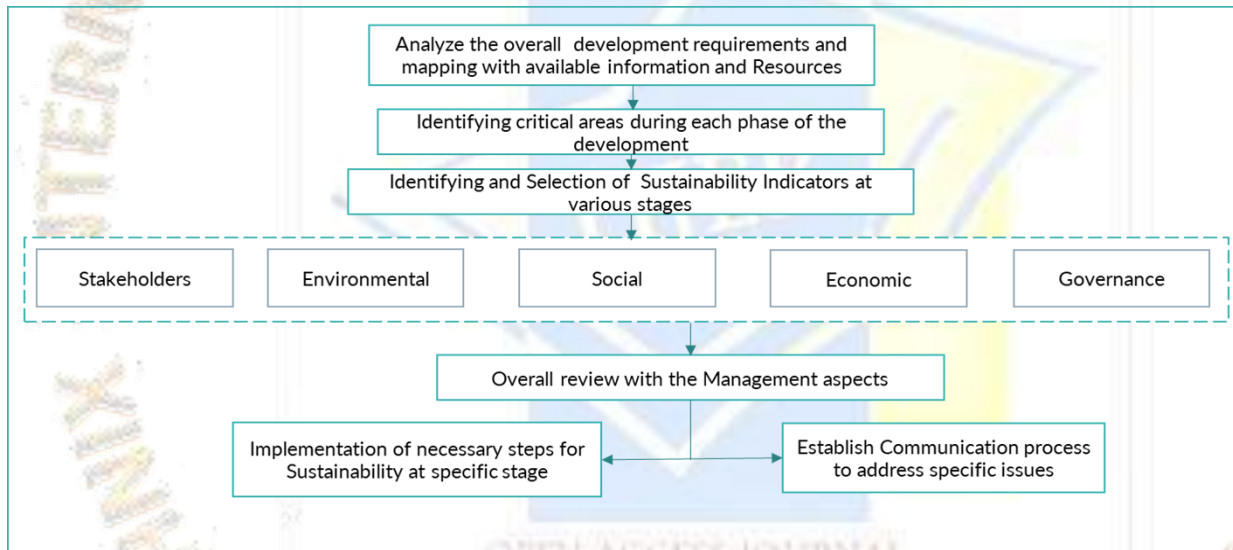
- **POSHAN Abhiyan**, also known as the National Nutrition Mission, is a flagship program of the Government of India launched in 2018. "POSHAN" stands for Prime Minister's Overarching Scheme for Holistic Nourishment. The mission is aimed at improving the nutritional status of children up to 6 years, adolescent girls, pregnant women, and lactating mothers in a targeted manner. By focusing on the early years of a child's life and the overall well-being of women, the program aims to break the intergenerational cycle of malnutrition and contribute to the holistic development of the nation's children.
- **Aadhaar**, is another success story. Aadhaar is a 12-digit unique identification number issued by the Unique Identification Authority of India (UIDAI), which is a statutory authority established under the Government of India. Aadhaar is the world's largest biometric ID system and serves as proof of identity and address anywhere in India. Aadhaar is playing a significant role in streamlining various government services, improving the efficiency of welfare programs, and ensuring targeted delivery of benefits to the intended beneficiaries in India
- **Pradhan Mantri Jan Arogya Yojana**, Pradhan Mantri Jan Arogya Yojana (PM-JAY), also known as Ayushman Bharat, is a flagship health insurance scheme launched by the Government of India in September 2018. It is the world's largest government-funded healthcare program, aimed at providing financial protection to over 100 million families (approximately 500 million individuals) for secondary and tertiary care hospitalization. This scheme plays a crucial role in reducing the out-of-pocket expenditure on healthcare, which often leads to financial distress for many families in India.
- **Jal Jeevan Mission**, The Jal Jeevan Mission (JJM) is a flagship initiative of the Government of India, launched in August 2019, with the aim of providing safe and adequate drinking water to every rural household in the country through functional household tap connections (FHTCs) by the year 2024. The mission focuses on ensuring the provision of clean water for drinking, cooking, and other domestic needs, thereby improving the overall health and well-being of rural communities. By providing a sustainable and safe drinking water supply, the mission contributes to the overall development, health, and prosperity of rural communities.
- **Samagra Shiksha Abhiyan**, Samagra Shiksha Abhiyan (SSA) is a Government of India initiative that aims to provide quality education and enhance learning outcomes for students at the school level. Launched in 2018, SSA integrates three existing schemes: Sarva Shiksha Abhiyan (SSA), Rashtriya Madhyamik Shiksha Abhiyan (RMSA), and Teacher Education (TE), to create a holistic and comprehensive approach towards school education in India. This program plays a key role in shaping the future of millions of students, ensuring they receive a well-rounded and meaningful education
- **National Skill Development Mission**, The National Skill Development Mission (NSDM) is a flagship initiative by the Government of India launched in 2015. The mission aims to create a skilled workforce in India enhance employability and productivity across sectors and narrow the existing gap between the demand and supply of skilled resources. Successful implementation of this mission not only enhances employability but also contributes significantly to the country's socio-economic development.
- **Mahatma Gandhi National Rural Employment Guarantee**, The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is a social security measure that aims to guarantee the right to work and ensure livelihood security for people in rural areas of India. Enacted in 2005, MGNREGA is the largest and one of the most ambitious employment generation programs in the world. MGNREGA has played a significant role in improving the livelihoods of millions of rural households in India
- **National Smart Cities Mission**, The National Smart Cities Mission is an ambitious initiative by the Government of India, launched in June 2015. The mission aims to transform Indian cities into smart cities by leveraging technology and innovation to improve urban infrastructure, services, governance, and overall quality of life for residents. The objective is to promote sustainable and create livable, sustainable, and technologically advanced cities that can serve as models for urban development.

- Swachh Bharat Abhiyan:** Swachh Bharat Abhiyan, also known as the Clean India Mission, is a nationwide cleanliness campaign initiated by the Government of India in 2014. Launched on October 2, 2014, on the occasion of Mahatma Gandhi's birth anniversary, the campaign aims to make India clean and open defecation-free by promoting sanitation, hygiene, and cleanliness practices. While challenges remain, the campaign has created awareness, mobilized communities, and fostered a sense of responsibility toward cleanliness and sanitation. It continues to be a flagship program in India's efforts toward a cleaner and healthier nation.
- Production Linked Incentive** The Production Linked Incentive (PLI) scheme is a flagship initiative launched by the Government of India to boost manufacturing and attract investments in various sectors. Under this scheme, companies are provided incentives based on their production output. The scheme aims to enhance India's manufacturing capabilities, increase exports, and create employment opportunities

Apart from the above Govt. of India is also working on improving multi-modal connectivity across the country, which involves integrating different modes of transportation such as roads, railways, airways, and waterways to ensure the seamless movement of goods and passengers. Various government schemes and projects focus on enhancing connectivity and infrastructure in the transportation sector, including the Bharatmala Project (for road connectivity), Sagarmala Project (for port-led development), UDAN (for regional airport connectivity), and various railway projects under PM Gati Shakti scheme.

POLICY INITIATIVES PROCESS FOR SUSTAINABLE DEVELOPMENT IN INDIA

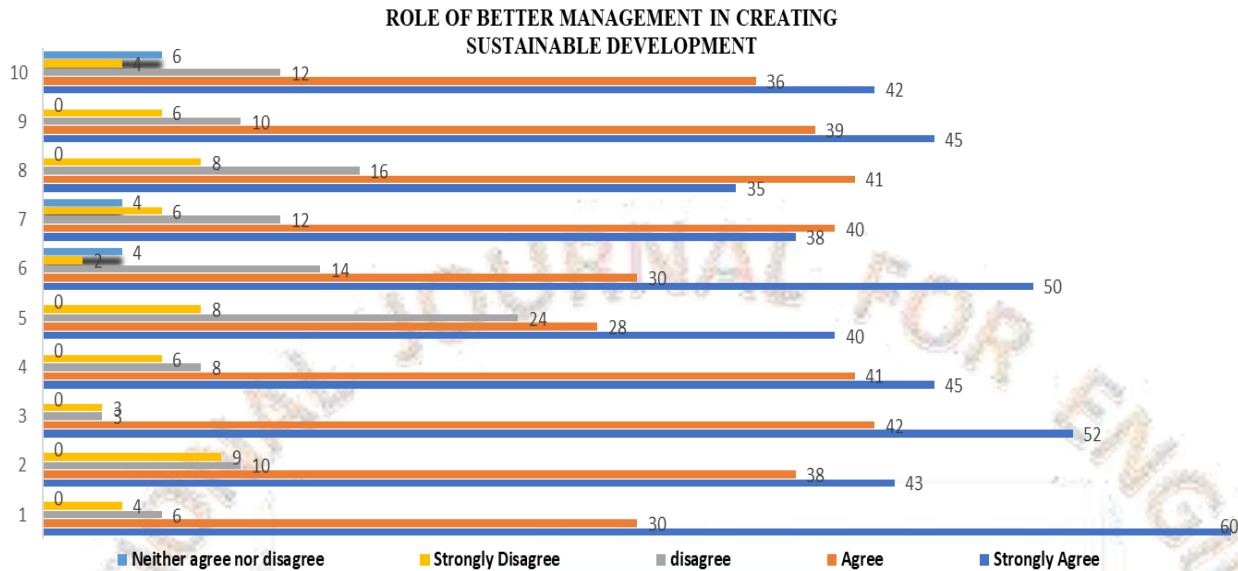
The quality of public services issue has become one of the vital issues related to millennium development goals (MDGs for Indian cities. Since the increasing challenges of the people of India, particularly the people of metropolitan cities in the different aspects of life, sustainable transport development become necessary to create balanced social, environmental, and economic cities for a better living.



Addressing these challenges requires a coordinated effort from government bodies, civil society, the private sector, and international partners. Continuous innovation, adaptive management strategies, and a focus on building local capacities are key to overcoming these challenges and achieving sustainable development and inclusive growth in India.

Role of Better Management in Creating Sustainable Development:

- How can management contribute to sustainable development in India through strategic planning and decision-making?
- What role does innovation play in promoting sustainability within organizations and industries?



MANAGEMENT APPROACH FOSTERING HUMAN-CENTRIC SUSTAINABLE GROWTH IN INDIA

Achieving Sustainable Development Goals (SDGs) and inclusive growth in India requires a comprehensive management approach that involves strategic planning, effective implementation, collaboration among stakeholders, and continuous monitoring and adaptation. Fostering human-centric sustainable growth in India requires a management approach that prioritizes the well-being of people while ensuring environmental sustainability and economic development.

Here's a some of the management approach tailored for the successful achievement of SDGs and inclusive growth in India:

- 1. Policy Alignment and Integration:** Review and Align Policies: Evaluate existing policies to ensure they align with SDGs. Integrate SDG targets into national, regional, and local policies, ensuring coherence and synergy across sectors.
- 2. Multi-Stakeholder Engagement:** Public-Private Partnerships: Foster collaboration between government, private sector, civil society, and international organizations. Engage diverse stakeholders to leverage their expertise, resources, and networks for effective implementation.
- 3. Data-Driven Decision Making:** Data Collection and Analysis: Establish robust data collection and analysis mechanisms. Use data for evidence-based decision-making, target setting, and progress monitoring. Invest in improving statistical capacities.
- 4. Inclusive Governance and Participation:** Community Engagement: Involve local communities in decision-making processes. Promote participatory governance, ensuring the inclusion of marginalized groups, women, and youth. Enhance transparency and accountability in governance.
- 5. Capacity Building and Education:** Skill Development: Invest in skill development programs to enhance the capabilities of government officials, professionals, and communities. Promote education and awareness about SDGs to empower citizens.
- 6. Environmental Sustainability:** Green Practices: Integrate environmentally sustainable practices into industries and infrastructure development. Promote renewable energy, sustainable agriculture, waste management, and conservation initiatives.
- 7. Financial Inclusion and Economic Empowerment:** Financial Services: Promote financial inclusion and access to credit for small businesses and entrepreneurs. Support social enterprises and microfinance initiatives to boost local economies.

8. Healthcare and Social Welfare: Universal Healthcare: Strengthen healthcare infrastructure and services, ensuring universal access to quality healthcare. Implement social welfare programs focusing on vulnerable populations, including women and children.

9. Innovation and Technology: Technological Advancements: Embrace innovation and technology to address development challenges. Promote research, development, and adoption of technologies related to healthcare, agriculture, education, and renewable energy.

10. Employment and Social Inclusion: Encourage sectors with high employment potential, such as healthcare, education, renewable energy, and tourism, creating jobs for the youth. Implement affirmative action policies to empower marginalized communities, ensuring their active participation in the development process

By adopting an appropriate and innovative management approach, and adhering to these strategies and principles, policy implementation for the Government of India can be more effective, leading to positive outcomes and societal benefits. Additionally, maintaining transparency, accountability, and a people-centric approach can enhance the credibility of the government and its policies.

CONCLUSION:

Sustainable development is a continuous journey, and India must stay committed to implementing sustainable practices and policies to build a better future for its citizens.

Implementing innovative measures will require a long-term commitment from the government, and active involvement from all stakeholders, business houses, and citizens, with continuous monitoring, evaluation, and change management to ensure progress toward a developed and sustainable ecosystem in India.

- Embrace Renewable Energy and Resource Efficiency
- Embrace a Triple Bottom Line (TBL) Approach
- Develop Sustainable Supply Chains
- Integration of Sustainability in Business Strategy
- Foster Innovation and Research
- Promote citizen Engagement.
- Ethical and Transparent Business Practices
- Collaborate with Government and NGOs

During the review and research activities, there is a huge gap in sustainable development in India. Performing interaction studies among different SDGs in the case of India. get a better perspective on the SDGs and associated concerns for India, an in-depth survey should be conducted across all the states and UTs of India

The overall status regarding existing research on the management approach in creating sustainable development in India has ample scope for research in this area for researchers, policymakers, and Authorities.

This study opens the way to further considerations and empirical analyses regarding the processes of integration and alignment of managerial phases and tools, to ensure sustainable economic growth. Studying other business cases, as in other socioeconomic contexts, may help to identify new ways of managerial integration, also with reference to outside-in and twin-track approach perspectives.

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