



Creating Transitions We Need

Key Messages

- Four meta-level transitions in social values, economic processes, governance systems and environmental management systems are identified to strategise India's development policy towards socially just, resilient and green dynamic growth. These transitions are dynamic, interdependent and complex.
- A framework of nine priority areas to enable these transitions is deduced. This helps to focus on interventions which are urgent, which can help some of the immediate and critical challenges in India's development and which are potential leverage points for expanding the scale and scope of these transitions.
- Ensuring access to services and products to meet basic needs; and building systems that create sustainable livelihoods is the approach that India must follow ahead.
- Sustainable methods of production and sustainable consumption patterns are critical steps towards transition.
- A robust set of implementation guidelines for each of the nine priorities are formulated for concurrent occurrence to lead to the needed transitions.

Authors

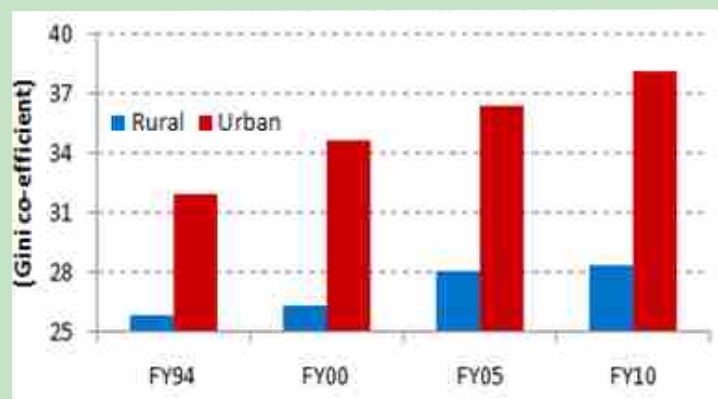
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Introduction

The paradox of India's story is that the economic growth has not translated into fully solving the most pertinent problems of the nation and some of the rudimentary needs of its people. The one side of the growth story shows the ever growing India with sustained high GDP growth rate while on the other end; poverty, inequality, unemployment and environmental exploitation are posing continuous challenges for India to sustain the current growth trajectory. The present systems are either not in capacity to deliver what India aspires for its people or some people's aspirations have put the systems in place out of capacity.

Social Systems

The status quo of the Indian society is not very pleasant. The disparate growth has been a key feature of Indian economy since independence. According to the Forbes list of billionaires, the number of Indian billionaires rose from 9 in 2004 to 40 in 2007 to 100 in 2014¹. In parallel India faces massive, multi-dimensional poverty; and inequality has only gone worse since 1994 (See Figure 1). Even though the proportion of population living in extreme poverty declined rapidly from 47 percent in 1947 (Minhas, 1970) to 22% in 2012 (Madgavkar, 2014), the absolute numbers have increased from 191 million in 1950 to



Source: Live mint, n.d.

Figure 1: Inequality in India

¹ As available on <http://www.forbes.com/billionaires/list/>

about 270 million people in 2012 (Planning Commission, 2013). The Human Development Report (UNDP, 2010) found that poverty levels in 8 out of 29 Indian states are home to about 421 million poor, as acute as those in the 26 poorest African countries. The acuteness of poverty can be assessed by the accessibility and affordability of basic services like health, education, energy requirements and drinking water, etc. Approximately 680 million people in the country at present cannot meet their essential needs (McKinsey Global Institute, 2014). This is also evident in India's low rank of 135 among 187 countries on the Human Development Index (UNDP, 2013). Furthermore, India ranks 132 out of 187 countries on the Gender Inequality Index – lower than Pakistan's rank at 123 in the Human Development Report (UNDP, 2013). The social systems of the country are clearly showing incapability of inclusive harmonious development catering to the needs of all and not just few.

Economic Systems

The story of Indian economics is also complex like the social realities. India moved from 'Hindu rate of growth' of around 3.5 percent for the first three decades after independence to a higher growth trajectory of close to 6 percent from 1982 - 2007 (Ranjan et al, 2007). The GDP led growth models of the country led to enormous increase in wealth, infrastructural facilities, growth of transport, information and communication technology. This scale of GDP growth, however, did not translate into increased employment opportunities for the people. The Financial Times (as cited in Bhaduri, 2008) reported that the TATA steel plant in Jamshedpur employed 85,000 workers in 1991 to produce 1 million tonnes of steel. In 2005, the production rose to 5 million tonnes, while employment fell to 44,000. This shows that even though output increased approximately by a factor of five, the employment dropped by a factor of half. The mechanisation of industries making them more capital intensive than labour intensive is one of the reasons why there is saturation of employment opportunities in the organised sector. The unorganised sector, which is much larger in size in the Indian economy, is facing its own pie of problems. Lack of resources, market access and capacity constraints makes it difficult for them to compete with mechanised industrial products in the market. With an estimated population of 75 per cent of total usual status employment in the rural areas and 69 per cent in urban areas employed in the informal sector (Chandrasekhar, 2014) it is important to understand the dynamics of this sector. No formal employer-employee relation, an absence of any legal protection, little access to credit or technology, poor working conditions and no

social security to fall back upon makes difficult working conditions of the present unorganised sector.

Organised sector with its current practices, are unable to create more jobs in the market. The structural problems faced by the unorganised sector are resulting in unattractive, exploitative jobs. The Indian model must find economic solutions to create more number of decent jobs for the people of the country.

Environmental Systems

Apart from all the social and economic issues, the state of environment of the country is in extremely fragile state. Currently, the per capita ecological footprint of the richest 1 percent in India is 17 times that of the poorest 40 percent, enjoying well above the global acceptable limit of 1.8 Gha (Shrivastava & Kothari, 2012). India is currently operating on almost twice its bio capacity (Global Footprint Network, 2010) (see Figure 2). The carbon footprint has doubled from 0.8 in 1990 to 1.6 in 2011 (UN, 2011). Natural resources constitute an important aspect of livelihood for approximately 833 million people living in rural areas of India (Census, 2011). Any environmental catastrophe or damage shall directly affect this vast number of people in their ability of daily subsistence. India's development strategy must their for integrate environmental sustainability and advocate resource efficiency in consumption and production patterns to promote wellbeing of the people and the planet.

TRANSFORMATIONS WE NEED

Undeniably, India needs essential recognition of embedding each of these critical concerns into its development strategy. The development policy must cohesively tackle the diverse and extensive challenge like poverty, basic needs deprivation, jobless growth and environmental degradation. Such a vast spectrum of concern cannot be dealt in compartments. A systemic understanding of the development model is required to



Source: Global Footprint Network, 2010

Figure 2: Ecological Footprint and Biocapacity of India

locate and identify the linkages and spill overs that one development issue has with another. The well-being of our people is inextricably tied to the health of our natural environment, to the empowerment of our women and the poor and the skills of our youth. The pathways that India chooses ahead must have a holistic vision for human and planetary well-being. To move ahead on such pathways mean transformations in our social, economic, governance and environmental management systems. The four systemic transformations elaborate on some critical concerns that must drive India's future developmental model (See Figure 3).

Transformation in Social Value Systems: Leave no one behind

The current value system of consumerism, individualism, and domination of nature does not allow resources to cater the needs of the poor and reduce inequity. Mahatma Gandhi says in one the public meetings,

“There would be no poverty on Earth if we made a sacred resolution that we would have no more than we need for our creature-comforts. And it would not do for a millionaire to sluggishly say that he owns millions because he needs those for his creature comforts. On the contrary, a man who is poor will continually examine himself and find out what are the superfluous things he keeps for himself, and, if you conduct yourself in a sportsmanlike spirit from day to day, you will be astounded at the fewness of things you require.” (as cited in Anand and Lindley, 2007)

Mahatma Gandhi extended this understanding and prioritised community welfare over self-interest. On the same lines, the country's choices must give way to the new triad: *quality of life, human solidarity, and ecological sensibility*. The poorest and most marginalised must benefit from the gains of economic growth and expand their access to social services.

Transformation in Economic Systems: Achieving inclusive and green growth

The economy must evolve as a means of serving people and nature, rather than an end in itself. Mahatma Gandhi made clear the difference between “economic progress” and “real progress” saying, “By economic progress, I

take it, we mean material advancement without limit, and by real progress we mean moral progress.... I hold that economic progress in the sense I've put it, is antagonistic to real progress” (as cited in Kazuya Ishii, 2001)

This implies moving beyond GDP by recognising wellbeing and fulfilment rather than economic growth as an indicator of development (for example, Genuine Progress Index, Gross National Happiness, Index of Social and Economic Welfare, Multidimensional Poverty Index amongst others). The assessment of Gross National Happiness (GNH), officially used by Bhutan is designed in an attempt to develop a concept that measures quality of life or social progress in more holistic and psychological terms than GDP (Planning Commission of Bhutan, 2014). The metric aims to measure socio-economic development by tracking seven development areas including economic, environmental, physical, workplace, mental, social and political wellness. (Jones, 2012). GNH is an innovative indicator for the country's assessment which imbibes a larger spectrum of development issues. This is surely not the only way but gives an insight of what kind of thoughts should premise the conceptualisation of economic development.

Transformation in Governance Systems: Building transparency, accountability and participation

Transformation in governance structures is needed to enable and sustain the desired transformative changes in social and economic systems while ensuring we function within the safe operating spaces.

India experienced a transformative junction in its governance mechanisms when 73rd and 74th amendment were introduced in 1993 under which village, intermediate and district level *panchayats* were constitutionally mandated in accordance with the provisions of Part IX. The inclusion of *panchayats* in the decision making as well as implementation brings a multidimensional approach of addressing development. Each *panchayat* may face a different situation and knows better the dimensions of poverty in their local areas and the kinds of bottlenecks to progress that must be removed. There may be some holdups to the actual

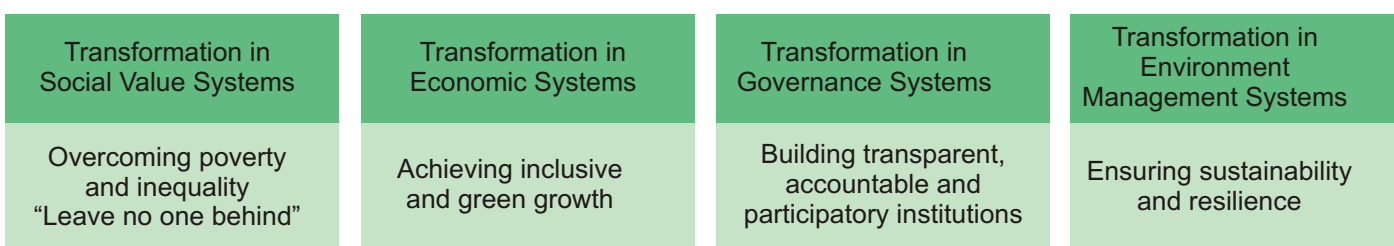


Figure 3: Systemic Transformers for Sustainable Development

functioning of the *Panchayati Raj* Institutions (PRI) but it does serve as a crucial move which can be improved or adapted for better results.

Governance systems must be able to handle the requirements of sustainable development paradigm. India must envision decentralised governance models which are run by the community and ensures inclusion of environment sensibilities and vulnerabilities.

Transformation in Environment Management Systems: Ensuring sustainability and resilience

The nature of social and economic activities that ensure sustainability and resilience of the system must be promoted. Recognising the treasure of environment is not a new concept for India. A *sloka* in the *Atharva Veda* reads (as cited in Maharaj, 1994):

“Whatever I dig up of you, O earth, May you of that have quick replenishment! O purifying one, May my thrust never reach unto your vital points, your heart. May your dwellings, O earth, free from sickness and wasting, flourish for us! Through a long life watchful, May we always offer to you our tribute.”

The impacts on environment should be internalised and not considered as an externality. This should be included in the costs of production in order to truly promote sustainable production systems. Apart from preventing the environmental degradation, it is equally important to also promote resource efficiency. Environment capacity should not be taken as infinite and natural resources must be judiciously utilised, taking adequate steps to rejuvenate them wherever possible. The nature is an intricate part of a human’s existence.

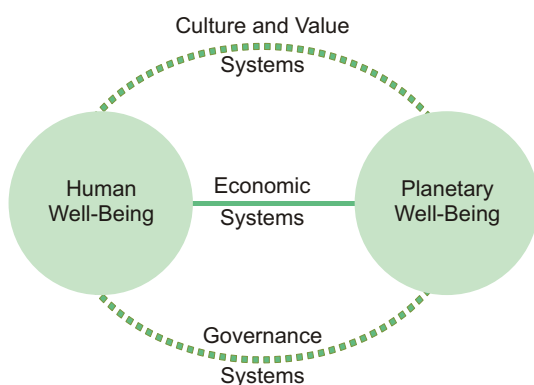


Figure 4: Spatial Arrangement of the Systems in the Development Paradigm

It is important to understand the spatial placement of these systems in the development paradigm(See Figure 4). Economic development has also been treated as an end and not a means towards an end. Prof Amartya Sen has been writing on the normative approach (Bhagwati,

1985) which has taken growth merely as of instrumental value, as a means to the end. Similarly Basu (2004) states, "Ultimately an economy has to be evaluated in terms of what happens to the poorest and the dispossessed. Everything else, such as nation's income growth rate is of instrumental value". Measured on this count, the Indian policy framework has to bring effective complementarities for growth to be inclusive. In this regard, there is a greater appreciation of the subservience of economic processes to natural and human development. And, a just and transparent governance system that guides and regulates our decisions and actions clearly emerges as an essential frame for sustainable development. A parallel transformation in the culture and value systems, which comprises of the social and the environmental systems, are also vital to develop a community living with compassion and empathy for everyone’s need in the society.

LEVERS OF CHANGE: What do we prioritise?

The transformations are dynamic, overlapping and interdependent. Tracing these meta-transformations may not be possible without forming actionable targets. Isolated issue based solutions alone will not suffice. A strategic framework to help identify which interventions are urgent and which can wait; which can help address some of the immediate and critical challenges of the country and which imply trade-offs needs to be devised.

The transformations are thus deconstructed into actionable priorities that can feed into the policy system of the country. The nine points of leverage have a potential to trigger green transitions, if a calculated approach to determine actions, assessing opportunities and threat is taken. This section will not just state the priority and its concern but will also throw light on how to approach these priorities to reap long term sustainable benefits.

I. Investing in Systems and Institutions to Make Basic Needs Accessible, Affordable and Environment Friendly

India accounts for more than 600 million of its citizen in various degrees of deprivation (McKinsey Global Institutes 2014). The argument of basic needs provision, apart from its moral value also determines the health of a development model by measuring its efficiency and inclusivity.

Successful government interventions by policies like mid-day meal, public distribution system focus on provisioning of welfare based basic goods. However, an

investment to set up delivery systems for these and that these delivery systems if decentralised and local will promote sustainable local economies. Also, the supply of basic provision like energy needs if not inclusive of sustainable factors have a fear of future availability constraints as most of the resources utilised to provide them are exhaustible and may not remain in future. Systemic indulgence with communities to enable them to accomplish basic needs requirements is the key to move forward.

The policy for provision of accessible, affordable, environmental friendly basic needs must-

- Develop fair partnership models involving public, private, civil society and community collaboration

CASE STUDY 1



Artisan's Cooperative Providing Green Construction Services for Affordable Housing - TARA Karigar Mandal

Madhya Pradesh, India

TARA Karigar Mandal (TKM) is a social enterprise that builds capacities of masons through dissemination of sustainable eco-friendly construction techniques.. Registered as a Mutually Aided Cooperative Society (MACS) with the Madhya Pradesh State Government in India, TKM facilitates creation of eco-houses by acting as a service provider to provide construction services and training masons to fulfill the needs of the people while contributing to low carbon development. The masons under the Karigar Mandal, help meet the growing demand for rural housing without harming the Earth. A frontrunner of green job creation - TKM has supported training of artisans across the state of Madhya Pradesh to service their social housing initiative.

- Enable communities to develop local enterprise to provide access to basic services
- Encourage application of clean and sustainable mechanisms for basic need provisions such as climate smart agriculture for food, renewable energy for electrification and green construction materials for housing
- Develop and innovate newer technologies in key sectors of food, energy, construction which has the intellectual capacity to deal with the complexity of high productivity demands without compromising on safety of environment and ecosystem.

ii. Invest in Capacities of People – Empower people to build a sustainable future

Capacities enable communities to choose from different technologies and livelihood options and adopt the one most suitable for them. Capacity development that trains individuals for skills that are required to carry out sustainable production, enhance the building of sustainable system by providing such able skilled persons. Capacity development programmes must also keep in mind to utilise the local needs, options and scope of work to develop village units and local industries for not just providing sustainable livelihoods but also cater the needs of the local people.

The 2012 McKinsey Report states a skill supply-demand mismatch in India. An excess supply of unskilled (or traditionally skilled) labour exists along with inadequacy in supply of medium skilled labor. The National Skill Building Mission 2010 was launched acknowledging the same need in mind, to upgrade skills of work force through significant industry involvement especially for underprivileged sections of society and backward regions of the country. The mission aims to train 530 million people by 2022, in various sectors like tourism, rural development, Information technology, food processing, etc. (Ministry of Labour and Employment, 2010). This is surely a commendable initiative but there is growing need to build up in all sectors and level of society- government, business, academia, media and civil society - with opportunities for strong collaborative experiences of knowledge and capacity development. This shall lead to a dynamic system where traditional and modern knowledge when adapted appropriately to local markets and conditions can create sustainable livelihoods.

So policy for investments in capacities of people must:

- Build new innovative systems for basic education and improved learning outcomes that are necessary for livelihoods and entrepreneurship. Restructuring of the current curriculum at schools and universities

to meet the needs of future scholars, innovators, entrepreneurs and employees etc to address the future challenges is one fundamental step.

- Re-skill and re-tool the workforce for transition towards greener jobs. Focus must be on capacity areas needed for basic needs provision as income generating livelihoods. For instance skills needed to make fly ash, brick kilns- green materials for construction

CASE STUDY 2



Innovative Learning Systems for Economic Empowerment of Women - '*Literacy to Self-Reliance*'

Uttar Pradesh, Madhya Pradesh, Bihar, Jharkhand, Haryana, Delhi NCR, Uttarakhand and Rajasthan, India

Development Alternatives has initiated an end-to-end solution for women through its '*Literacy to Self-Reliance*' programme. Functional literacy, i.e., to be able to read, write and perform basic mathematics is provided by the ICT based programme 'TARA Akshar+'. Thereafter, participants are trained on various vocational skills through TARA Livelihood Academy. Vocational, employability or entrepreneurship skills are imparted to the women over a period of two months based on the results of a training needs assessment. The '*Literacy to Self-Reliance*' programme has enabled women to become successful entrepreneurs and leaders in their communities. While many of them have become tailors, beauticians, and grocery shop owners; a few have been elected as members of the local government bodies.

- Build capacities that develop self-reliance and sustainability skills in individuals
- Awareness generation and grassroots advocacy through knowledge sharing consultations and media consultation for building a dynamic knowledge system that both urban and rural India can benefit from.

iii. Boost Local Micro, Mini and Small Social Enterprises as Job-Creation Engines

Jobs are essential as means of income generation. With diminishing capacity of agriculture to absorb additional labor and inability of corporate sector to create number of jobs demanded, role of small and medium enterprise becomes crucial. Social Entrepreneurship has the ability to fulfil basic needs as well as create jobs in the local economy.

The biggest challenges faced by Social Enterprise are those of scale and mainstream integration. Micro, Small and Medium Enterprises (MSMEs) face serious challenges vis-à-vis decent work issues and environmental impact. Investment in building social enterprise in sectors such as construction, renewable energy and clean transport serves the triple purpose of reviving the economy, regenerating the environment and setting development onto a more sustainable path. The focus needs to be on promotion of win-win strategies that can support adoption of green technologies, while opening up opportunities for increased incomes and alternative livelihoods. Government of India initiated innovative financial support scheme of Common Effluent Treatment Plants (CETP), in order to minimise environmental pollution due to the small and medium-scale industries. CETP is considered as a viable treatment solution, to overcome the constraints associated with effluent treatment in small to medium enterprises and also encourage cleaner production technologies and formation of waste minimisation circles (Ministry of Environment and Forests, GoI, 2010). This policy innovation was commendable from the eyes of sustainable development. It wasn't a very successful model; reasons were more structural than policy model. The lack of accountability, monitoring and regulation lead to its improper use and limited scaling up.

To boost local micro, mini and small social enterprises, India policy must:

- Establish supporting organisations to provide integrated services that are needed to build sustainable enterprises sustainable
- Develop entrepreneurship skills through formal education curriculum

CASE STUDY 3



Incubating Business Models for Micro and Small Enterprise Development – Technology and Action for Rural Advancement (TARA)

Uttar Pradesh, Madhya Pradesh, Bihar, Jharkhand, Haryana, Delhi NCR, Uttarakhand and Rajasthan, India

Technology and Action for Rural Advancement (TARA) incubates enterprise packages and business models for take up by aspiring micro and small entrepreneurs. These models are designed to promote low carbon pathways and inclusive growth through enterprise development in the sector of rural housing, renewable energy, water management, sustainable agriculture, waste management and recycling. As a result of TARA's efforts over the past two decades, a wide variety of basic needs products have been made available in the rural market through local enterprises. For example, close to a 100 million Micro Concrete Roofing (MCR) tiles have been sold, sufficient to cover more than 200,000 village houses.

- Enable environment for enterprise development through fiscal and administrative support
- Relooking at labour versus capital valuation. The current industrial practices emphasise on increasing capital valuation to expand their business models. Such business growth is usually jobless as the labour factor of industrial set up is not at the focus of growth strategy.

iv. Invest in Natural Capital

Close to 833 million people depend on natural ecosystems for day to day subsistence in India. Investing in natural capital can thus be an important development strategy that otherwise act in compartment and chooses between economic development and conserving nature.

The conventional linear take-make-dispose economic

model is falsely based on an assumption of unlimited resources and energy. Such a model puts immense pressure on nature as well as constraints the availability of resources for the future generations. Increased occurrence of floods (Uttarakhand Disaster 2010, 2012; Kashmir Floods, 2014), cloud burst, land submergence with expansion of oceans are some of the visible impacts the country has lately witnessed.

Agriculture holds a large part of investment done in natural capital. The growing scale of population and increased commercial chemical based farming can pose a huge long term threat to food security of the country. Agriculture practices that are not natural (uses inorganic/chemical fertilisers) can be harmful for the health of the soil, the farmer and the consumer and may cause serious damage to the long term food productivity from the land. This demands interventions at the ground level for promoting organic, climate resilient practices for agriculture as well as other nature-based activities.

For sustainable resource management:

- Promote livelihood models that maintain and

CASE STUDY 4



Dharani Fam Cooperative Limited

Andhra Pradesh, India

Dharani, an initiative by Timbaktu Collective establishes a working link between its farmer members and the competitive agricultural produce market, while working to reestablish environmentally sustainable, economically viable farming practices in the area. They work to unite smallholder farmers in an effort to ensure their economic success. Smallholder farmers come together as collectives, as producer owned cooperatives or companies, to negotiate with the market and extract a larger share from it, while practicing sustainable agriculture.

enhance natural resources like land and water

- Adopt cradle to cradle and waste to wealth approach in product design
- Ensure valuation of ecosystem services in the accounting systems.
- Spur competition between states and cities-encourage innovation and creativity. A strategy where green states and cities are incentivised in government policies and tax incidence can encourage them to promote green pathways. A national stage can be set up to conduct display of green technological research and its outreach, and awarding the greenest initiative by the state.
- Leverage major investments towards restoration of natural capital and infrastructural transformations. Long-lasting infrastructure, building and consumer products help in increasing material efficiency and reducing material intensity.
- Rethink prices and subsidies. Do not subsidise use of resources which are finite, pollution generating without adequate measures to ensure over consumption and wastage.
- Fiscal measures such as environmental taxes ie shifting the burden of taxation
- Clear and binding targets to reduce emissions and resource use

v. Encourage Sustainable Production through Sustainable Technologies

The production processes impact the ecosystem from the inputs uses, the process and the output utility of the product. Sustainable technologies, which serve long term goals of human development while minimising the use of non-regenerating resources, are engines to promote sustainable production.

The whole area of production must therefore move towards greener technologies and discard the conventional production methods that deplete natural resources and excrete humungous waste in the system. The key sectors of production must be focused first. Brick production in India, with emissions estimated at 150 million tonnes CO₂ every year is deemed as the single largest source of air pollution, exerting high pressure on natural resources like soil and coal. The construction sector has an ever growing market with increasing urbanisation and un-catered housing demands from the rural India. Scaling up of construction technologies which are green in nature is crucial from aspects of environment as well as provision of sustainable livelihoods for the people.

To boost sustainable technology development and uptakes, India should:

- Invest in the development of technologies that are sustainable, create green jobs and satisfies the needs of the locals
- Incentivise the reduction of critical and scarce resource such as soil, water and fossil fuel use through technological innovation
- Promote markets for raw materials needed for sustainable production methods
- Adopt a full cost accounting systems in all production and delivery

CASE STUDY 5



Greening the Construction Sector - TARA Eco-kiln Technology

Bihar, Madhya Pradesh, Orissa and Maharashtra.

Development Alternatives has pioneered the innovation and large scale accelerated adoption of sustainable production technologies that improve overall energy efficiency and reduction of emissions – Compressed Stabilised Earth Blocks, Fly Ash Bricks and Eco Kilns. The technology uses minimal energy; small-scale production can be done with just human energy and results in negligible emissions only those attributable to the binder. Thus, it is amongst the most eco-friendly materials for construction.

These technologies lend themselves to various scales of production and application due to their modular nature. They are small-scale enterprises that require small capital investments with quick turn over rates making them attractive to new and existing entrepreneurs. Creating localised green and dignified jobs, the availability of these technologies enables enterprises to utilise local resources to service local demands.

- Appropriate incentives and other support mechanisms that encourage eco-innovation
- A certifying agency for green technology to bring regulation in the market can be a powerful tool for setting codes and standards

vi. Promote Sustainable Lives and Lifestyles

The capacities of natural systems to repair and regenerate themselves as a source has a finite limit which needs to be recognised. There is growing need to neutralise emissions and pollutants that a system generates.

The finite nature of resources also means that the prices and incentives that drive consumption behavior have to be realigned to promote conservation of resources and more equitable access to the goods and services. A system of circular economies must be explored and promoted to recycle and reuse- waste from one system as a resource for another especially in case of non-renewable finite resources.

For this, India must

- Incentivise and penalise on individuals'/group's choice of production and patterns of consumption. For example, tax credits sharing of under utilised assets

- Influence values and mind sets to consume green and local. Broadcast success stories and new narratives of ethics and behavior that promotes sustainable development
- Promote technologies and practices that reduce waste generation or/and feeds in waste as inputs for another production process.
- People need to be willing to not only make change but also be the tools to implement those changes.
- Appropriate tax policies to prevent rebound effect which is when technological advancement results more resource waste. For instance, greater fuel efficiency may lead to greater propensity to travel. So for savings to materialise, travel should be made expensive through appropriate tax policy.

vii. Shift from Static to Dynamic Planning and Green Infrastructure for Developing Sustainable, Creative and Human Settlements

A sustainable human settlement makes life richer, promotes social capital building, and regenerates natural capital while augmenting economic capital. In these times of rapid change, it is necessary that dynamic and systemic planning guidelines should set the rules of the game.

With rapid urbanisation taking place as youth aspiring for opportunities of self-fulfillment and growth of human potential, there is growing need of urban settlements. The urban planning must be based keeping on all factors of travel, commercial and residential locations in mind. Also, when large rural population still waits for catering of their housing needs, it is important that planning must also include construction material and promote green materials.

To create these sustainable human settlements India needs to:

- Recognise the value of green assets in infrastructure and housing services. For instance valuing a green construction more than a conventional construction because of the low carbon emissions and environmental friendly construction practice.
- Emphasise the role of decentralised, dynamic planning that has capacity to be close to people as well as nature
- Integrated and systemic planning across services and infrastructure such as waste management and water services, energy and transportation
- Identify pertinent sustainability indicators of human

CASE STUDY 6



Mitticool Refrigerator

Gujarat, India

MittiCool Refrigerator is a natural refrigerator made entirely from clay to store vegetables and fruits and also for cooling water. It provides natural coolness to the stored material without requiring any electricity or any other artificial form of energy. MittiCool provides a low-cost natural refrigeration solution for low-income households and also reduces the environmental burden. It is a fine example of sustainable practices of production and consumption.

CASE STUDY 7



Integrated Village Development for Dynamic and Self-sufficient Settlements - Hamara Gaon

Uttar Pradesh and Madhya Pradesh, India

Development Alternatives has a new approach to village development – Hamara Gaon – a name that emphasises people’s right to decide their development pathway as informed and empowered communities. The approach of the programme targets issues related to the economy, environment and society systemically, as a whole, helping communities realise the benefits of integrated development leading to the creating dynamic settlements characterised by self-propelled and sufficient economies. This is catalysed through creation of people-oriented institutions, dissemination of knowledge and appropriate technologies, strengthening local governance systems, and enabling access to credit and finance. Hamara Gaon works on the principle of “Haryali, Udyamita aur Sampanata” – Environment Management, Enterprise Development and Prosperity.

settlements. For instance, Marchetti’s constant that calculates travel time of individuals to reach their work space per day can be a potential factor that could influence urban planning.

viii. From Shareholder to Stakeholder Businesses

The traditional business model in which the shareholder is the owner with the final decision authority focuses primarily on the company’s strategy, usually resulting in a business model with its foremost objective to increase the company’s stock value and relatively little concern for the interests of the other stakeholders: employees, suppliers, and customers and the resource base. Future business models need to include social equity and environmental sustainability to create long term shared

value for all - businesses, society and the natural ecosystem. This is elementary for developing long term sustainable solutions.

Indian experience of *Panchayati Raj* Institution, Self-help Groups, and Watershed Committees enabled community run business model by encouraging pro active participation in local businesses. Inclusivity factor in such models have empowered the local people by including them as decision makers in business.

Community involvement as stakeholders in business models is an essential pre-requisite to build sustainable equitable economies.

CASE STUDY 8



Revival of Traditional Crafts and Craftsmen in India – Dastkar

Multiple States, India

Dastkar guides the process of craft from developing, designing, and costing to marketing the product, and finally suggesting the proper usages and investment of the income generated to the craftsmen. It also provides support services and craft development consultancies, to its own family of producer groups, and provides evaluation and consultancy services to other government, nongovernment and international agencies.

Such linkages and development of traditional crafts market have benefitted the craftsmen community manifold. Organisational training, skill up-gradation, product development, raw material linkages, credit facilities and marketing platforms for the craftsmen and his/her crafts has enabled their involvement as stakeholders in business. For women especially, it is a way to enter the economic mainstream as stakeholders in business, without dislocating their lives as mothers and homemakers.

For this, India must:

- Emphasise the need of citizens not just as takers (in forms of consumers, laborers) from the system but to also involve in developing as well as in regulating the system
- Communicate and share policies, research, technologies to the locals and engage with their knowledge and practices to empower their decision making capacity
- Develop dynamic, resilient and inclusive business models and pro-poor pro-environment product lines

ix. Strengthen Local Government and Civil Society Cooperation for Community Empowerment

For development to be sustainable, people must acquire a sense of ownership and responsibility for their resources — economic, social and natural. They must be able to oversee and correct the actions of their elected representatives on a continuing basis. Such a sense of ownership can in the long run come only from actual ownership — enshrined in institutions of local governance involving the entire adult population.

To facilitate such community empowerment India needs to:

- Build long term sustainable ecosystems through active local engagement
- Devolve sustainable independence in revenue and expenditure for local communities
- Build capacities of local bodies for designing, implementing, coordinating and monitoring programmes so that they can run autonomously in the long run.
- Building capacities of local government to initiate, promote and administer sustainable development

CASE STUDY 9



Strengthening Civil Society for Sustainable Social Impact - Poorest Areas Civil Society (PACS) Programme

Bihar, Uttar Pradesh, Madhya Pradesh, Chhatisgarh, Jharkhand and Maharashtra, India

PACS was initiated as a comprehensive civil society response programme to promote civil society led development action in 108 of the poorest districts in the six states. With a focus to enable poor people to realise their entitlements, the programme has been successful in reaching out to 40.4 million poor people in the poorest areas in about 20,000 villages in partnership with 650 CSOs. The strategic and integrated approach followed in PACS included awareness generation and grassroots advocacy with local government institutions for empowering women, reducing social exclusion, and generating livelihood opportunities for the poor. The programme led to communities accessing increased entitlements and improved local implementation of development programmes like midday meal scheme in schools; regular attendance of schoolteachers and health workers; greater participation in gram sabha meeting and recognition of community strength by officials and policymakers.

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Development Alternatives (DA) is a premier social enterprise with a global presence in the fields of green economic development, social equity and environmental management. It is credited with numerous technology and delivery system innovations that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.

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