

**IMPACT OF GROWTH STRATEGY AND SUSTAINABLE DEVELOPMENT ON
DIFFERENT SECTORS OF THE ECONOMY**

Deepak Kumar

*Assistant Professor, JCD Institute of Business Management, SIRSA
deepakverma8610@gmail.com*

Abstract

Human is the founder of his environment that provides him physical sustenance and efforts, for overall growth. Due to technological changes, human beings have transformed their environment drastically for their sustainable development. Things man's environment, the nature and the manmade, are necessary to enjoy the life.¹

The world, today, is at the crossroads of economic ideas and political ideologies. In India, all resources are being geared up to uplift the country from economic backwardness and to place it on the main stream of progress and prosperity. It may be profitable to analyze the economic strategic concept and conditions of ancient India as well. India is the 7th largest country in the world and the second largest in Asia with a landmass of 3.29 million square km. India has 2.42 per cent of the total world area and is the second largest populous country; it possesses richness and diversity in culture, people, language, geographic climate conditions and natural resources that are matched by few other countries in the world. The Govt. of India is with objectives of fulfilling social and human aspirations of the people, meeting their essential requirements of living, raising income and improving their quality of life is much concerned in the environmental development sector.

Key words: Economy, Environmental effect, Social Obligations, Gross Domestic Product, Corporate Sustainability

I. INTRODUCTION

Climate affects various aspects of human life viz. food, supply, capacity for labour, temperature, habits, place of shelter and clothing. Generally six seasons - Summer, Winter, Spring, Autumn and Rainy Seasons were recognized by Aryans. Corporate environment policies indicate organization's overall commitment to the improvement of environmental performance. This can include conservation and protection of natural resources, waste minimization, pollution control and continuous improvement. The argument is quite simple that the resources of a country, quality of air, water and land represents a common heritage for all generations and must be protected. With the increase in population each continent on earth is under stress to accommodate the people

1 Declaration on the United Nations conference on human Environment –

and the residential accommodation is spreading in the agricultural lands so diminishing the cultivation produce. With the increase in mobilization the whole world has been limited to a global village where all the players are exercising their professional qualifications irrespective of the requirements of the local people. The education has taken the lead out of all spheres of professions and with the commercialization of education the industry and industrial production has a leaps and bound story of progress. Since 1990 the stress on Indian subcontinent is the heaviest since three nations of BRIC countries exists here (Russia, China and India). More so the most populated nations of the world i.e. China and India are striving hard for acquiring more and more land due their requirements for setting up industry to redress their economies. No doubt China has taken a lead in setting up industry but the Indians are not lagging behind in the competition. With the competition race the sustainable development takes prominence and the nations have to form a strategy for growth and development. Supporting core business strategies coping with constant change, high customer expectations and improving the efficiency are constant challenges faced by Indian industry and property management. They have to continuously outperform and be able to position themselves above their competitors through constant innovations and creative ideas.

Environmental ideology of Indian sub-continent-Observation of Supreme Court

"It is a price that has to be paid for protecting and safe guarding the right of the people to live in healthy environment with minimal disturbance of ecological balance and without avoidable hazard to them and to their cattle, homes and agricultural land and undue affectation of air, water and environment."

Strategy

A strategy is typically an idea that distinguishes a course of action by its hypothesis that a certain future position offers an advantage for acquiring source designed gain. The word derives from the Greek 'Strategos' which referred to a 'military commander' during the age of Athenian democracy, reflecting the military roots of strategy. The American Heritage dictionary defines strategy as "the science and art of Military Command as applied to the overall planning and conduct large scale combat operations." Alfred Chandler defines strategy as "the determination of the basic long term goals and objectives of an enterprise and the adoption of course of action and the allocation of resources necessary for carrying out their goals."

Deliberate and Emergent strategies

Mintzberg differentiates between deliberate strategy and emergent strategy.²

- i) **Deliberate Strategy-** when strategies are the result of the management planning function and are designed to achieve the organizations goals.
- ii) **Emergent Strategies-** when businesses do not intentionally set a specific strategy, but may simply fall into as a reaction to outside forces or as the result of internal control procedures.

² **Murphy et al. (2006). Key Business Management Functions:** Aspects of Tourism- Strategic Management for Tourism Communities ; New Delhi: Viva Books Pvt. Ltd .pages 50-80.

Growth strategy

The functional power behind growth strategy is the vision statement. Every business body has its vision to achieve in the life span of the organization. The growth strategy includes four types of achievements. Market and product development are two major functions which the business unit exercise and the other two are related to the product of the organization. The business unit may either diversify or further develop the product line based on the market conditions. These four functions of growth are related to sustainable development. It is the endeavour of the company to translate its goals into reality based on the perpetual mission statements. During this cycle of development the company has to obtain the required expertise, obtain benchmarks and acquire the foreign technological collaborations or develop its own techno support systems. The market penetration and market development are ongoing functions and they are undertaken based on the preplanned strategy at the corporate head office. With regards to make the strategy a success the company has to keep into consideration the issues such as demographic, economic, technological and political environments.

Development of corporate strategy by staff members

Staff members help companies and organisation in aiming for sustainable growth as well as for segment leadership in their respective industries. They help companies and organisations to establish its broad leadership usually by redefining their corporate strategies and their products and services. The change or reactivation of corporate strategy of an organisation or company may include the company operations and the introduction of new technology, and then reinforces the position of various products of the company.

The role of the staff members in the development of the corporate strategy is to help that particular company or organisation in securing the growth of their business in a sustainable manner, while at the same time constantly improving the company's profitability. The strategy being employed by the staff members to achieve this involves four elements:

- i) Encouraging companies and organisation to strive in order to reach a leading position in attractive markets.
- ii) Development of a corporate strategy focusing on securing a competitive share of the market segmentation.
- iii) Working in order to improve the company's efficiency and cut costs in operations.
- iv) Aiming for continuous growth through selective acquisition for as long as the company can create shareholders value.

Sustainable Development

Sustainable development is the sequence of resources which are used to fulfill human needs and to protect the environment so that these needs can be fulfilled. Due to challenges of global warming, nations and people these days have all the time high concern for environmental protection and that is why new format of business is emerging these days. Sustainable Growth means to ensure growth without any negative impact on environment.

Sustainable Development and Business Strategies

Sustainable development has become a priority for businesses across the globe. To be a responsible part of India's growth story, organizations are ensuring that economic goals necessarily include considerations for social well being and environmental projection. John Elkington's Triple Bottom

Approach ³(people, planet and profits) is driving strong and sustained partnerships among business, governments and NGO's to improve the environment, strengthen economic foundation and enhance the living conditions of the people. In the modern times the businesses will have to develop effective tools and strategies for sustainable development if they wish to stay relevant in a global market place and translate improved sustainability performance into enhanced business performance.

Corporate sustainability

Corporate sustainability is a dynamic management paradigm. Although the concept acknowledges the need for profitability, it differs from the traditional growth and profit maximization model. It places equal emphasis on economic, environmental and social performance. A significant number of companies have made public commitments to economic development, environmental protection, social justice and equity. The number continues to grow.

Sustainable development in India

India is the seventh largest country in the world and Asia's second largest nation with a area of 3,287,263 sq. Km. The Indian mainland stretches from 8.4' to 37.6 N latitude and from 68.7' to 97.25E longitudes. It has a land frontier of some 15200 Kms. and a coastline of 7516 Kms. Physically the massive country is divided into four relatively well defined regions-the Himalayan Mountains, the Gangetic River plans, the southern plateau and the islands of Lakshadweep, Andaman and Nicobar. The climate of India is dominated by the Asiatic Monsoon. Most Importantly by rain from the south west between June and October and drier winds from the North West between December and February, from March to May, the climate is dry and hot. With this diversity in environment sustainable development takes prominence and the economy of India has to make progress within parameters of various constraints.

Destination Protection

Destination protection, now a day's becoming such kind of phenomenon that without this no Industry, Housing buildings and Tourism cannot be developed. Destination protection can be done with such kind of policies through which when someone use a particular destination he should also do such kind of activity to stop a particular destination making it less harmful. This can be done by tree plantation and developing the sites for playgrounds and botanical gardens.

Values and Ethics for Strategy towards Sustainable Development

The improvement of sustainability of the world environment and its natural resources is dependent upon the proper development and inculcation of environment values. The environment values are those values, which help us to generate awareness among consumers and produces towards the environment protection and the preservation of environment resources for better future living. The development of environment values helps us to be careful towards our environment and help us to learn and realize the importance of environment and its resources in our daily life. The development of sustainability largely depend on the environment awareness,

³ **Hall J.Tanya (2011).** The Triple Bottom Line : Indian Business Research Centre; Indian University, Kelley school of Business <http://www.ibrc.indiana.edu/ibr/2011/spring/article2.html> Retrieved on 7th Jan 2015.

therefore it is very essential to protect the environment. The software of environment values and ethics can be lording permanently on the minds of young people and will stay on their minds like firmware of the mind forever.

Governments Endeavour

In order to protect the environment Governments are taking administrative actions. Like in India the National Council of Environment planning and coordination set up in 1972 was the focus agency in this regards. Keeping in view the sustainable principles the Ministry of Environment and forests, set up in 1985, formulated guidelines for various development activities. The Indian Government has taken steps to protect our environment; some important provisions are included in our constitution. Article 48 A states: "The state shall endeavour to protect and improve the environment and safeguard the forests and wildlife in the country. " Similarly Article 51 (g) states: The constitution expects that each citizen of the country must "protect and improve the natural environment including forests, lakes, rivers and wildlife and to have compassion for all living creatures."

II. REVIEW OF LITERATURE

Singh D. (2012)⁴ analyses the working of Micro, Small and Medium enterprises , Govt. of India in the north Eastern region of India consisting of Gangtok (Sikkim), Guwahati (Assam), Imphal (Manipur), Agartala (Tripura) and also Branch (Br.) MSME, DIs at Aizawl (Mizoram), Dimapur (Nagaland), Itanagar (Arunachal Pradesh), Diphu (Assam), Silchar (Assam), Tezpur (Assam) and found that the promotional agencies play a great role in entrepreneurship development . Entrepreneurial activities accelerate the effective and efficient utilization of capital and human resources. The region is about 70% hilly and accounts approximately 7.9% of the total land space of the country. The study is exploratory research in nature. It is based on relevant and required secondary data. With the objective of relevance of entrepreneurship in economic development the author highlights that the entrepreneurial activities are neither efficient nor successful. The NER of India has abundant natural and virgin resources. The natural beauty of this region is the advantage of eco-tourism industry. These resources can be utilized for economic development and employment generation.

Chouinard Yvon et al.(2011)⁵ States it is generally cheaper to buy the product that has a worse impact on environment than the equivalent product that does less harm. No one these days seriously denies the need for sustainable business practices. Even those concerned about only business and not the fate of the planet recognize that the viability of business itself depend on the resources of healthy ecosystem- fresh water, clean air, robust biodiversity, productive land and on the stability of just societies.

The importance of quantifying ecosystem services was first acknowledged in the early 1990's, but

⁴ **Singh D.K.(2012)**.Entrepreneurship in north eastern region of India- the MSME perspective. *International journal of research in commerce & management vol issue 12 Pp111-115*

⁵ **Chouinard Yvon et al. (2011)**.The sustainable Economy. New Delhi: *Harvard Business Review*. page 40-50

serious efforts began in 2000. Consultants are currently developing methodologies to value ecosystem. The organizations have teams working on the arduous task of quantifying the contribution of ecosystem to human life. The values of many vital aspects of the world traditionally considered priceless are being quantified, so that they can be factored into economic equations. Real change will come as high-level calculations filter down to individual companies bookkeeping.

Ghosh et.al (2009)⁶. The historians of modern times have taken place in the socio-economic and cultured history of India to the phase generally termed as early medieval starching roughly from 600 A.D. to 1200.A.D. Marxist scholars have emphasized on the paucity or absence of coins resulting from the decline of long distance trade and urban decay. This resulted in loss of urban decay. This resulted in loss of conversion of income from trade and craft into benefices and existence of self sufficient economy supported by lesser use of coins and comparative absence of trade. But on the contrary the factors like the trade routes sustained by the river system Bengal, the capacity to yield marketable commodities to meet the local and international demand, commercial active urban centers, a bureaucratic structure necessary for maintaining the economy based on agriculture, industry and commerce helped in the flourishing trade and commerce of the south eastern Bengal.

Daly Herman E. (2005)⁷ Economics in a full World: He found that **developing an economy can be sustained within the finite biosphere but require some adjustments.** Sustainable economy should sustain the rate of growth of GDP. Sustainable economy would require many adjustments to economic policy and has discussed the problem in the light of product lifetime, GDP growth, trade practice, taxes, employment and found that happiness is considered to be the ultimate aim of all economic activity. To maintain happiness of the masses, the adjustments with surrounding ecosystem should be managed in the right direction and sooner it is initiated, the better it would be, since further growth does not promote happiness. Instead the correlation between absolute income and happiness extends only up to some threshold of "sufficiency" beyond that point only relative position influences self-evaluated happiness and more so growth cannot increase everyone's relative income.

Mukherjee J.N. (1987)⁸describes four pillars (i) self sufficiency in agriculture,(ii) maximum utilization of the potentiality of agriculture to produce industry's requirements of energy and raw materials, (iii) fiscal measures, higher cost of production and use of nonrenewable resources sparingly and with sufficient precaution not to disrupt agriculture or ecology, (iv) requirement of true value by commodities, services, transport, economic activities and economics is tuned with ecology by introduction of positive technology in a way least susceptible to social and other disruptions so that people may opt for a more balanced and purposeful life.

⁶ **Ghosh Gaur and Datta Abhijit (2009).** *A critical approach to the trade and commerce in Vanga-Samatata-Harikela during the early Medieval Period:* Kolkata; The quarterly Review of Historical studies Kolkata.

⁷ Daly, Herman E,(2005)*Economics in a Full World: Scientific American,* Vol. 293, Issue 3

⁸ **Mukherjee J.N. (1987).***Economics Natural or Integral Economics ;* Pondicherry: Sri Aurobindo Ashram Trust page 48

III. OBJECTIVES OF THE STUDY

This paper aims at understanding the meaning of sustainable development and understanding different steps taken by Governments and corporate sector to ensure sustainable development. In addition the paper is an effort to explore the various reasons for any failures in implementation of the said steps. The objectives are listed below:

- To explore the various Government and Corporate organization in environment protection.
- To suggest actions and strategies for better implementation of the norms for sustainable development.

Present Market Scenario

It is common to see people crushing the emotions of those who care, only for their self growth. The lust of science to grow has ensured growth of knowledge at the highest speed than the wisdom. Science has developed the knowledge to exploit the nature for the benefit of the humanity, without caring that nature cares for the humankind. The concrete jungle of accommodations, the house hold industry, the leather industry at the river base, the polluting industry base by developed countries in developing countries, military actions and terrorism activities within nations are few examples of hurdles for sustainable development. On the economic front, also the GDP ratio of India and other developing countries has suffered drastically. The responsible government functionaries should have been provided education back up well before their appointments whereas the whistle blowers are being neglected are steps detrimental for economic growth. Party politics and caste-based compartments are additional phenomena's.

IV. DISCUSSION AND CONCLUSION

The mirror of industry has shown that it has taken to progress and the production has increased manifold but on the other hand it has proved to be a big challenge for environment. In ensuring environment protection and sustainable growth various parties are equally responsible such as government, local administration, industry, consumer and the public distribution system. In case every partner plays his role positively for global atmosphere we are sure that we can pass on a good culture of environment safety to the coming generations failing which we shall be held liable for space deterioration.

Suggestions

1. Strategy formation

The Formation of Strategy should be through participation from all sections of society, emphasis on vocational education and opening new vistas for youth, emphasis on rationalization of life goals, emphasis to promote value education, education to promote business ethics, emphasis on social work and social economic values for sustainable growth.

2. Growth of Indian business

For growth in Indian business we need to revise our National Economic Policy for-Bank Loans, Advances, Taxation and Rebates on Excise duty etc. On one side the Government considers agriculture as an industry and have rules different from that of Industrial production which need to be regularized along with purchase policy for procurement of

agricultural produce and the concerned supply chain management. The government has to as yet come out with stringent laws governing acquirement of agriculture and forest land to balance the industry and sustainable development.

3. Remedies for Growth of Indian Business on Macro level

Gandhian philosophy of Trust System should be brought within the implementation and regulations of government and corporate functioning. Each and every member of the government machinery must think and consider that the work he holds an honorary post and he is the caretaker of the wealth under his charge and he has to perform the duties of a temporary owner and not an ultimate owner. The corporate management has to outperform in social corporate responsibility and must lay stress on environment policies for climate change strategies, renewal energy, e-waste and bio-diversity.

REFERENCE

- [1] Susan Baker (2006). Sustainable Development; London: Routledge
- [2] Chouinard Yvon et al.. (2011).The sustainable Economy. New Delhi: Harvard Business Review. page 40-50
- [3] Murphy et al. (2006). Key Business Management Functions: Aspects of Tourism- Strategic Management for Tourism Communities ; New Delhi: Viva Books Pvt. Ltd .pages 50-80.
- [4] Ghosh Gaur and Datta Abhijit (2009). A critical approach to the trade and commerce in Vanga-Samatata-Harikela during the early Medieval Period: Kolkata; The quarterly Review of Historical studies Kolkata.
- [5] Singh D.K.(2012).Entrepreneurship in north eastern region of India- the MSME perspective, International journal of research in commerce & management vol issue 12 Pp111-115
- [6] Hall J.Tanya (2011). The Triple Bottom Line : Indian Business Research Centre; Indian University, Kelley school of Business Retrieved on 7th Jan 2015.
- [7] Susan Baker, Kay Milton, Steven Yearly (1994) Protecting the Periphery Essex England Psychology Press, - 173 pages
- [8] Baumol J William, Blinder S Alan.(2009). Contemporary Economics- Principles and Policy; New Delhi: Cengage Learning India Private Limited.
- [9] Cooper R Donald, Schindler S Parmela, (2006), Business Research Methods; New Delhi: Tata McGraw-Hill Education Private Limited.
- [10] Kapila Uma. (2007). India's Economic Development since 1947; New Delhi : Academic Foundation.
- [11] Jannifer.A.Elloitt (1994). An introduction to Sustainable Development.London: : Routledge
- [12] Rinke Wolf. J. (2004). Winning Management; Mumbai : Jaico Publishing House
- [13] White Margaret A, Bruton Garry D.(2007). The Management of Technology and Innovations: A Strategic Approach Ist Edition; New Delhi: Cengage Learning India Pvt. Ltd.