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# Innovative Business Practices Towards Sustainable Development

Editor

**DR. SHASHI YADAV**



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**Dr. Shashi Yadav**

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**Dr. Shashi Yadav**

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## PROCESS OF DEVELOPMENT AND CRISIS SITUATION

Dr. Shashi A Mishra

### ABSTRACT

Uncontrolled infrastructural development, food crisis, corporatization of agriculture has made the government to focus at present to meet the basic needs of common man interms of ensuring that all citizens have proper housing, water supply, food, sanitation, electricity health care and other services. The government has developed a number of policies and passed a number of laws which aim to alleviate the pressure of social imbalances on the needs of human beings and natural resources and to promote welfare of people. No doubt, the government has initiated several housing developmental schemes, as well as identifying local areas for socio-economic development by creating employment opportunities for nation building and empowerment of it's people. Public awareness and planned sustainable growth in many ways will surely change the socio- economic way of life of individuals in society.

**Keywords:** Infrastructure, Food, Corporatization, Alleviate, Imbalance

### INTRODUCTION

The quality of our social life depends on the quality of our natural environment. Continuous growth of population leads to the greater demands and over use of natural resources. Human actions have a direct impact on the food crisis environment degradation. To

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ensure that all citizens have proper housing, water supply, sanitation, electricity and health care and other services put pressure on natural resources which becomes short in supply due to pressure of population. Greater demands on natural resources and increase in the amount of waste and pollution directly affects quality of life of the city people. To meet the socio-economic needs of growing population and to satisfy their basic needs of food, clothing, shelter it is necessary to promote technological development by keeping in mind that sustainable growth is a necessary aspect.

In a developing country like India the process of infrastructural and technological development faces various challenges. Unprecedented technological growth has had a dramatic effect on our natural resources to meet the growing needs of people. Growth in nuclear weapons, heavy use of fertilizers, pesticides, pollution have serious impact on the basic amenities of growing population. The government makes efforts to analyze the crisis and respond to it in order to minimize its impact on environment and food. Uncontrolled settlement is also resulting in problems of pollution further contributing into health hazards, inadequate housing, lack of services provision contributing to informal sector activities and crime. Natural resources in areas surrounding settlements are always in greater pressure than those in areas of less dense human habitation.

A significant way of analyzing the crisis relating to the process of development is by taking into consideration the Human Development Index (HDI). HDI is a composite index comprising of four indicators namely consumption, expenditure (income), education and health.

The HDI report indicated that economic prosperity was no guarantee of better social indicators. Improvement in the health index as compared to education has been lower. Health, nutrition and sanitation challenges are most serious. There is a need for specific target oriented policies to improve the hunger, sustainable growth and mal nutrition situation. On the issues of right to food and nutrition the HDI report revealed that calorie consumption has been declining. The intake of calories by the poor is way below the recommended norm. As a result mal nutrition, hunger, anemia rates along with

infant mortality remained severe. Despite the Right to Education Act, School education faces challenges of quality and employability.

There is also injustice in the way the industrialized world progress has been paid by the developing countries. Industrialized west produces millions of tons of industrial and toxic waste and often uses the third world as a convenient dumping ground which affects the food productivity and environment. The decade of 1970s was important for the appearance of environmental issues. The dominant paradigm of development, promotion of tourism and technological growth came in for a lot of criticism as it has resulted in food crisis corporatization of agriculture and effects on environment.

### FOOD CRISIS

One of the biggest hurdles in the process of development in India is the food crisis. Food crisis is a complex issue as there are various factors which are simultaneously responsible for its shortages. The production of food has declined due to number of causes. This is a serious issue as we have a huge population size.

Increasing global consumption of wood results in land degradation, is a significant cause of declining food production. There are increased instances of human induced soil erosion. This leads to loss of soil productivity. As a result, land gets degraded. Farmers are not getting adequate credit and marketing facilities. Hence, they are not able to invest the essential resources in agriculture such as good quality of seeds, fertilizers, machinery etc. They make use of outdated agricultural technology or traditional ways of production. Hence the production of food is low.

There are uneconomic landholdings. It means the land itself is highly fragmented and is unprofitable. As a result, only labour-intensive techniques can be used. Modern technology cannot be adopted for farming by the farmers. This results in low productivity and low production. Some agricultural areas have inadequate irrigation facilities. Hence productivity is low in these areas as they are totally dependent on rains. This unpredictable situation leads to low production of food.

Public distribution system is a very important practice related to food distribution. The basic objective is to provide essential consumer goods at cheap and subsidized price to the consumers so as to insulate them from the impact of rising prices of these commodities and maintain the minimum nutritional status of the population. However, it is found that the distribution of food has not taken in a proper manner. It means there are flaws in the public distribution system.

Public distribution system has limited benefit to the poor. Ration cards are given to those with proper residential address. However there are large number of poor who are homeless and others without proper residential address such as migrant labourers. Hence these people are automatically left out of the public distribution system. The coverage of public distribution system in rural areas is insufficient. This is because of an urban bias. In spite of corrective measures, there is no significant change in the situations.

Inadequate food supply to the poor and other underprivileged sections of the society has caused serious impact on the health of the rural people. Hunger, malnutrition, low birth weight, infant mortality are some of the grave consequences that our society is experiencing.

### CORPORATIZATION OF AGRICULTURE

Corporatization implies being a part of a corporation. All resources, be it human, capital or technology are directed towards the common technology. In our country, Corporates are the form in industrial enterprises and service industries. There is a huge migration of villagers to urban areas in search of livelihoods. The control of Indian industries is slipping into the hands of multinationals either Indian or alien. This has left the poor Indian farmers in the real shock. Corporatization of agriculture has gobbled up thousands of acres of farmland and has eroded the livelihood resources of the poor farmers.

The corporates are profit driven and hence they exploit the agricultural sectors for their own selfish interests. They tend to make huge investments in crops which will give them a large profit margin and ignore the food needs of the population.

### CONCLUSION

Food crisis is a major hurdle in the process of development in the Indian society. Hence certain solutions are necessary. The consumer as a market force can proactively influence the food industry, thereby making sustainable practice the norm.

It is very important to empower women as consumers with awareness and education on food safety, nutrition and is dependence on sustainable practice to exert a pull on the market. A multidisciplinary approach is necessary. It must involve factors such as consumer pressure policy changes like participation of panchayats and local level organisation in monitoring public distribution system and efforts to steer food production and consumption in a more sustainable direction which will be more and more environmental friendly.

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