



Sustainability – Is this new?

Ever since the Earth came into existence about 4.54 Billion years ago it came with energy for its future creatures complete in all aspects! The human beings which occupied it some 200,000 years ago started developing in survival zone and began expanding wisdom in many fields. The human beings somehow stayed with Earth and its surrounding animate and inanimate beings happily with natural habitat. Human ambition to rule the planet came only a few thousand years earlier, when slowly a little bit of greed starting showing in them.

Since the basic wisdom of human race is almost same from the beginning of human civilization, human beings even in pre vedic times realized that for sustenance they have to carefully use the natural resources. They got the realization that even they should set foot on Earth carefully so that no damage is done. The Earth they knew was according to them, clothed by oceans and no damage should happen to it and setting foot on it also has to be done with utmost sensibility. He therefore salutes the mother Earth and asks for pardon for setting his foot on Earth.

In this context the following reference comes to mind which is still very relevant.

“SAMUDRA VASNE DEVI : KSHAMA PRARTHANA SLOK“

{SAMUDRA VASANE DEVI PARVATSTHAN MANDITE, VISHNU PATNI NAMAH TUBHYAM PAD SPARSHAM KHAMASVA MAE” }

MEANING : SALUTATIONS TO YOU CONSORT OF LORD VISHNU WHO IS CLOTHED BY OCEANS , PARDON ME MOTHER FOR SETTING MY FOOT ON YOU !!!”

The above behavior of the man setting foot even had the inherent meaning that it could cause some depletion of energy which has to be filled up carefully to sustain living for long periods. However once the desire to rule the planet Earth crept in the mind of human beings, education, scientific, cultural and artistic explosion took place which created nations, military, civilizations and many boundaries.

Over a period of few thousand years man started realizing that available resources on the planet Earth is depleting causing erosion in sustaining which he had made with all the care and calculations but things started going out of his control. Since the Earth was providing him food, clothing, minerals, water, air, space, man started multiplying rapidly, scarcity crept in and sustaining became a challenge.

Many businesses started by many human personalities, succeeded fast but disappeared within decades and also faded into oblivion. It is only since the last 70 years some wise men with foresight started realizing that it is not enough to start a successful business but to sustain it for tens of decades which could only happen if there is realization in all aspects of life. For example depleting mineral resources, trees and water caused different problems. Also technology changed the businesses, which forced them



to catch up with its speed and they could only manage to do it to diversify and upgrade the skills of their associates.

To maintain the balance for business plan, profitability and human resource development, sustainability has to be understood with all factors comprising of the society, government and environment. Now in this 21st Century with industrial and technological developments catching supersonic speed the depletion of resources is also happening with similar speed which affects the business sustenance.

In view of the above Businesses have to be look into the following aspects to sustain for longer period:

- Optimum Resource Utilization
- Development of Skills of Employees
- Awareness of Energy depletion and filling up of the used energy by alternate source
- Social Awareness to deal with nature & community
- Efficient method of effluent treatment plants
- Environment friendly machinery & equipment with least energy consumption
- Methods & Plans to have least resource consumption on all fronts

The mankind was a force of 1.6 Billion people till the end of twentieth century and now in 2012 it has grown to a whopping 7 Billion. Such growth in population and consumerism has started demanding very high energy chunks from the Earth and its resources which is getting lesser and lesser. This is a sure threat to sustainability and efforts on a global scale has to be put to preserve all needful resources with utmost care so that civilization can sustain.

The man's ecological foot print today has become so important that to sustain 7 Billion Population with over 100 Trillion Dollar Gross World Product, it is but natural that there has to be emphasis for all round efforts by mankind to promote sustainability! Only joint efforts at all levels with a global think tank could usher the man kind into a safe and sustainable environment!

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About Mr. Tarini Prasad Mishra,

A mechanical engineer, worked with various national and international organizations in most parts of the globe with a last assignment in Iran working on contracts management. With a passion to fight adversity and naturally spiritual, he has spent his life chasing his passion and providing for his family. He is passionate towards environment and Sustainability.