

Lecture - 02 : Sustainability and Happiness

Hello viewers, welcome back to this NPTEL course on Sustainable Happiness. In the last class we have just started the discussion about what sustainable happiness is, how sustainability is related to happiness. Now, to continue with that now let us explore the other facets of sustainable happiness. As you can see the sustainable happiness is grounded. And the view that well-being does not result from individual enterprises laid in isolation from the community and global issues. That means, sustainable happiness as we know it is the happiness in the long term, in the long run and how it is embedded with sustainable habits, sustainable lifestyle, sustainable mindset, sustainable consumption etcetera.

So, now again another important concept about sustainable happiness that if any individual he tries to do something something in isolation individually in sustainable way that that cannot ensure the community sustainability or the global community sustainability or the common sustainability. So, that is the well being. So, when the common sustainability takes place then well being takes place. Well well being is overarching well being is holistic well being is that.

It is that that whatever happiness sustainable happiness takes place that is that is the long term that is long term and that is more effective that is more impactful etcetera. So, that is why I said well being. So, if if we are aspiring the sustainable through sustainable happiness we are aspiring for achieving the well being. And if we are because sustainable happiness is deeply rooted in the framework of well So, well being cannot happen if any individual tries to do something individually in isolation from the social issues community issues etcetera. Suppose suppose there is a the climate change is a climate change is an is a global issue is a global, but whatever we are doing the individual pays are not.

not you know not in in favor of that global issues not in taking into not taking into consideration the global issues the challenges like climate change then it may not be that much effective. Because you know whatever global challenges issues community issues are there we have to work together. in alliance with the common community, with the common theme, with the common topics, with the community people. So, sustainable happiness is deeply grounded in the well-being framework. Well-being again is holistic.

in all round is all round development is is is more you know more it is more durable enduring for the future. So, if we want to work in the sustainable happiness, but if we make individual effort that may not be successful fruitful and and if we stay away from the global or community issues. So, it is a hence it is a collective endeavour. sustainable happiness and well being these are interrelated and it is a collective endeavor which requires that

people to use the resources with parsimony. What is the parsimony? Parsimony is cost effective, but as much it is required not to waste not to over explore not to over exhaust not to waste etcetera with parsimony as it is required as much as required cooperatively Like you know with the collective distribution, collective usage, collective work with the equality, with the equal distribution etcetera and avoid producing externalities, producing externalities like the resource depletion, pollution or exploitation etcetera.

Like for example, with the minimum of things if you can share among ourselves with the community people etcetera and we can get the things done, then why to take individually, why to waste the individually the same resources. So, that is it is again it is a collective endeavor if you are all of us were using the same resources why not to distribute for example, water. Water is a resource natural resource. So, if you are let us say that what is the requirement total requirement of our community of our locality of our neighborhood. So, then accordingly we distribute as per the how many families are staying together.

So, whatever resources we are using. Let us use it cooperatively, collaboratively and in cost effective way. So, that is parsimoniously that means, to reduce the external how external wastage to reduce the external that means, to reduce the resource depletion. The same water if you claim the we will suppose we are not using it judiciously then it will be it will be more wastage leading towards more wastage, pollution, exploitation, abuses and all kinds of the conflict will arise. So, hence it depends the it depends the contrast with the economic growth.

When economic growth primarily was focusing on you know more production, more consumption, prosperity, higher GDP etcetera etcetera that is the concept of economic growth means all round that means every individuals GDP will increase with more production, more consumption etcetera that is also, but sustainable happiness, sustainable consumption is just opposite it. So, it is that is why it depends the contrast with the economic growths and that is why that is that is why it has taken away from it has taken away its concepts, its practices from the core concepts of the industrialization in 19th century. So, to this respect sustainable happiness claims to figure and participate to a necessary paradigmatic and or the civilization shift. Hence, as we have already discussed yesterday. It requires this mental shift, cognitive shift because now we have to we have to think, we have to rationalize, we have to you know we have to inculcate, we have to you know realize and you can inculcate in the sense that how the sustainability is a mindset.

So, how to it is an it is an attitude. So, how to inculcate, how to develop that mindset, so that you have to embed it not only in the behavior, but before behavior we have to realize it, we have to feel it, we have to experience it and put it in our mindset that. So, you have it is a civilization shift, it is a shift in a in a you know it is a paradigm shift actually,

paradigm shift in our mindset, in our thought process, in our attitude, then it will be reflected in our behavior. to figure out to participate in and it requires a paradigmatic shift in the civilization practices or in case of every individual in every society. Then, so this is a for example, these are the sustainable development goals, 17 sustainable development goals that you can find out anywhere like no poverty, zero hunger, all kinds of these 17 related to you know education, then equality, gender equality, decent work.

Then, infrastructure, then you know infrastructure, sustainable cities, sustainable consumption, production, marine life, life on land, life on land, then again peace, justice and the global partnership. So, these are the sustainable development goals. goals in every goal it has several targets are there all these targets are under each SDG there are the many targets. And if you take into account all the 17 goals and its targets all these are interrelated because it is related to again sustainability in the sense that is related to society, it is related to economic perspective, it is related to environment. So, these more holistic.

So, similarly looking at these things suppose this is an example of sustainable innovation framework ok. So, innovation where nowadays the creativity and innovation is very much desirable. So, how to engage the ecosystem of the stakeholders in a highly commitment high commitment approach that inspires the bold ideas, cultivates the ownership and ensure the successful execution. So, when suppose this is a innovative framework any business person any. industry organizations if they apply this framework for their business.

So, these are they have say that there is an expansive that means, that is the scope for expanding our innovation framework is that decisive it has to be it has again after this expansive ideas then you have to come to the decisive idea that is you have to concentrate on you have to converge on some things. So, here you go first you start with the divergent ideas then you have to convert the ideas to some point. And this is expansive in terms of the varieties in terms of a categories and resources etcetera out of which we have to find out the we have to be decisive in identify this select the few. So, this is and the stages we go through that the innovation framework stages you go through first is that engage. An engage is that establish the compelling and clear vision for the future by engaging an ecosystem of the shareholders of the stakeholders.

That means, first thing is that we have to suppose in an in the workplace. Suppose in the workplace and we are trying to put the all the employees, all the employees all the employees to be to be innovative to be creative in their own domains. So, then first thing is that how to engage employees, how to engage all the stakeholders first is that and it is and having the vision and mission for the future then. Second is that explore exploring engaging the engaging the experts to activate the vision by exploring the possible solutions. So, now, here we can seek the experts.

experts mentoring, experts help, experts suggestions, experts advise etcetera, because they have the fast experiences they can help us, they can enlighten the employees or the workers about what is the what could be the possible consequence of any particular strategy. So, with the help of the experts then we have to explore where to go, because experts can elaborate on the feasibility and implications of our reasons and emissions and its future possibilities. So, through the with the help of the experts then we have to explore the possible solutions strategies possible solution. Then accordingly we have to design the framework. So, now, we have to design the framework that means, how the framework should be that means, should be designed in the such way in a cost effective way in a in a cost effective way and it is it has the more impactful and positive and the less less carbon footprint or negative or pollutions etcetera.

So, the transition from the possible to the possible to the to be the technical that means, for example, from the how to bring the transformation that come in design the whole design in such a way that it has to be transformative in and transformative in bringing the positive changes reducing the ah negative things ah maximally and in a cost effective way. Then after suppose you have designed some framework, then after that you have to ah verify it, evaluate it, then thereafter the implementations. So, any innovative any idea any innovative plans and any innovative technological things it has to be it has to undergo these four processes. So, similarly we can also develop different frameworks, it is a innovative framework done in the sustainable way. Similarly, for you know sustainable consumption not just sustainable, sustainable business, sustainable startup, sustainable entrepreneurship.

So, sustainability is so, it is a way of execution is a way of understanding, it is a way of learning process, it is a way of you know comprehending the whole things in a sustainable So, all the human behaviors our behaviors are primarily primarily determined by our three domains of thought for first thing is the cognitive thought we need to understand, we need to think, we need to rationalize, we need to have the idea, we need how to execute it etcetera. So, it is cognitive cognitive component. thought process our mindset is very important. Then thereafter we have to internalize realize its importance. Unless and until we feel that we realize that it is valuable, it is meaningful, it is authentic and it is very relevant for not for us, but for others and being compassionate, being empathetic like it is not about just my interest, my self interest or my needs and my desires, but it is also for the well being of the community.

So, it comes our affective domain. It embeds all the values, ethics, morality and the philosophy of life etcetera. Then thereafter then we execute, then it comes out as the behavioral domain in the in our behavioral output and like in behavioral outcome in terms

of practice, in terms of execution, in terms of. So, unless first thing is that we need to understand, then we need to feel and realize and internalize it, then we execute. So, for all human activity primarily these three domains are interrelated and so, for a sustainability again as because it is a it is a shift major shift in to be brought to the mindset of the community of the people of the citizen then it has to first thing is that it has to first thing is that It is the role of the education system, the education system to spread the awareness about the sustainability, what sustainability is, what are its importance, its implication all these things first thing is that to spread the awareness among the public.

So, that after that then once they realize it, feel its importance etcetera, then they will shift they will shift towards the sustainable behavioral aspect. So, the so, here first thing is understanding comprehending its importance, then realizing internalizing. it take it as a meaningful life experience thereafter we have to practice it. So, all these sustainable development SDGs are there in and when you look into the targets it is somewhere it is related almost all the targets are interrelated and these are related to all the three domains like the economic domain, social domain and the environment domain. As you have seen that the United Nations sustainable is this all the sustainable development goals started in 2015.

And it is all the 17 sustainable development goals are to be achieved at it is declared by the all the member countries that it has to be achieved by 2030. But, you know looking at the progress till date now every country they are also formulating their own strategies and how many SDGs they can achieve by 2030 that is their own that means, they have their own framework to work on. So, however, out of the 17 SDGs. SDG 3 that is the health and well being and SDG 4 that is education which are very mostly related to to sustainable happiness. Because health and well being and education and education plays a very vital role in terms of that means in terms of that means quality education can can take forward this sustainable behavior, sustainable health, sustainable well well being all these things.

So, SDG primarily sustainable happiness. relates to as targets of the SDG 3 and SDG 4. Now, from sustainable happiness let us move towards the sustainable well-being. So, when we are talking about sustainable happiness that means, how we can retain and sustain our happiness over a period of time. Now, well-being is more effective in the sense that it is more it is overarching it takes into account other factors also and it is not just life sustaining, but also more more constructive, more positive, more goal oriented and beyond the beyond you can say beyond the present needs and requirements of the community.

So, sustainable well being is achieved when improving the individual well being again. So, so individual well being like individual from individual happiness to individual well Again individual happiness thus the individual the person individual person may be happy

because of some or other needs may be, but it is it may not ensure it is his well-being. Well-being is that is development it is more of develop like our financial well-being means we are financially well off and it is. it is more positive constructive and it brings it brings us long term happiness etcetera. So, financial well-being and then emotional well-being when we are emotionally safe safe secure and mental satisfaction is that then emotional well-being health health well-being mental health physical and mental health well-being.

Social well-being when we are socially well connected to our our friends, family members, etcetera our network. So, we feel happy that is social well-being. So, well-being is more enduring, well-being is more overarching, well-being is more constructive and positive in comparison to happiness. Happiness is just you can say if well-being is a tree and happiness is just a branch. So, if we want to achieve sustainable well-being, then we have to ensure that individual well-being is happening or not, because in if suppose in the family.

in the community if each unless and until each individual member of the family becomes happy and happy and their well-being is ensured how can we say that the community well-being is possible. So, individual well-being is correlated with improving the well-being of other members of the society and the natural environment. Again here it is not individual well-being human well-being does not isolate from the natural environment because our environment is also happy. our natural environment is also very positive at the same time we are also we are also happy. So, it is not it is not disintegrated from the natural environment.

So, well being takes into account your natural environment that is environment as well as the financial or economic aspects. So, and again suppose how without economic or economic aspect like without any income generation process, without empowerment, without you know food security or without any financial job security etcetera, how can we ensure that the persons individuals well-being can be possible. So, automatically well-being concept takes into account the economic perspective as well as the natural environmental perspective. So, following this approach now we are focusing on the human needs, societal needs and environmental. Human needs what are the basic needs human needs that we need you know food, shelter, clothing all kinds of the human needs should be fulfilled that is for the and the social to societal needs man in order to stay in the community.

In order to make our community more sustainable and ensure the social well-being or community well-being then we have to look at the social needs. Social needs of the every individual of the family because we need to be connected well we need to connected with the social members, societies member, communities member, our families, our friends. So,

that is the social well-being also that means, social well-being focuses on fulfilling the societal needs of the community. and every individual and environmental needs. Environmental needs that means, because we are living in the particular environments, we have to take care of our ecology, our environment to ensure that natural resources are there, how to take care of our environment, ecosystems, environmental needs.

Following this approach, these three categories of needs have emerged, which are to be considered, which are considered as the more interrelated and interactive. That is human needs is related to societal needs, society should be good enough, society societal in order to make the society happy, happiest society or in order to ensure the community well-being, social well-being, then we have to take into consideration human needs as well as the environmental needs. So, all these three categories of the needs are interrelated, interactive and interactive. So, with the development of all the three domains then only we can ensure the community well-being or we can say that sustainable well-being takes place. So, sustainable happiness again now coming back to the happiness diamond sustainable happiness.

So, it has the two dimensions sustainable happiness two dimension one is the inner level that how do we feel within our self within within us that inner level which is about finding the ways to sustain our happiness beyond short time limits. Like if I want to sustain my happiness I want to be sustainably happy then I have to think of options think of alternatives choices I said that I should make. So, that my happiness is not just temporary it is it is going to sustain with us it is going to be permanent relatively permanent. That is the my inner feeling that is our by our internal analysis and on the outer level It is about happiness that is eco friendly, that is good for us, that is good for the planet, that is good for the society. So, and how should we behave, how should we behave and respond and react in a particular environment in the community etcetera.

So, that others will also be happy and our behaviors are also eco friendly. So, that our planet, our environment, our ecosystem and our society, our community they all these things will be also be happy. So, there also we can ensure the sustainable happiness. For example, a greener happiness that does not cost the earth like if you want to like if we want to make our environment more greenery, more green, more sustainable then definitely it enhances the quotient of.

or you know environmental happiness. So, in this context so, Catherine Oberyn started that means, to started to analyze how can we like how can we make the environment our ecosystem very healthy and happy. So, that we can ensure through this we can ensure the humanities happiness. So, primarily Catherine Oberyn who teaches the sustainable happiness defines that happiness that contributes to the individual community and the

global well being and does not exploit the other people environment of the future generations that makes us the sense of sustainable happiness, but how to achieve it like we want to make our self happy, we want to make our people happy, a society happy and we have to you know make us happy through different economic generation creation of the economic resources, employability, empowerment etcetera, but without exploiting, without exploiting neither the people neither the people nor the environmental resources nor the future generation resources being kept for the that means, ignoring the requirement needs of the future generations. So, without exploiting these things if you can make us happy you can make our community happy and that that then that ensures the global well being that ensures the sustainable well being sustainable happiness, but how can it be possible how to teach how to educate people about that then authentic happiness. And authentic happiness is a according to positive psychology is a concept of positive psychology is a mix of two types of well-being, one of which may hold the key to the sustainable happiness.

So, authentic happiness that happiness which is authentic, which is true, which is not fake, which is not temporary. So, that focuses on the two key aspects of the sustainable well-being. Here two things are there. Well-being and happiness as per the positive cyclist there are two types of happiness one is that hedonic happiness hedonic well-being another is the eudaimonic happiness. So, let us explain what hedonic well-being and what eudaimonic happiness or well-being Hedonic well being is a type of happiness that we get from pleasure and enjoyment.

That is that means, we that means, every individual we have our choices needs you know preferences our special imaginations special you know hobbies we want to fulfill that is my choice is different I am different. So, this is about the getting the satisfaction that is that is need gratification need gratification of my desires wishes that I want to fulfill. that is the hedonic and if we if you are suppose I have a you know suppose I have I have a passion for I am very passionate about shopping suppose suppose. So, it gives me hedonic pleasure it gives me hedonic happiness. So, in that way I will go on because I will Hedonic well being is that is a passion that I used to get.

So, if I can continue with that kind of you know buying or purchasing or consumption of certain kinds of things that I am big fan of or I prefer I have a special choice for that. So, that if I continue to do so, then that gives me the hedonic happiness or that hedonic well being. if I am capable of doing that, purchasing that, continuing with that kind of need gratification, then it is the hedonic well-being. It is that what do we usually think of as happiness and we can recognize it that is the peak of peaks of the positive emotion the moments of joy, bliss and serenity. Like the moment hedonic happiness that the moments are like you know it is a kind of ah kind of emotion like I am extremely happy, I am extremely feeling blissful and serenity etcetera.

So, that is the kind of you know that is the hedonic happiness. So, this term of this form of the Happiness is about the having the fun, feel good factor, you know enjoying the life, entertaining, enjoy it primarily relates to enjoyment, self-satisfaction, then feeling blissful etcetera. And it is built in limitation in it comes with the built in limitation the hedonic treadmill. Again it is never ending this hedonic desires, hedonic needs and things are never ending, always even if we have achieved something we again struggle to achieve something more.

So, it is a continuous process. So, it is a like it is a it is built in the framework of the hedonic treadmill that is ongoing never gets completed, never gets saturated, never gets fulfilled. Now, never we think that oh it is too much now I must stop it no it is like it is an ongoing affair this is an ever continuing affairs that is why it is a hedonic treadmill. we once we have satisfied fulfill something some needs then again we will think of the next needs. So, it is an ongoing process whereas, the other thing is that eudaimonic well being is the deeper in happiness that within our say inside our you know it is primarily related our cognitive thoughts, our like our higher values, our conscience, our morality like. So, it is when you do not well being is more deeper happiness that means, which comes via varieties of roots from having meaning, purpose in the life and how we are at the best realizing our potential.

For example, people who are very passionate about social work, people who are very passionate you know even spirituality or people are very passionate about you know even through art and music also. And through this not only they think that it gives meaning to their life, it gives a kind of purpose there whatever they are doing there either serving the community or in serving the discipline or kind of particular section of knowledge and knowledge etcetera. So, they feel that if I am doing this means it has an. purpose in my life, it is more meaningful and it has a value in my life and experiences. So, it is that is it is deeper inside our feeling and a thought that that gives us a deeper happiness like a more internal happiness more you can say it is a not just a temporary feel good factor, but it is a mental satisfaction life satisfaction meaningful experience and it gives meaning to our life purpose a purpose.

So, out of which we identify whatever we have identified may be serving the serving the people, may be serving the community, may be serving the You know contributing something significant in the field of music, art, sports, etcetera. So, these are gives us a kind of happiness that is more deeper inside us that is the eudaimonic. So, that comes the eudaimonic well being. So, you can take into take into example like the for example, the great persons, great sports persons, great spiritual gurus or great artist. great people who are in the humanitarian front in serving others, serving social service etcetera.

So, they feel a kind of satisfaction that if I can make others happy. So, eudaimonic happiness is primarily focused on if I can make others happy that gives me a kind of another satisfaction that is eudaimonic in nature that is called the eudaimonic well-being. need satisfaction theory as per the Maslow's hierarchy theory. So, after a self-esteem etcetera etcetera when we aspire to be to go to the self-actualization says tell self-actualization says that we want to we are we we do we want to go ahead of our individual needs etcetera we overlook we just neglect. We want to go beyond certain boundaries, beyond this mundane thing, beyond this my beyond this day to day requirements, but that is if that is the self actualization that is higher level of by achieving spirituality, conscience, value oriented, ethical standard like I want to serve my people that kind of concept when we develop neglecting our own priorities and preferences just So, minimum things neglecting our preferences before that we are focusing primarily on our own things know myself, my prestige, my well being, my thing etcetera.

But when we go beyond my concept and think for others that gives us a kind of very dominic well being or happiness that means, it has a deeper meaning inside us it gives a kind of meaningful life experiences. So, fulfillment is gained by putting effort into an endeavour endeavour that is more meaningful. So, that is a when we start thinking in a eudaimonic way and that and want to achieve the eudaimonic well being we want to contribute in a particular way and for that and for achieving that we make endeavour make effort in that mean. and put it put our effort in an endeavor then which is more meaningful to us as a meaningful life experiences as well as it beneficial for the society in the community. As you can see from the pictures, so hedonic you know it is temporary it is more related to entertainment, joyful experiences, more mundane things more individual needs satisfaction whereas, the eudaimonic is more kind of the deeper happiness satisfaction.

So, now the transcendence is the key to idiomania just now I just told about you that self actualization transcendence that is beyond this life when you think beyond this life. So, that is called the transcendence, transcendence is the key to idiomania that is going beyond the self in the service of something external with the sense of our connection to the bigger one. So, like for example, if I think that if I can even though I start in a very some small way, but if you can go on and go on and can contribute significantly for the well being and welfare of my community of my world of my environment etcetera. That is called it gives a transformative change within us that is called the transcendental in the nature beyond this life that gives the.

So, transcendence beyond this life beyond our individual self. And that is that kind of feeling actually is you know it is the key to for the eudaimonic happiness eudaimonia. So, it focuses that means, more on the we than me when we move beyond me or I and that is

if it focuses more on we our community towards the people. So, that is why it makes eudaimonic well being is potentially the more sustainable form of the well being. So, when we think for others like when I am thinking for myself my individual well being is ensured. unless and until I think for the community my I cannot I cannot ensure the eudomonic well-being because hedonic well-being is for my well-being, eudomonic well-being is that when all of us are we are happy that is all the all the communities communities well-being that is the eudomonic well-being if and not that that means, beyond going beyond sacrificing my individual individual needs etcetera when I think for others that gives me hedomonic happiness.

That is the hedomonic well-being potential is the more sustainable form of well-being in the sense that it is it can make the society sustainable, it can make the country sustainable, it can make the community sustainable that means, the whole set of you know the that means, the whole country the social strata whole community and the state and the country itself will be sustainable. So, like so the said that is a hedonic well being is that short term pleasure that has the long term long term cost. Even if suppose we are we are getting we are focusing on hedonic happiness and well being. So, we are we are keeping on purchasing buying certain thing consuming things etcetera etcetera for the time being it is we are happy etcetera, but it has an side effect as a negative impact on the environment.

So, it cost the cost us in the long term. in the long term May be the directly we may not calculate in terms of money or the economic thing etcetera, but in environmental disasters these you know these are the these are reflected in the environmental factors. Like for example, all these landslides all these landslides and you know all kinds of unnatural that means, natural natural floods floods landslides that is happening in and around these are not a not a time present present moment or the temporary factor this is this is the outcome of long term unsustainable practices of human of humanity. Like the landslides and the floods and unnatural things that is happening in and around we are thinking that these are natural disaster. But these are the outcomes of results of our unsustainable behavioral practices behaviors over the years, over the generations, over the years and over the decades ok. So, eudaimonic well being so, that is a it has arguably but when we focus on eudaimonic So, it cost very little in making it good for individual and community and the planet itself.

So, it definitely with the minimum cost with the minimum resources how can we make us happy within the community in the and in the community in the society in the country itself. So, that is yes some with a no cost or the minimum cost no cost or the minimum with minimum resource utilization we are making. us happy and the community happy. So, this is what makes it sustainable. So, now, from this happiness to sustainable happiness, then well-being and how sustainable well-being is ensured is we can achieve sustainable well-being, what does it mean.

Then from sustainable well-being to then again two types of that is the hedonic well-being and the idiomatic well-being. So, when we talk about the idiomatic well-being that is well-being of everybody, well-being people will well-being of the community, well-being of the country, well-being of the state and eudaimonic well-being that means, it makes it more sustainable. So, when we talk about eudaimonic well-being that is more sustainable. So, here now I think it is very clear to what the sustainable happiness means and how eudaimonic well-being is related to is the pathway for sustainable well-being. So, I am just closing it here we will go to the next class. Thank you.