

Sustainable Happiness

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Lecture - 32

Good Health and Wellbeing

Hello viewers, welcome back to this NPTEL course on sustainable happiness. In the last class we are discussing about the what is sustainable well-being, what are the challenges that we are facing during the present times and how to overcome it all these things. Now, to again come to this line to go in that way. So, good health and well-being, how health is also a part of well-being and eudaimonic well-being, hedonic well-being and the challenges that we are facing in this present situation. So, that we have already discussed. Now, how good health and well being are very crucial for the national development, global development.

So, now many countries including India now they face several unique challenges, you know unique to ensure the good health and well being for all the citizens. You know these are the challenges that we can see malnutrition to health and hygiene to mortality rate to mental health to pollution air pollution to diseases pandemics all kinds of these are the challenges that we are facing including India we are facing means all the most of the countries. Now, improving the well being of both the present and future generation, it requires a policy innovation. In this context, when we are facing a number of challenges to how to remove, how to overcome all these challenges, how to take care of that means, our citizens, our stakeholders, our consumers in that context.

by through policy reform, through technological advancement, through resource creation, generation, distribution all these things kind. So, and primarily depends on the governance and policy implications. So, in this context India has also introduced many in this last 10-15 years, India has introduced many policy related to health, well-being, business practices, you know climatic change all these things. So, India has made significant efforts in this primarily improving in the health sector health sector and climate change areas and the related and the sustainability issues.

Now, the country has implemented many unique solutions to address the challenges. Now, probably government of India has introduced 100 missions something like the 100

missions in different areas. So, some of the things are like national nutrition missions such Bharat Abhijan, Ayushman birth health schemes, Jan Sakthi, the Janani Shurakhya Yojana for the you know expected mothers, the prenatal postnatal care, the national mental health programs, national health missions, comprehensive health care services. Pradhan Mantri Matru Vandana Yojana for financial assistance to mothers, National Vector Borne disease control programs and you know Jal Jeevan mission for self drinking water, mission Indradhanush also mask immunization programs all these things India have also India has already started it. And also many more are also coming in the process also.

Now, this is a conceptual model of the food system given by you know Woodhill in 2019. This is a framework where you can say how the you know how the food system should circulate that is it should revolve. So, to ensure the economic and social well being to ensure the food and nutrition security and to again to ensure the environmental sustainability these are the food system outcomes in even though we are focusing primarily on the agricultural sector and the food procurement system, but ultimate outcomes would be this three economic social well being food nutrition security and safety and environmental sustainability. And, these are the drivers that determine all kinds of thing drivers of you know of food system. So, you can go through these as an reference.

Now, next is that this is also another framework of based on the agricultural farming, land agriculture farming etcetera again it is the given by some researchers. So, now the sustainability is again even though we have faced n number of challenges and still we are facing many challenges in the current scenario, but also it is also giving us some opportunities like COVID-19 it was a challenge, it was a disaster, it was a challenge, it was beyond our you know nightmare, but again it has in somehow initial stages we have when it is it became It is very threatening for us, but slowly and steadily when we become resilient and our policy implication our systems and other support systems that come up that came up. So, we slowly and again we again slowly explore many opportunities and we also leverage that opportunity. Similarly, every challenge comes with an opportunity, but thing is that we have to be resilient and have to be innovative to explore it. So, sustainable development also it has given both the challenges and we can also leverage opportunities and benefits also.

So, for example, you know migration for example, migration is an international challenge. But, it can help us in boosting our international trade, tourism, boosting our foreign investment, then how to get back our brain brain that is that is called the brain gain return, then brain you know circulation that means, how can we utilize and this knowledge capital, technology transfer, then capital inflow, migrant remittance, job

creation, inequality reduction, global prosperity. So, these challenges has also given us the opportunity to excel, opportunity to leverage So, some of these things opportunities are there, some of these opportunities that which we can leverage and we have also leverage to some extent. There is an immense opportunity post COVID, there is an immense opportunity for entrepreneurs, especially digital platform, digital business, green business, online businesses, opportunities for the entrepreneurs. It has the potential to drive innovation, create the sustainable solutions and all the entrepreneurs effort is primarily focusing on mitigating those challenges, resolving these problems, getting the solutions on these problems.

So, similarly this digital health solutions have also come up in a big way. That the technology in the health care which is improved the access to the health care services and effort making it more affordable. affordable and accessible to get the health care services which is more health care which is nowadays more affordable and economically viable for the poor sections also that means, the common man or the low socioeconomic status people or poor people. Similarly, nutritional digital health solutions nowadays also online remote consultation. So, you can talk about consultation with the doctors and now the daily medicines and digital health records also online you can before getting an appointment with the doctor you can also send your all your data for the analysis and discussion.

So, digital health solutions are available. Similarly, nutritional supplements now and nowadays we are more now we are exploring affordable nutritional supplements from our Ayurvedic from our means natural sector that means, planet, agriculture sector, natural forest sector also. So, affordable and high quality nutrition supplements are also available to overcome this malnutrition issues. So, primarily we are also going for the organic things. organic plantation, organic agriculture, ayurvedic things all these things.

So, we are going for all these things. So, agree nutritional supplements are also being you know through in the organic methods of the nutritional supplements that is all from the different companies, indigenous companies, indigenous entrepreneurs, now so many things like for example, you know now these Herbal Life and then this Modi Care, so many things are these are the ventures for you know creating the nutritional supplement from the nature based So, health care services for the elderly people also that has also improved health care services to capture the needs of the elderly people that has also come up especially post COVID. And home health care services even assisting the living facilities then the you know in senior citizen care centers also they are the caregiver caregivers like the nurses, nursing these kind of in some of the you know some of the NGOs are also doing running the business NGO nursing, nursing training has been given extensively to build the work force to the world work force. Health insurance scheme

have scheme has also come up to ensure the health to ensure the health status and protection for protection. Then again so, mental health services different kinds of online digital platforms, online counseling services, affordable mental health care services, therapy centers that has also come up in a big way after the COVID-19.

Now, fitness and wellness nowadays people are also have also become very conscious about their healths they are both the mental health and physical health. So, more and more wellness centers, gyms etcetera has come up have come up and then people are also you know through the social networking sites also they are becoming they are getting all the messages, informations and they have also become the very health conscious. So, entrepreneurs they can develop their innovative fitness and wellness solutions also they are also doing it digital online all kinds of name primarily nowadays. Now, this startups the entrepreneurs they are now primarily focusing on resolving the resolving the problems that is getting the solutions of societal problems getting the solution of the people's problem. Getting the common getting the solution for the common man's problem be it health, be it agriculture, be it you know be it your food have foods, be it your energy sector whatever.

So, now, they are primarily focusing on getting the solution for the current problems. Similarly, water purification. So, how to provide affordable and safe drinking water. So, affordable and effective water purification solutions are also coming up that is again it is also it has also been taken up by the entrepreneurs. Then water filters, purification plants, water vending machines.

Similarly, medical devices primarily focusing on medical creating creation of the medical devices as diagnostic tools, surgical instruments, prosthetic, affordable and accessible healthcare equipments all these things are. Now, alternative medicines primarily from the ayurvedic products herbal medicine, alternative therapies these are also available. Now, disease prevention and control system that also entrepreneurs also they have also come up with the innovative solution to this kind of. things of focusing on the disease prevention, control, vaccination, diagnostic test, disease surveillance system with all kinds of the app based health care services, health tools, health monitoring system they have also come up. So, it has given us immense opportunities also solution to reduce the burden of infectious diseases.

Entrepreneurs can also develop the innovative solution for healthcare devices all kinds of the even also with public and private intrapreneurship partnership also alliances also collaboration also some health and well being aspects are can come up with the come up to 500 percent effectiveness. So, partnership also bring together expertise resources. And so, the capabilities all this put together and with the collaboration how to achieve the

good health, how to achieve the well being. So, national health mission also provides in terms of the policies and the resources also it also provides the facilities. So, like for example, Pradhan Mantri Jan Arogya Yojana, then Ayushman Bharat health schemes all these things are also.

So, here now we are moving towards sustainability, but it is not it is not an overnight business, but we are moving towards the sustainability. So, it is the collaboration, it is the partnership, it is the engagement all the of all stakeholders people should take initiative in their individual level. Government is also coming up with a good policy governance and policies etcetera. Similarly, business world also they should also venture into the entrepreneurship, they should also focus more on societal issues, how to improve the quality of life, how to improve the social conditions, environmental condition etcetera. So, it is a collaboration, it is a joint venture, it is a joint effort of all the stakeholders.

Now, need for again sustainable learning and practices. Now, we have already talked about the blue economy and we have also another in another module also we have discussed about the circular economy, how the circular economy is more sustainable because a circular economy is that you know it advocates for the recycling, reuse, recycle and all kinds of recycling the same thing again to the in its various forms that is the circular economy. That is the reuse, recycle and sustainable use of all these things that is the circular economy. Similar blue economy also how to leverage our ocean resources. So, blue economy can give us the opportunity for the growth.

for the growth of growth and sustainable use of ocean resources that is also the facilities are that they are sustainable ocean economy it is a marine based economic development. So, but here we have to explore or explore more in terms of acquiring the knowledge expertise and developing the different tools and mechanism to assist thing. So, here there is a requirement of the mixed sustainability and conservation in management of maritime domain some that is the researchers were advocated for mixed sustainability and conservation. And we should not the like for example, we should not over fishing should not we know we should not over do it, we should not over fish it, we should not over exploit the resource of marine resources, but it is a kind in a sustainable practice. So, blue economy also faces different challenges, but however various goods and services provided by the versions following the can be visible here.

From the blue economy what are the things that we can do? These are the goods that we can procure, we can procure and the services like carbon source and these are the services that we can think oxygen sources, tourism and then cloud seeding, warm glow these are the things services that we can procure and these are the goods that we can think. So, these are the key blue economic opportunities. So, now also we are nowadays we are also

going for the nature based intervention that is sustainable well-being through nature based intervention. For example, you know studies have reported that positive well-being also of the outcomes positive well-being outcomes for the young people. Including their physical, mental, social and spiritual well-being are also it is also is as well as that skill their mental improved skills competencies etcetera prior it can be strengthened it can be improvised through nature waste intervention.

So, improvement of mental health and behavioral problems through the different kinds of therapeutic session esteem self esteem. So, nature through nature based interventions all these things can be achieved that enhance self-esteem and sense of purpose, cognitive skills, resilience, improved sense of belongingness, community relationship, even meaningful occupation that means, workplace happiness, workplace well-being, contribution towards the society, re-engagement in education, employment, training, community. So, this nature based intervention also promotes sustainable well being in because it establishes not just our health, mental health, physical health, our work life balance, our you know prosperity, our conditions etcetera, but it is an actually it promotes the interaction between all kinds of well being of environmental, social, economic sustainability as well as our youngsters connection with the nature, people start loving nature, They are very keen to learn more about the nature and protecting our nature and long term and the long term sustenance and for the improved well being. From the very basic level how the children are becoming very nature conscious, they love nature, they play with the nature, they nurture the nature how to take care of the nature, nurturing the nature. mindset this kind of this our behavioral practices are also coming up.

So, nature based intervention is the very good initiative and it has strengthened that has also strengthened the sustainable well being through different kinds of activities practices and even and entrepreneurs also start up start up owners and entrepreneurs are also venturing into this kind of things in the being organic being green. adopting some green mechanism, green tools, green technology, green practices for boosting this nature based intervention. So, now, this is sustainable learning and education that is it is an emerging philosophy and in order to promote in order to promote sustainable well being not only technology, health practices, policies are there policies are important, but sustainable learning and education is very important that we will discuss in the next class. Thank you very much.