

Sustainable Happiness

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Lecture - 35

Consumers' Sustainability Demands and Trends

Hello viewers, welcome back to this NPTEL course on sustainable happiness and in the last class we were discussing about consumer well being through circular economy and to continue with this now. So, this is a framework research framework for you know taking into account this mindfulness, spiritual well being and sustainable consumer behavior. How sustainable consumption can also enable the consumer the stakeholders to have a you as well being holistic well being and spiritual practices that is spiritual well being and mindfulness. How these are well connected and mindfulness practices as you can see the trait mindfulness or the mindfulness practices can help us in strengthening the spiritual well being as well as the sustainable well being of the consumer. So, this is the research framework. Now, we will discuss about the consumer sustainability demands and trends.

Now, this is the as we know the social influence plays a very important role significant role in consumer behavior. Now, like as the society changes we. So, as the society changes we copy we just try to copy and imitate or you know try to that means, accept the what is the latest trend be it accessories be it our clothing be it our you know education or education or fashion whatever. So, we always follow the trend of the current trend trend of the present generation.

So, social influence here again it is a part of part of the social change the social this social influence plays a very important role in shaping our consumer behavior or consumption style etcetera. Now, three drivers are very important in this consumption pattern first thing is the trust drivers trust drive behavior and ultimately the business outcomes. The trust drives is that for example, some of our customers some of our stakeholders consumers they have a They have built up a trust on certain brands, certain products, certain companies etcetera and they follow that belief system. So, this trust drives. So, that means, as it takes time to strengthen our trust over certain brands, certain products, products etcetera, but once it is built.

So, we try to that means, it is a human tendency we try to follow that follow our belief

system of the trust. So, this trust also drives our behavior ultimately and the business outcomes also. Suppose when even if we visit shop, we did not visit a mall, having different products, latest technology, so many things, but we are primarily biased by our belief trust in certain brands. So, that drives our consumption pattern also automatically like for example, now it is TV industries or in the technology you can say the brands are like you know like these Samsung, then Apple and then you can say all your LG, these are the techno brands that is currently available in the market and we have already by this time we have already come across many customers, many consumers who have accumulated their perceptions. We have also analyzed our own from our experience the products that we have been using.

So, in this process we have already built a trust and trust influences our that trustworthiness or trusting a particular brand that influences our consumption pattern or selection of certain products of certain companies. So, ultimately it also influences the business outcomes. So, sustainability promotes trust particularly among the younger generation. Now, again this trust is being built up over the period over a period over the certain years of experiences once we have been using certain things we have used certain brands etcetera. So, followed by the sustainability if the certain brands are sustainable they are the you know that the long run products.

limited less you know less complaints less setbacks etcetera. So, it is if the product is followed by a sustainability that also promotes in trust building. So, sustainability promotes the trust once the product is sustainable we found it to be long run that means, long lasting and sustainable and with minimum complaint and expenses etcetera. So, then automatically our trust gets strengthened. So, younger generations will soon have the most of the purchasing power.

So, now younger generation they keep on experimenting also the younger generation in comparison to the middle age and the elderly persons. The younger generation they always experiment with they always explore and experiment with the certain with the varieties of the products available. So, they go on experimenting and they can quickly give you the feedback about now what is the what are the plus points and minus points of different products etcetera. So, younger generation will soon have the most of the purchasing power be as because and again they are also fascinated by the these different kinds of products these different kinds of latest trends. different kinds of clothing brand technologies all kinds of things.

So, they have the larger large amount of the purchasing power because they are the youngsters they are just in the in the they are in the market that means, in the employment job in the job field in the workplace. So, their their percentage their strength is also very

high in the workplace and the job market. So, they have the more purchasing power and moreover the reason is that the Youngsters they are always curious and inquisitive and they keep on experimenting on the market with regard to different kinds of products etcetera. So, now, the companies that understand these trends and create the truly sustainable brands. Now, here you might have observed in the advertisements exclusively certain brands are exclusively you know made prepared design in such a way that it will attract the youngsters attention.

So, the different kinds of brands in the clothing, in accessories, in the shoes, in the bags, in the all kinds of things. So, primarily they focus on the target as you know the youngster, the percentage of youngster, the strength of the youngster is very large. So, the marketers, the companies they primarily focus on the youngsters. So, and they keep on it is not just about advertising, but they also do the research to identify to map to assess youngsters needs and it also changes from the place to place and country to country etcetera as the context varies. So, as you can see generally we that means, youngsters they follow each other that across the across the culture across the countries you can find out the latest trend of this you know dressing code, dressing code things are you can observe the primarily suppose our Indian youngsters they primarily follow the western pattern.

So, and similarly other countries also. So, there is a more or less uniformity and it helps in predicting what they love, what they love to wear, what they love to eat, what they love to use. So, the companies also keep on market research, keep on doing market research to identify what are the sustainable products. available, what are the products available, which actually draws the attention of the consumer our customers. And accordingly they also prepare the products to enhance not just their brand image, but also to make it more sustainable.

So, to make them to give make them you know to make them feel good factor and moreover to enhance to increase their customer base also. So, convergence of triple bottom line that is sustainable ecology economy and just society. So, here again the triple bottom line of sustainability that is TBL that is TBL sustainable ecology just society triple bottom line you know. Triple bottom line that is the economical economy society and ecology. So, this triple bottom line framework is going to help us in understanding the sustainable development and almost all the production houses, business houses, all the kinds of companies.

So, they actually try to follow this triple bottom line things. Because, the first thing is that whatever business you do, whatever product you do, you manufacture whatever service you give primarily it is focus on it should be eco friendly that is environmental

protection is first thing social justice for the society for the community is important and the economic advantage is also should be there. So, TBL sustainability framework as we have already discussed it has been first mentioned by the Brundtland commission 1987 and after that you know sustainable built into the. So, all the sustainable programs are primarily built on these three principles. like environmental protection, social equity and economic profitability.

So, all these three P should coexist to make the things sustainable and so, sustainable development decides on the intersection of these three things. As you can see economy should be profitable in the sense that prosperity can be ensured, it should be fair and the it should be fair and economic it should be viable also. Similarly, the environment of the planet earth whatever you are doing the business what type of business you are doing in the intersection of this thing all these things can be manageable that means, you are doing it in eco friendly way and the society is also getting the benefit. So, when all these three circles they intersect with each other and when all these conflict areas the dilemmas or with the intersection of to each then there are some dilemmas, some conflicts, some overlappings are there and then we have to handle these whether these dilemmas can be resolved, these conflicts can be resolved and it can be made viable, the business practices can be made viable. Similarly, with regard to economy and the society when there is the dilemmas and conflicts are there then it has to be fair that is we have to ensure the social justice equality equity etcetera that has to be ensure.

Similarly, when the ecology and the society overlaps. So, there are again the conflict between the environment and the people community also that should be manageable the conflicts the issues the challenges should be manageable. So, this is the triple the significance of the triple bottom line and it also applies to all kinds of business activities also. So, now the economy is contained in the society and the society is contained inside the now there are however, there is a this is a new framework. So, this is a new framework the more sophisticated interpretation is that in a recognizing that means, in terms of hierarchy in terms of importance.

So, that the three components of the triple bottom line are actually they were equally parallel to each other in a hierarchy, but here in this new New framework the economy is contained in the society ok. So, environment is most important the larger domain is environment and planet and thereafter comes a society and the people and within the society and community then comes the profit. So, the economy is contained in the society and the society is contained inside the environment. Now, how the some researchers they are proposing the four pillar sustainability what they have added it. Now, they have added the humanity human factor they have added it.

Now, the framework is offering an alternative point of view regarding the sustainable development. Now, they have given more emphasis to humanity with more emphasis to human factor. Now, they have divided they have developed this four pillar sustainability. So, this four pillar sustainability that including the social economic environmental factor they have added the human factor. So, all these four distinct areas where sustainability needs to be achieved have to have a sustainable development.

So, so far as a sustainable development is there. So, they try to apply this four pillar framework sustainability framework like social economy environmental are there, but besides that human factor is also most important. Now, what are these four pillars? Now, these four pillars says that sustainability it has a four factor human factor, social, economic and the environmental factor. Now, the with the recent I think this four pillars of the four P's is are known as four P's are represent the framework that business and individuals can use to understand how to achieve the sustainable development. Instead of three pillars now they are advocating for the four pillars for any kind of business activities or human individual well being, sustainable development etcetera.

So, now the for example, taking an example of the business activity. So, a business is also sustainable when can we say that the business house is the following the sustainable development program. So, business house business is sustainable when it is profitable and growing yes definitely economic factor is there, but it cares about its employees by paying the reasonable salaries offering the benefits of the benefits and the education. Now, human factor here comes your human factor. Like besides profit, besides your prosperity etcetera, but you have to take care of your stakeholder, of your customers, of your employees, of your workers.

So, how much care you do you take your company take and what are the facilities you provide to your employees, employees to your customers, how do you serve, what type of service you provide to your customers. how do you satisfy your investors all kinds of things. Now, not just in terms of salary and compensation etcetera, but in terms of caring them in terms of you know taking into consideration their opinions. So, care about its employee by giving by paying reasonable salaries and offering the benefits and education for their career development, what are the training programs and the other educational opportunities that you are giving to them for their career advantage, Then similarly, besides salary what are the other facilities you are giving in terms of leave rules, in terms of work life balance, in terms of health benefits, in terms of time management, what are the other facilities. So, cares about the local community, here comes your society, care about the local community in the society at large by supporting the local charities.

So, besides your work place, besides your organizational setup, what do you do for the

community, where you exist, where your company is established. right now is built on. So, taking care of the local community nearby community the neighborhood community in society at large this comes the how what do you do for the local community the society in terms of charity in terms of. green activities in terms of skill development, in terms of other kinds of you know social service activities. Now, comes then again respecting the environment, respecting the environment thanks to the sustainable product design and green technology.

When you are establishing a factory or business house or plant in any particular community or location. So, definitely environment is the most important factor because besides the human resource you are also dependent on the natural resources and the location and the place and the particular context. So, you are primarily maximally using the environment. So, environment then you have to be very careful about what you are going to product, what would be its you know its impact on the society, what are the mechanism technologies, what are the strategies, what are the what is your design of the plant, what are the green technologies you are using. So, you have to analyze A to Z of your whole of your all the business activities to make it more sustainable viable and eco friendly.

So, that is why these are the four pillars which are nowadays being advocated for the sustainable development. So, now the environment bottom line. So, the environment bottom line thing is that sustainable development they are at the intersection of human. So, that is why sustainable development is at the intersection of not just three pillars, but the four pillars. Now, the environment what is the what are the environmental requirements the management of your land where you are starting your business the fresh water the water you are using the natural resource ocean whether you are using the ocean or the marine life etcetera.

How much of forest products you are using it the air quality what is the air quality When you are establishing a plant definitely it affects the air quality, what are the other natural resources like you know energy or minerals etcetera, what are what are other resources that you are using or your business activities affecting it wildlife. So, these are you have to manage of you have to manage of all these environmental factors before starting a business that is your nowadays you know environmental clearance very very important and essential. essential feature of starting a business. Then comes your social bottom line social bottom line you know society what society that is fighting the poverty once you have started the business in a particular locality you have to fight the poverty that is available whether if the citizens if the people or the villagers or the community people are facing any kind of poverty or any kind of lack of opportunities. So, you have to fight the poverty, you have to provide the social justice and because when you are

hiring the people from the community, you have to do justice to the people, you have to nurture them.

We have to maintain a peaceful environment, you have to promote the diversity and you have to improve their quality of living because where you are locating, you are establishing your factory, business house etcetera. You have to look around who are the people, what is their lifestyle, what is their you know source of earning, source of earning, what is their living standard, what are the resources available here, what are the business practices. quality of life they are leading now. So, access to health care also you have to provide the facilities for the health care facilities especially health care food health care facilities to them. So, education how educated the people are and how you can enhance their education and training through scale development and establishing schools hospital etcetera and the cultural heritage.

So, your business activities would not disrupt the cultural practice cultural heritage of that community. So, these are the social bottom line you have to fulfill before starting a business. business as a starting business activity. Now, then after economic water milling, similarly economic water milling is economic viability should be there, it should be that means, the business and the activities should be profit oriented that means, it should be moving in a positive direction. Profitability is just one component of the company strategy, profit not means not necessarily in the quantitative way.

But, the quality if the profit means if the it improves the quality of life of the people if it if it increases the purchasing power of the power of the people community people or if enhances the you know enhances the education and skill skill and skill competencies of the community people including your employees etcetera community people. Now, they are getting more educated, they are becoming more health conscious, they are adopting the sustainable practices with regard to their energy consumption, with regard to their food habits, with regard to the waste management, with regard to the maintaining the air quality or the cleanliness in the environment. So, profitably just one component, but it should be that is the quality of life improvement. So, components so, quality profitability just one component of the company strategy, there may be other things like improving the health status, quality of life, then empowering the that mean purchasing power, empowering the youth and people local people with the skills and knowledge. So, that they can start their own businesses, practices, start up start ups, entrepreneurship all these activities.

So, these it all these factors comes under the economic bottom line. So, SDG and the triple bottom line although actually all these 17 SDGs actually primary they are primarily based on these triple bottom line as you can see those what are the SDGs on the social

sector, what are the SDGs they are divided in the economic sector and these are the some SDG they like responsible consumption, climate action, life on land, marine science. all these can comes under the environmental factor primarily major is under the social sector social sector and these four are also under the economic factor. So, according to the triple bottom line framework how these SDGs are being distributed are being divided. Now, the triple balance sheet model can be used to evaluate the long term sustainability of anything.

So, on the basis of this triple bottom line balance sheet also we can also evaluate all the three principles must be satisfied according to the triple bottom line. Now, according to the 4 P model sustainable development is at the intersection of human social economic and environmental types of sustainability. So, here another added factor human sustainability then we have to also assess we have to also measure the human sustainability factor. Because human sustainability factor focuses on nurturing and developing the human component of an organizations that is largely the people and the society. Society at large the people within the organization in the workplace as well as the people in staying in the community in the area.

So, human sustainability, so it includes the practices like access to food, water, that is safe drinking water, food, health care facilities, education, justice, fair working conditions, that in the work place they should not be harassed, there should be all the positive interactions, development of the skills, knowledge and respect for the human rights in general. So, these are the human factors nowadays are being given more important and therefore, has been added it has been added as a human factor. So, now, it is you know governance the human rights gender equality inclusiveness all these things are becoming more important. Hence, it has been segregated as an human factor that is the human factor there is a man life the human that means, human not just the human interaction. Because, you know it is about talent, it is about talent retention, it is about facing the challenges and it is about the you know work pressure, it is about creativity, it is about innovation.

So, all these things can happen together because of the enriching human resource. So, human capital is the most important capital are just capital nowadays in the business organization. So, human sustainability should have the values. because it is more dynamic it is more stretchable it is more valuable so it can be leveraged provided you take care of your human resource provided you you you identify the right talent and you can keep the talent retain the talent by you know satisfying their career needs and growth needs etcetera That is a human sustainability should have the values to recognize and promote the development of human capital. Nowadays like the knowledge is a capital nowadays because knowledge is being created every day through internet through

technology etcetera.

How to restore knowledge? How to capture knowledge? How to you know how to you know that is a nowadays all this IP intellectual property property right values you know your you can say or what is that intellectual crap intellectual capital in your you can say your all kinds of the knowledge you know knowledge you can say knowledge capital these are very important you know. patents all these knowledge patents is an important similarly next to knowledge patent knowledge is been created again by the human resource. So, then next to knowledge capital human capital is most important. So, business activities are primarily in inevitable going to inevitably going to impact the communities by the way they operate directly or indirectly because knowledge capital and the human capital are most important capital. And these two capital economic capital knowledge capital and the human capital influences our economic capital also.

That is why human sustainability stimulating the whole business to develop the skills competencies method. Because these two factors primarily regulate the economic variable economic capital or financial capital also. So, the human capital human sustainability means human sustainability means to value the human capital like access to food, clean water, safe drinking water, health care facilities, education, justice, fair working conditions, development of the skills, respecting human rights, taking care of the you know caring the care taking care of diversity, leveraging diversity at the same time to ensure inclusivity, equality, equal opportunity, social justice all these are is are related to human sustainability. Now, social sustainability is know social sustainability aims at social well being you know social well being, social cohesion, togetherness, global citizenship, equality, development of thriving society, value value in the relationship that is a group activity, team building, then we feeling we feeling help that we feeling developing this universal brotherhood brotherhood and global citizenship activities that is we feel. So, being more collective being more collective and collaborative in doing doing the task or achieving certain goals.

So, approval and support of the society is an asset for the long term sustainability. So, even if it is a government policy even if it is a business activity it is a any kind of new venture any kind of economic and business activity takes place it must seek first of all it must first seek that community people of the societies approval whether do they approve it or not. So, because then you have to convince the community first the people first then you can start your business. So, social sustainability primarily aims at ensuring the well being of the people and cohesion equality developing society will like developing an inclusive and just society. What is that inclusive and just society that everybody will get the equal opportunity everybody resources equally and equal opportunities and will be treated equally.

So, that and again that can enhance their cohesiveness that can enhance their collaboration cohesiveness interpersonal relationship and including their you know earning source earning source etcetera. So, in that way their society will be more cohesive society. So, that cohesive society then if the society is cohesive and that we feeling togetherness is there sharing and caring is there and equal opportunity equal resources justice these are all available then that society will come up as an inclusive prosperous and just society just means everything is right set right everything is correct. that everything is normal and set right is inclusive and it is correct. So, such that also so that by creating an inclusive infrastructure also for the sustainable urban design urban design sustainable cities sustainable planning for the sustainable planning for the cities like the sustainable urban design these are also important factors to benefit the community.

Similarly, social pillar of sustainability also it primarily focuses on peace. improving the social relationship, inclusivity, equality, equal opportunity, social justice all these things. So, preserving our regional culture and promoting the honesty by preserving our original culture, local culture, regional culture at the same time we can also adopt the universal brotherhood principles promoting the honesty reciprocity etcetera in the local community and you know and the fundamental factor of the UN sustainable development goals. So, when we talk about think globally act locally. When we are thinking of the sustainable development, sustainability, we are thinking for the planet earth itself.

That is the holistic thinking, universal thinking, global thinking. But when we act actually, so every locality, every context, every community is different because they have the typical unique features. So, when we are acting, we are translating, we are executing certain things, we have to take care of the local people's demands, their requirements, their needs, etc. But when we think our perspective is holistic, that is global. But, we are thinking globally because we always want to have a well being and welfare of the planet earth and the global citizen all the citizens because we think ourselves as the global citizen.

But, when we act we have to act locally because every location every locality every community every society they have the unique they have the unique issues problems as well as the needs. So, the social pillar of sustainability they support the creation and development of the community, social relationship, providing them economic opportunities, job opportunities. So, and whatever business we are doing or then it should be socially responsible business practices. So, socially responsible business practices. Now, the economic sustainability primarily focuses on a business model to be profitable or survive because without profit it cannot survive it cannot run.

So, in order to make it sustainable then it must be a profitable activity profitable venture. So, profitable it needs to be profitable. is the margin may vary, but the model business model needs to be profitable to survive. Making the profit is an indication that the business is delivering something valuable. When the business profit increases means it automatically implies that either in terms of per product or in terms of services you are doing good, you are creating something valuable or something useful.

So, but the pursuit of the profit should not come by neglecting the environmental socialism, but you should not be only oriented towards profit. So, the every business house you make a profit, but it should be equally distributed for other for the environmental and the social activities. So, if the any particular business house is solely governed by the or motivated towards economic profitability then it is going to collapse sooner or later. Because you by the pursuit of the economic sustainability economic profit profitability prosperity should be equally balanced with the environmental environmental sustainability and the social sustainability. So, in all these three balances three factors three domains along with the human factor are well balanced and then automatically the business practices the business will be or the organization will be a sustainable organization or the business practice business activities or business house will be a sustainable business practices.

So, economic sustainability means the business needs to grow to be more profitable and sustainable, but adding the economic value is something to indirect indication that it is not just quantifying something that, but you are also adding value to the society. So both the quantifier and Profit means profitability economics profit means it should be measured it should be assessed through both the quantity and quality. Quantity in terms of you know percentage of profit that you are making and the quality how it influences how it increases enhances quality of life of your stakeholder of your employees of the people of the in the of the society etcetera. And the foundation the foundation of the free market it is also very much important because the free market if your product is not usable then there is already too much of it available in the market then you will hardly get any profit. So, before again it is an economic principle before launching a product you have to evaluate you have to make a make an analysis or the you know analysis of the market research on the market what type of product will sell what will not sell what who are the other competitors all kinds of the analysis research market analysis to be done.

And ensuring the success and the viability of the business for the long term before starting a business. So, these are the prerogatives the prerequisites you can says economic sustainability is focusing on the efficient use of the resources, what are the existing resources that is available, what you can what requires the resources you need to you

need to take on and what the in exchange how would you compensate it, how would you manage your waste, how would you you know how would you take care how would you take care of the environmental things etcetera. synergy synergetic mode model with a synergetic model synergy to create the prosperity without negatively impacting nor the environment nor the people and the society and even if you are using the natural resources how you can compensate it how you can you can rather rather add on in enhancing the environmental resources or how can you enhance the quality of life of the people of the society how can you bring the change in the people's life by increasing their employment opportunity, training them, giving them the training skill development etcetera and also adding to the existing resources of that society and community. So, that is the that is then only the business can be a sustainable business activity. So, new regulations now here also when we talk about the human factor is also important.

So, there the new rules government policies and policies and frameworks are also coming up. So, nowadays you know governance that is a governance is very important. New regulations aimed at solving and reducing the problems. So, governance that is a nowadays is very important in terms of policies laws rules regulation. Now, another important factor that is we have already discussed the circular economy is also changing the traditional way of doing the business.

Now, it is the circular economy why it is very popular because it is the circular economy help facilitates the economic sustainability. So, because you know to making the to meeting the zero carbon zero carbon footprint principle. Now, the government has already made it mandatory that is to go for the business with zero carbon footprint. That means, to take care of the environmental resources. maximum guarantee and security and safety of the environmental resources that is how to mindfully use those resources natural resources.

And if you are taking something then you have to give back to the society give back to the earth planet earth and the community. So, that is a circular. economy is very important circular economy is you know reusing, reusing, recycling and reshaping, restaging that is a single product it will it can be used in the multiple ways. So, circular economy is that is the waste is minimized and the resources are kept in use for a long term possible. The same thing can be used can be sustainability used for a long term purpose can be recycled, can be reused, can be recycled.

modified to make it something else to prepare something else. So, the closed loop system is designed to be more environmental and socially responsible than the traditional linear economy that is the circular economy is more important than the linear economy one. So, now, circular economy is also very restorative and regenerative by design, which

primarily aims to gradually eliminate or reduce the use of toxic chemicals. And again how these toxic chemicals and waste can be dissolved in a very organic way, very eco friendly way and energy and for example, primarily energy and how to reduce our usage of non-renewable by rather why how to go for the renewable and clean energy. So, these are the factors that is also coming under the economic sustainability. Now, circular economy as you can this is the how this is the economy functions first thing is the input of the energy and materials that is the clean energy, sustainable energy, then production, then again production after the distribution, uses, disposal.

Disposal is what are the how do you dispose of the your waste that is. So, here one is the reuse, use, reuse. recycle and then redistribute or again reuse recycle and then again reproduce it reproduce it or convert it into something else. Whereas, the linear economy is one in the straight line that is this in the straight way and the here in linear with the business also they follow the linear economy pattern then waste the volume of waste is very high and it is very difficult to dissolve it So, in circular economy whatever you prepare you must think ahead design the plan in such a way that it can have the multiple users it can be extensively used by different stakeholders for a long time then how it can be recycle and now then again it can how it can be reproduced again and distributed again. So, you can nowadays you know even technology also nowadays so many things you know technological waste is that means, technology waste how these are being recycled everything how the old cloths how these are being recycled even plastics how these are being recycled. So, this is the mechanism followed by the that is the circular economy that is the that means, remanufacturing reproducing all the things reusing recycling that kind of because it is more eco friendly and the green process of doing the business.

So, circular economy as you can see is a more of organic, more of green activity and environmental sustainability primarily focuses on consider the environment in the business strategy, switch on to the renewable energy, choose the local suppliers. He is giving them the opportunity so that their employability, their business, their you know their purchasing power, their living standard will be enhanced. Then to be more efficient by leveraging the digital transformation, take the advantage of this digital transformation, but in a sustainable way pursue the eco friendly design and production. These are the environmental sustainability factors and environmental sustainability is you know providing the human well being and long term sustainability by preserving the environment. Human sustainability, human well being is important, long term sustainability is important, but the same time preserving the So, environment is important.

So, environmental sustainability, ecological sustainability all these are you know

interchangeably used primarily to promote to promote your business in a way sustainable way, but taking care of with it proper care by taking care of the planet earth and going for the zero carbon activities. So, corporate sustainability nowadays that business would be responsibly consider the impact of the impact on the planet of the organizations operations. So, now this corporate social sustainability, now CSR activities are the corporate social responsibility as there, but corporate sustainability means sustainability primary focus and whatever focuses on whatever business you do, it must have the minimum impact on the environment, on the society and how do you compensate all this impact, how do you transform it to the positive impact. So, proactive approach towards the people, planet, society and profits would be taken care of, climate change, loss of diversity, eventual depletion of the natural resources, these factors are most important factors in this 4 P model, you can it cannot be ignored. So, investors awareness regarding the environmental, social issues, sustainability, even social justice, equality these are equally important.

So, why this 4 P 4 pillars are So, important with because with increasing conflict, increasing climate change factor, side effects, impacts, disasters all these things. Human as the population grows then and the population with the people there is so much So, conflict human conflicts are also coming up. So, environmental consciousness actions and sustainable businesses. So, that is a human factor has become most important nowadays because you know human conflict human is a potential resources and how to how to take care of this human capital and for that matter how we need to rule them govern them and you know satisfy their needs with their increasing population their ambitions their aspirations everything is growing up moving up. So, how to handle how to handle and how to grow how to nurture our human resource and because this is also most important human capital is most important for business.

So, that is a another P has been added. So, the government will also likely to impose that is I know more and more regulation rules business regarding to environmental sustainability, business operations, carbon market and so that these are thing coming up and nowadays that is why in business house ESG matrix is very much important it has been taken as the compulsory mandatory component ESG is primarily environmental social and governance. So, environment social and governance these are the three the frameworks and what every business houses what they are doing they have to prepare an audit report of ESG that means, with by following the ESG matrix that is the topics contents or parameters or indicator that comes under each domain environment society and governance. They have as per the ESG matrix they have to develop the develop they have to develop audit report of what is the standard of ESG or what as per the ESG indicators, what is the status of their organizations and in order to make it whether it is matching the criterion level or not. So, in order to make it sustainable then again you

have to meet the targets.

So, McKinsey shows that the adopting a right kind of right industry 4.0 technology and pursuing the sustainability can lead to increase business resilience efficiency and profitability. So, nowadays also market is also vulnerable. So, market resilience then environmental resilience, ecological resilience, economic resilience. Resilience is the most important factor and resilience if increasing efficiency and also make it profitable. So, these are the business criteria is how to make our business more resilient, more efficient and profitable also that is the most important factor in industry 4.

0 scenario. So, ESG as you know this is the current trend regarding the sustainability in the long and the coming green technology innovation ESG framework is very important. The four pillars of sustainability in the corporate strategy also there, these four pillars to be four P's to be incorporated. Pursuing the new digital transformation technology and transition of industry 4.0 ESG has become it stands for the environmental social and governance because it comes under these four pillars. Because, you know governance also social is that social is that you are taking care of social factors community governance that it comes under the human factor.

How do you govern your people? What are the facilities? That is a governance has become most important nowadays. So, this is the ESG framework environmental responsibility, right balance between those principles. The four principles are the fundamental importance to achieve the sustainable future. The application of these four sustainability types are like improving human well-being, just society, thriving communities, respect for the environment, continuous economic growth. So, taking care of the or the goals and objectives of all the four pillars that is human well being, just society, sustainable society, thriving community, respecting the environment and continuing with the economic growth.

So, how to fulfill these four criteria through ESG framework. So, environmental social governance this ESG framework and all the nowadays almost all the big corporate house business house they are following this ESG matrix and they have to satisfy they have to make prepare audit report at the end of the financial year and they have to submit it and it is nowadays are become mandatory. Now, it is this ESG framework is beyond your CSR. was that 2 percent of the profit they were they are supposed to invest in social activity social improvement etcetera. But now ESG is much larger much larger it is broader in scope and it is also more you can see inclusive of many such factors related to business activity activities and its impact on society and the environment. So, these are some of the references that you can go through and now this is the end of this 7th week topic that is the sustainable well-being.

In the next class we will go to the last module that is the module 8 week 8 course after that the this course will be complete and finish it will be launched in NPTEL platform. Thank you very much.