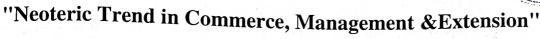
September 2019-20

ISBN: "978-81-943067-2-6"

National Conference on



Edition: I



Volume: I

Shree Rahul Education Society's

Shree L.R. Tiwari Degree College of Arts, Commerce & Science

Shree L.R. Tiwari Educational Campus, Mira Road(East), Thane-401107

PUBLISHED BY
S.L.R.T.D.C.
Mira Road(East)



CONTENTS

Sr. No.	Crowing A City	Page No.
1.	Growing and Changing Trends in Consumer Behaviour	01-02
	Dr.chetana shah	
2.	Green marketing and sustainable development- challenges and opportunities	03-16
	Mrs. Ankita Pratik Naik	
3.	The Impact of Indian Taxation system VAT on its Economic Growth	17-24
	Mr. Pratik Rajan Naik	
4.	Women empowerment	
	Prof. Shital barwal	25-27
5.	Gender equality	28-32
	Prof. Shital barwal	
6.	A study of occupational satisfaction and job stress amonge the secondary school teachers of palghar district	33-37
	Mrs. Seema Ravindra Gholap	
7.	A Study on Issues and Challenges of Women Empowerment in India	38-42
	Ms. Chitra S. More	9
8.	Women are best manager	43-48
	Dr. Alka Mohan Kadam	
9.	Impact of goods and service tax (G.S.T.) on the micro, small and	49-54
	medium enterprises Prof.(Mr.) Rajeshkumar yadav	
36		
10.	Consumer Behavior-Telecommunication Sector	55-64
The state of the s	Mr. Ramiz Rafiq Khan	
11:	Role of business administration in entrepreneurship	65-70
	Mr. Yogendra m. More	

Volume: I ISBN: "978-81-943067-2-6"

Edition: I

September 2019

CONTENTS

Sr. No.	Title & Author	
12.	Gender equality: women empowerment	71-77
	Mr.Rahul R. Jaiswal	
13.	Impact of small and medium enterprises in the generation of employment and sustainable industrial development Mumbai region of Maharashtra state in India Prof. Shiva Motiram Padme	78-84
14.	Exhibition: A Promotional tool	85-91
-	Prof. Shantanu Pawar Ms.Prachi Tawade	
15.	Corporate Social Responsibility & Sustainable Development Mr.Rahul R. Jaiswal	92-102
16.	A Study on necessity of Customer Relationship Management for Sustainability of Competitive advantage Saee Sharad Sawant Ruby Vinaykumar Tiwari	103-106
17.	Marketing management: an emperical study of consumer behavior on financial dailies	107-116
	Mr. Dharmendra B. Chaudhary Mrs. Sushama Anuj Yadav	
18.	Introduction to Integrated Marketing Communication Dr. Ahilesh subramanian	117-120
19.	Sustainable development Dr. Jay sanjeev shetty	121-125
20.	Sustainable development Dr. Shesharau Masudkar	126-130
21	Impact of GST on Indian Economy Mrs. Munira Sayyed	131-134



Volume: I ISBN: "978-81-943067-2-6"

Edition: I

September 2019

CONTENTS

Sr. No.	Title & Author	
22.	A study of Commuter's Satisfaction with special reference to Mega block of Mumbai Central Railway Prof. Arvind Ankush Shirke Dr. Eknath Kundlik Zhrekar	135-141
23.	A study on women empowerment schemes in India Prof. Nidhi Borana Prof. Prachi Chaturvedi	142-147
24.	A Comparative Study of Employee Engagement in Financial Service Sector Dr Ekanth Kundlik Zhrekar Mrs Rashmi Omkar Bendre	148-152
25.	A study on Attitude of Youth towards Gender Equality and LGBT Community -One Step Forward Towards an Egalitarian Society Vedang Sawant	152-172

SUSTAINABLE DEVELOPMENT

Dr. JAY SANJEEV SHETTY MOBILE NO: 9029184215 MAIL ID: shettyjays@gmail.com

NTRODUCTION

Sustainable development represents an opportunity to construct a new approach, and the success of these more than a powerful implications for issues of peace and security.

The term 'Sustainable development', in place of 'development' is now being increasingly used by scholars. It has become a major topic of discussion among all the social scientists, social organisations, statesmen and leaders. The industrial-technological and economic development registered by the humankind during the past 100 years has not proved to be a real development in so far as it has created imbalances in the environment as well as among nations.

Degradation of environment, resulting from unprincipled and excessive exploitation of the resources of our planet earth, has threatened to negate, and in fact has already adversely affected the development registered by various societies. Undoubtedly, industrial and infrastructural projects are means for development. In the past, the utility and feasibility of such projects used to be determined only in terms of economic gains.

Of late, however, with environment and human rights issues gaining currency, it is considered essential that such projects be formulated, planned and executed in such a way as may ensure the real and enduring socioeconomic welfare of the people without doing any damage to the environment. Instead of thinking only in terms of GDP and GDP per capita, we have to think in terms of GDH—Gross Domestic Happiness.

Development should be secured without in any way harming the human rights of the people, particularly of those whose life is to be directly and physically affected by such projects. The concept of sustainable development denotes this new positive approach. Sustainable development is now held to be an essential condition for securing stable, enduring, real and sustainable world peace, security and development.

DEFINITION

Economic development that is conducted without depletion of natural resources.

WHAT DO WE MEAN BY SUSTAINABLE DEVELOPMENT?

It is safe to state that there is not a single, commonly accepted concept of sustainable development, how neasure it, or even less on how it should be promoted. There are, in my opinion, two major views on the subject. On one hand, we have the ecologists' view that associates sustainability with the preservation of the status and function of ecological systems. On the other hand, we have economists that consider that sustainability is about the maintenance and improvement of human living standards. In the words of Robert

Solow "if sustainability is anything more than a slogan or expression of emotion, it must amount to injunction to preserve productive capacity for the indefinite future" (Solow, 1999). Hence, while in ecologists' view natural resources have a value that goes beyond their productive use and cannot be substituted other forms of capital, within the economics view natural resources can be consumed and substituted other forms of capital, as long as productive capacity is maintained.

MEASURING THE WEALTH OF NATIONS

To assess sustainability on the basis of our weak definitions, we need information on stocks and flow (i.e., investments or consumption) of produced, human, and natural capital. Measuring the stock of produced human, and natural capital in countries across the world is an extremely difficult task. The World Boundertook this task during 1995 and came up with estimates of total wealth for a group of 108 countries.

By and large, the main contributor to the stock of total wealth is human capital, and usually represent between 60% and 80% of total wealth. On the other hand, the relative importance of natural capital with respect to produced capital varies widely across regions. While for Economic Cooperation and Development count produced capital represents more than 90% of non-human wealth, in less developed regions, particularly Mid East, Africa and Asia, natural resources represent half of the stock of total non-human capital.

It is important to notice that once we adjust for differences in the stock of human and produced cap the stock of natural capital does not have any explanatory power regarding differences in total income capita. This apparently paradoxical finding is consistent with a well-known result in the literature development economics, reported for example in Lal and Myint (1996): that countries with a high in endowment of natural capital have had a tendency to implement policies that infringed on the efficiency investment, and therefore growth. This was in essence due to inevitable politicization of the rents that nature resources yield. In his 1998 book, Lal refers back to his first study:

"In many cases we found that natural resources had proven to be a "precious bone", as they led policies which tended to kill the goose that laid the golden eggs" (see Lal, 1998). Yet, this is not always and this is why the coefficient for natural resources is not negative either. Indeed, a country such as Thailar also abundant in natural resources, did a good job in transforming rent into long term growth.

THE DYNAMICS OF THE WEALTH OF NATIONS AND SUSTAINABLE GROWTH

From the point of view of sustainable development, the important question is how countries expanding their wealth to improve the well-being of current and future generations. The dynamics of the we of nations depends on investments in the different types of capital and their respective depreciation rates. We standard national accounts take care of the stock of produced capital, no information is provided regard investments in human capital or disinvestments in natural capital. One of the main methodological contribution

of the theory of sustainable development has been to devise methodologies to incorporate these investments to national accounts.

ECONOMETRIC ANALYSIS OF DETERMINANTS OF DEPLETION RATES

While investments in human and produced capital will be crucial for sustainability, a more detailed empirical analysis of the determinants of their dynamics lies outside the scope of this research.

What are the determinants of depletion rates? A first simple story that one could tell is that in a competitive economy, the quantity of natural resources consumed depends on their marginal cost relative to the marginal cost of other inputs. Because marginal costs reflect scarcity, it follows that countries with higher initial endowments of natural resources will tend to have higher depletion rates (i.e., higher consumption of natural resources per unit of output). If we take the case of a fixed stock of natural resources, as this stock is depleted and presumably invested in other forms of capital, the cost of natural resources should increase, and their demand should decrease relative to the demand of other inputs. Hence, over time, we should observe falling depletion rates. If the stock of natural resources is not fixed, due for example to new discoveries, depletion rates may be growing for a while but after some period of time one should expect that the stock of natural capital will stabilize, and that depletion rates will start to fall.

IS SUSTAINABLE DEVELOPMENT ONLY A POPULIST SLOGAN?

However, some classical mainstream economists, together with some politicians and business leaders, criticize Sustainable Development as the latest buzzword whose "very appeal lies in its vagueness". For some, sustainable development is a Utopian concept, for others a demagoguery, while some others continue to consider it to be inherently limited in its applicability to the cases of extreme poverty and the corresponding difficulties confronted by a large part of the world's population.

Such a reaction of the critics has not been totally unfounded because the term sustainable development has been at times used very vaguely, and even misappropriated and misused. A fear has been also expressed in certain quarters that the term can be used as a front for justifying increasing restrictions on the process of economic growth based on the trade-offs necessary to address the question of inter and intra generational distribution. The introduction of authoritative sustainable policies may at times have a negative impact on the short term profit margins, although with the balance of a longer useful life given to investments.

On the whole, however, the environmental debate and the continuing puzzle of underdevelopment had an impact on the way we think about growth and progress. Today there is a general recognition of a new modify our approach to development in the present, even without taking into consideration the more different question of how future generations will cope with our legacy of spiralling population growth, expanding enconsumption, and the inevitable depletion of vital natural resources.

Whether confronting the challenges of the present or the future, a new approach to development necessity and it requires a real revolution in our behaviour and mentality. Unless our life-style is subject considerable re-evaluation including the adoption of far-reaching self-control regarding the satisfaction is real but of self-gratifying desires, the emphasis on ecology could become yet another intensifier of the conbetween the rich and the poor.

Sustainable development represents an opportunity to construct a new approach, and the success of efforts has powerful implications for issues of peace and security. In February 2001, the Tata Energy Rese Institute organised the first Sustainable Development Summit in New Delhi. It was attended environmentalists from all parts of the world. It fully endorsed the call for adopting and pursuing the gor sustainable development.

This concept of Sustainable Development as such has come to be accepted as an important objectivalue) by the new emerging international order. The world needs sustainable development as without it can be no real and enduring development. Industrial and technological development should be secured in such as should not in any way disturb the ecology of environmental and the socio-economic cultural life of people.

Eco-friendly technologies and not only technologies should be developed. We must work out the fit cost of our present development. In no way should our present be permitted to destroy our future in the name development. Sustainable Development must be accepted as the value and no one should be permitted either ignore it or to misuse it for practising hegemony and exploitation.

THE 17 SUSTAINABLE DEVELOPMENT GOALS (SDGS) TO TRANSFORM OUR WORLD:

GOAL 1: No Poverty

GOAL 2: Zero Hunger

GOAL 3: Good Health and Well-being

GOAL 4: Quality Education

30AL 5: Gender Equality

30AL 6: Clean Water and Sanitation

30AL 7: Affordable and Clean Energy

30AL 8: Decent Work and Economic Growth

30AL 9: Industry, Innovation and Infrastructure

OAL 10: Reduced Inequality

30AL 11: Sustainable Cities and Communities

30AL 12: Responsible Consumption and Production

30AL 13: Climate Action

OAL 14: Life Below Water

OAL 15: Life on Land

HOAL 16: Peace and Justice Strong Institutions

OAL 17: Partnerships to achieve the Goal

CONCLUSION

Sustainable development has been interpreted in various ways, but the most commonly cited explanation ; from Our Common Future, also recognized as the Brundtland Report: "Sustainable development is an nprovement that satisfies the needs of the present without endangering the capacity of coming generations to neet their own requirements."

From India's point of view, Sustainable Development Goals require to bring collectively development nd climate into a particular set of objectives.

Shepherding the accomplishments of the SDGs is an immense responsibility that challenges the esponsibility of each sector and every level of society. The occurrences of the pilot nations demonstrate the ossibilities for the program which could be created for India to formulate significant and permanent statehilanthropy organizations to obtain the prime minister's vision of "sabka saath, sabka vikas" (cooperative ffort, inclusive growth).