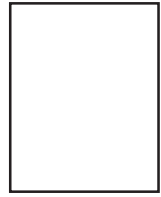


Message from the Editor



All of humanity now has the option to “make it” successfully and sustainably, by virtue of our having minds, discovering principles and being able to employ these principles to do more with less.

*Richard **Buckminster** Fuller –
An American Engineer, author, designer, inventor and futurist.*

As we are recovering from the grips of the recent recession, we look forward to a booming economy. For India, a double digit GDP is also being predicted. Industries are gearing up for the race well in advance. Many business houses are emphasizing on sustainable growth and are committed to discharge their duties towards conservation and judicious use of natural resources. There is greater awareness of the importance of integrated management and sustainable development.

The question now arises as to what ‘sustainable development’ is all about? Basically, it encompasses meeting of present needs without compromising the ability of the future generations to meet their needs. A look at our mythology will vindicate the fact that greed has been the root cause for all malice. Despite our past experience, we prefer to ignore the long term challenges in order to enjoy the present. In Central Europe, during the 14th century, there was a crisis due to the overuse and deforestation. Timber was the source of energy, construction, and was also used as raw material for several purposes. Over exploitation of timber resulted in economic as well as ecological crisis. In order to overcome this, Germany adopted different measures which included regulations on felling and systematic afforestation. This was facilitated mainly due to a clear vision and economic goal.

There are three aspects to Sustainable development - The human needs, inter and intra generational equity, harmony with nature. The business houses have adopted corporate social responsibilities and they have transformed themselves in to responsible, sustainable corporate citizens.

It is an accepted tenet of modern life that ‘change’ is the only thing which is constant, its magnitude is ever increasing and it is most unpredictable. For this reason, it has been universally accepted that managing change is the most difficult task faced not only by organizations but also by individuals. Adam Werbach warns us, that, the time available for strategic planning is going to get shorter and shorter. Very shortly, there will be no time to get ready and aim. The trick of the trade lies in ones’ ability to identify the threats or opportunities before they become overwhelming.

We as individuals, face problems in handling social, economical and emotional problems. Especially, the urban populace is leading an extremely stressful life. This is true of almost all the metropolitan cities in the world. This, in turn, can be attributed to many factors such as work life, social problems, etc. Hence we are witnessing increase in un-certainties, and society as a whole is not strong enough to sustain and develop. To enable the rural folk to develop economically, efforts are being done through self help groups and microfinance. Other social problems like rural health, education, sanitation are being addressed through schemes like Bhagyalakshmi, Anganwadi etc. Individuals, as the building block of society, should be able to lead a more fulfilling existence in terms of education, health etc. and should be in a position to pass it on the future generations. If we succeed in doing so, rest of the things will follow suit.

Happy reading!!!!

Dr. Anitha Ramachander
Chief Editor