

## Research Article

# Advancing Sustainable Development Through the Lens of Bharatiya Knowledge.

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## ABSTRACT

*This paper explores the interconnectedness of global systems, emphasizing the relevance of "One Earth, One Family, One Future" in an increasingly complex world. It examines the role of innovation and entrepreneurship in India's digital age, highlighting its impact on economic growth and employment. The paper analyzes the critical need for sustainable development, discussing the detrimental effects of deforestation and global warming, while showcasing India's contributions through governmental initiatives and private sector involvement. It further delves into the Bharatiya perspective on business strategy, contrasting it with Western models. The Bharatiya approach emphasizes ethical practices, sustainable growth, and the welfare of all stakeholders, drawing upon ancient wisdom from texts like the Arthashastra. The paper explores the application of these principles in modern business, highlighting the challenges and opportunities in integrating them into contemporary practices. Finally, it examines the Bharatiya concept of leadership, emphasizing moral and ethical responsibility, contrasting it with Western individualistic approaches. The paper argues that Bharatiya knowledge offers valuable insights for creating sustainable, ethical, and inclusive business practices in the 21st century.*

**Keywords:** Bhartiya Knowledge, Entrepreneurship, Innovation, Leadership, Sustainability.

## 1. INTRODUCTION ONE EARTH, ONE FAMILY, ONE FUTURE

In an increasingly interconnected world, the notion of 'One Earth, One Family, One Future' has never been more relevant (Kar 2023). As global economic systems continue to evolve, it has become clear that our individual and collective futures are linked (O'Brien, R & Williams, M. 2024). As we all know that all the countries are directly or indirectly connected through trade and international organizations like United Nations, European Union etc (Alvarez, J. E. 2006). It is very important for one country to trade with other countries and participate in international events such as conference, international projects etc (Vijayasri, G. V. 2013). Activities such as these thicken the bonds between different countries. However, some international activities result into weakening of international ties, for example, war between Russia and Ukraine resulted into sour relationships of not only Russia and Ukraine, but also the other allies countries which might result into a full-scale war and the world has already experienced two deadly world (D'Anieri, P. 2023).

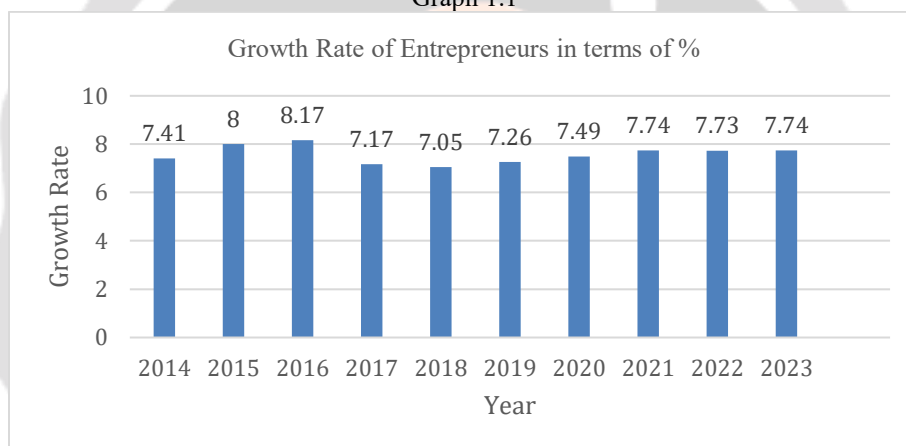
## 2. INNOVATION AND ENTREPRENEURSHIP IN DIGITAL AGE

To transition the Indian economy from a developing status to a developed one, significant efforts are required; promoting and enhancing digitalization in the country is a critical step towards achieving this goal (Sheokand, K. & Gupta, N. 2017). Because of the involvement of modern technologies, new opportunities and innovations have started to come in the picture (Novikova et al., 2022). This has resulted into more people starting their own startups which have further resulted into the development of Indian Economy and increase employment (Maradi, M. M. 2023). New entrepreneurs, along with seasoned ones bringing fresh concepts, now have an opportunity to showcase their ideas globally, allowing them to grow their startups from their local communities to reach across the entire country (Azam, A. 2021). These startups help in the increase of GDP (Sen, J. 2023). Below mentioned table and graph show growth rate of GDP growth rate from 2014 to 2024: -

Table 1.1  
Growth Rate of Entrepreneurs in terms of %

Year	Growth Rate (in percentage %)
2014	7.41
2015	8
2016	8.17
2017	7.17
2018	7.05
2019	7.26
2020	7.49
2021	7.74
2022	7.73
2023	7.74

Graph 1.1



Source: - <https://www.weforum.org/stories/2019/10/private-sector-investment-in-india/>

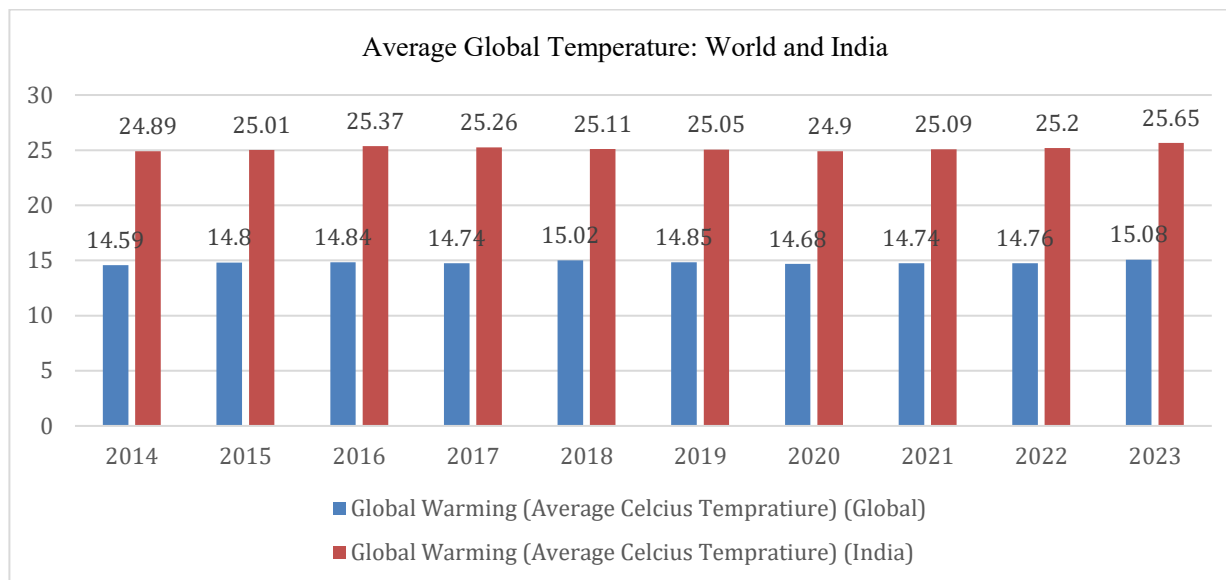
### 3. THE ROLE OF THE BHARATIYA SOCIETY IN SUSTAINABLE DEVELOPMENT

Sustainable development has currently become a necessity due to the constant pollution of land water and air due to factories, vehicles etc (Harris, J. M. 2003). Increasing amount of global warming and depletion of ozone layer has alarmed the entire world and has forced them into contributing in sustainable development (Seth, P. & Sebastian, J. 2024). Below mentioned chart shows the statistics of global warming in terms of average global temperature of both entire world and India as an individual: -

Table 1.2 Average Global Temperature: World and India

Year	Global Warming (Average Celsius Temperature) (Global)	Global Warming (Average Celsius Temperature) (India)
2014	14.59	24.89
2015	14.8	25.01
2016	14.84	25.37
2017	14.74	25.26
2018	15.02	25.11

2019	14.85	25.05
2020	14.68	24.9
2021	14.74	25.09
2022	14.76	25.2
2023	15.08	25.65

**Graph 1.2**

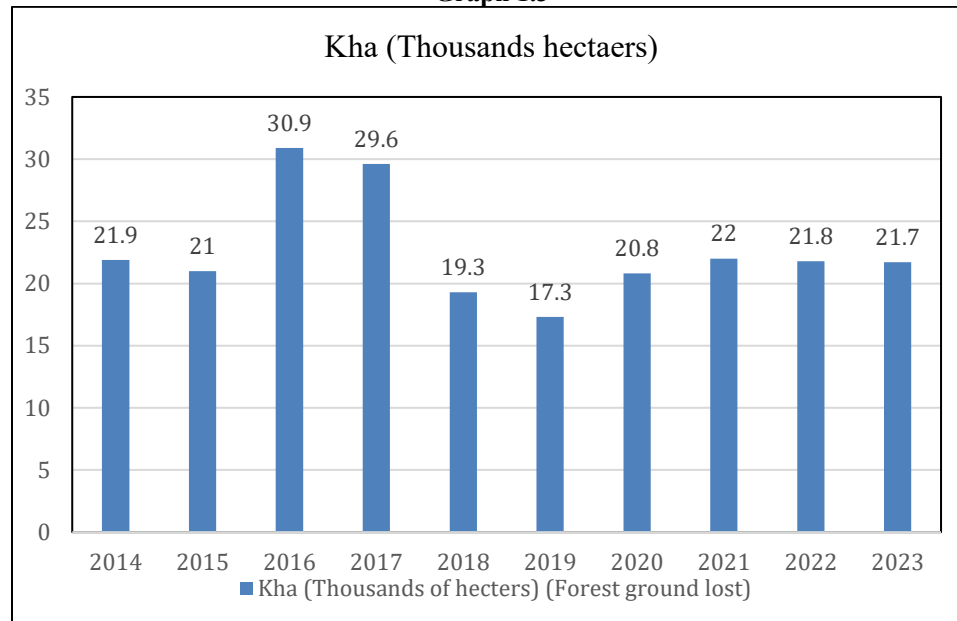
Source: - <https://www.ncei.noaa.gov/access/monitoring/monthly-report/global/201413>, <https://tradingeconomics.com/india/temperature>

Deforestation is one of the major reasons for global warming. Due to deforestation earth's surface erodes and it further leads to landslides. It leads to loss of biodiversity and climate change. However, the main problem it leads to is decrease of oxygen which results into depletion of ozone layer which further leads to UV rays to touch earth's surface and it increases the temperature. Deforestation occurs due to increase consumption of wood products due to which, trees are cut down and then processed to make wooden products (Zhao et al 2016). Below mentioned chart shows the statistics of forest grounds lost by India in terms of Kha (thousands of hectares): -

**Table 1.3 Forest Ground lost (in hectares)**

Year	Kha (Thousands of hectares)
2014	21.9
2015	21
2016	30.9
2017	29.6
2018	19.3
2019	17.3
2020	20.8
2021	22
2022	21.8
2023	21.7

Graph 1.3



Source: - <https://www.globalforestwatch.org/dashboards/country/IND/>

India has made significant contributions to sustainable development through the extensive use of solar panels, wind turbines, dams, and reserves established by both the government and private enterprises (Pilla et al 2023). Additionally, Indian citizens are increasingly adopting electric vehicles, which play a vital role in reducing air pollution. Startups like Phool.co, ZunSolar, and Ather have also made notable contributions to sustainable development in the country (SDG India Index 2023-24). Furthermore, well-known companies have participated in these efforts, and their contributions are detailed below:

- Reliance Industries: - RIL's retail division has cut down on plastic use by incorporating biodegradable and virgin paper bags in its grocery stores. The company is developing an ecosystem for new energy and materials in India, aiming for a net-zero carbon target by 2035. RIL is also investing in renewable energy sources, including wind, solar, hydrogen, fuel cells, and batteries (Singhanian, M., & Saini, N. (2022)).
- TATA Group: - TATA group has committed to net zero emissions by 2045 (Manda et al., 2024) by focusing on three pillars: -
  - Decarbonizing Businesses
  - Reducing usage of resources
  - Preserving natural environment

Apart from these three pillars, TATA supports efforts to conserve biodiversity, water, green spaces and improve the land and water use.

- Adani Group: - Adani was the first Indian power company to use “supercritical” technology to reduce carbon (CO<sub>2</sub>) emissions, which earned them a Clean Development Certification from United Nations Framework Convention on Climate Centre (Verma, V. S. 2017). Adani Enterprises has also reduced emissions by 55% and diverted 82% of waste from landfills. Adani Green Energy Limited (AGEL) has invested \$5.3 billion in green power and decarbonization, including a 1,690 MW project in Jaisalmer, Rajasthan. Adani Enterprises also has a 13% share of renewable energy.
- Various other companies have also contributed in sustainable development: -
  - HDFC Bank: - HDFC Bank has helped set up over 200 rural government structures with its rooftop rainwater harvesting initiative (Arunachalam, R. S. 2024).
  - HUL: - An FMCG company that aims to create a sustainable living practice and has ESG as an enterprises-wide agenda (Srivastava, A., & Singh, V. 2014).
  - Infosys: - The Infosys Foundation focus on assistance with education, improving healthcare, addressing malnutrition and hunger, destitute care and rehabilitation, rural development, environmental sustainability and protection of national and historical heritage and promotion of art and culture (Koshy, et al., 2023).

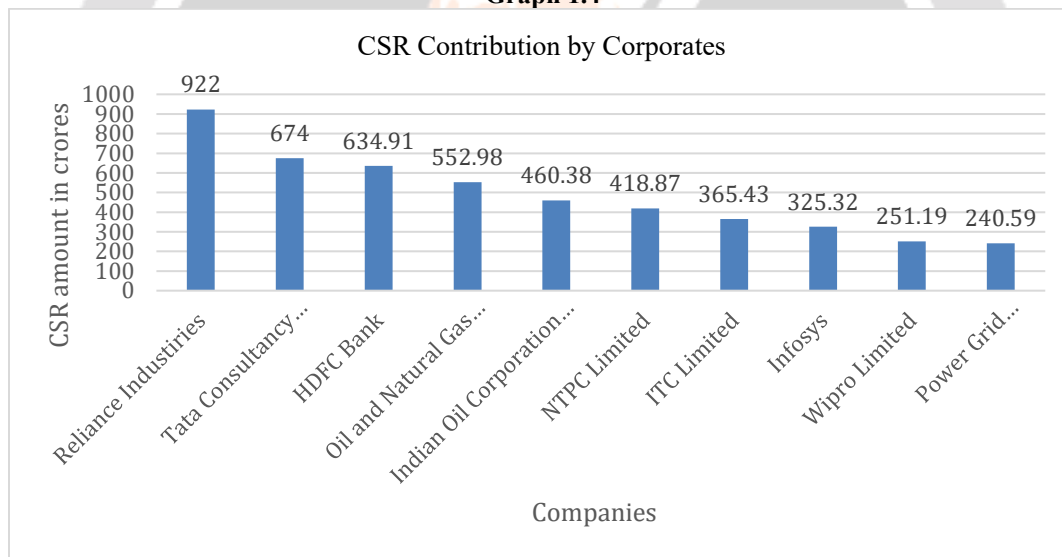
- ICICI: - ICICI Foundation has worked in projects like installing rainwater harvesting structures at rural schools, watershed and conservation projects, afforestation, climate smart agriculture and mitigation of air pollution  
Dey, M., & Saha, S. (2020).

Because of the contributions of the above-mentioned companies and many more companies, people have noticed a decrease in amount of pollution. Below mentioned graphs shows the percentage of contribution in CSR of Indian companies on sustainable development.

**Table 1.4 CSR Contribution by Corporates**

Companies	CSR Amount in FY 2020-21 (in Rs.) (in. Crores)
Reliance Industries	922
Tata Consultancy Services Limited	674
HDFC Bank	634.91
Oil and Natural Gas Corporation Limited	552.98
Indian Oil Corporation Limited	460.38
NTPC Limited	418.87
ITC Limited	365.43
Infosys	325.32
Wipro Limited	251.19
Power Grid Corporation of India Limited	240.59

**Graph 1.4**



Source: [https://csrbox.org/Impact/description/Article\\_full\\_Top-50-Companies-in-CSR-Activities-Funding-in-India\\_36](https://csrbox.org/Impact/description/Article_full_Top-50-Companies-in-CSR-Activities-Funding-in-India_36)

As illustrated in the graph above, Indian companies have recognized the need to take action for the benefit of the Earth and have made significant contributions to sustainable development (Mishra, L. 2021).

#### 4. BHARATIYA KNOWLEDGE AND BUSINESS STRATEGY

India is a nation rich in diverse cultures and boasts a history filled with numerous philosophers who have contributed unique insights and strategies across various fields. Among these fields are Commerce, Management, and Business (Sudhakar, G. P. 2021). In contrast to contemporary society, which often prioritizes short-term profits, Bharatiya wisdom highlights the importance of sustainable growth, ethical practices, and the welfare of all stakeholders (Ray, S. 2013). These principles are rooted in ancient texts such as the Arthashastra, along with teachings from the Vedas and Upanishads, which offer guidance on trade, governance, and ethics (Satsangi, A. 2024). The fundamental concept in Bharatiya commerce is that business should benefit society, generate wealth, and ensure equitable distribution so that all segments of society can thrive (Ballal, J. & Bapat. V. 2022). In order to understand Bharatiya knowledge and business strategy effectively, following sub topics are framed for better

understanding:

1. Bharatiya strategy in business
2. Bharatiya strategy in management
3. Bharatiya strategy in commerce
4. Application in Modern Business
5. Challenges and opportunities

#### 4.1. Bharatiya strategy in business

Among the fundamental principles of Bharatiya strategy is the doctrine of "Dharma" — the moral and ethical responsibilities of individuals and organizations (Bisht, M. 2019). The business context requires systemically working in ways that are equitable and beneficial to society. Ancient Indian traders, for instance, were known for their honesty and fairness that enabled them to establish trust and develop long-term relationships with partners and customers associated with the pursuit of profitable income (Jain, H. 2019).

#### 4.2. Bhartiya strategy in management

Bhartiya management practices are influenced by old scriptures and traditions of living balanced and harmonious life considering all stakeholders (Sudhakar, G. P. 2021). One big learning from the project related to the Bhartiya management articulation is its emphasis on "Sarvodaya" — All around welfare (Mukherjee, S., & Zsolnai, L. 2022). Echoing this principle, management decisions should find ways to measure the impact on employees, customers, community and environment. Businesses specifically, are motivated to adopt things that benefit their workers like good pay and comfortable working conditions excellent opportunities for personal and professional growth.

In addition, as Bharatiya management emphasizes the importance of leading by example, leaders are supposed to live the values and morals that they want to see in their organizations. Lord Krishna enlightens Arjun in the Bhagavad Gita (Bhattacharya, A. 2024), sharing that leaders should be guided by duty, integrity, and selfless action. Such leaders inspire their teams, build trust and create a positive organizational culture.

#### 4.3. Bharatiya strategy in commerce

In commerce, Bharatiya is less about transactions and more about relationships (Rana, D. S. 2013). The great ancient Indian traders had the strength of building strong long relations with their partners. It wasn't just business, it was about trust, about mutual respect, about shared prosperity (Grover & Singh, R. 2022). Today, that means CRM, customer relationship management, and it's less about closing a sale, and far more about keeping customers for life by figuring out how to get it right for them (Buttle, F., & Maklan, S. 2019). This builds a customer who will buy from you repeatedly over time. Another big Bharatiya point on commerce would be the idea of "swadeshi" which means self-reliance (Jadhav, P. K. 2018). It supports the usage and to create local resources, skills and knowledge by enterprises. In a contemporary business setting, that might refer to doing or supporting business with local suppliers.

#### 4.4. Application in Modern Business

In today's hyperconnected world, where companies are actively developing moral, sustainable, and socially conscious practices, Atmanirbhar Bharat, also known as self-reliant India, is becoming even more significant (Kumar, R. 2024).

Bharatiya knowledge can be leveraged by organizations to develop business models that consider long-term growth and societal well-being rather than short term profits. For instance, taking cue from these concepts, several Indian companies are now adopting Corporate Social Responsibility (CSR) initiatives that are commensurate with the welfare of the world or, in other words, "Lokasamgraha." (Singh, D., & Awasthy, R. 2023). Such initiatives typically emphasize sectors such as education, healthcare, and environmental conservation, embodying a Bharatiya worldview of business and society as intertwined. It can even be extended at a global scale, as "Vasudhaiva Kutumbakam" translates to "the world is one family," therefore guiding businesses globally (Yadav, S. K. 2024).

#### 4.5. Challenges and opportunities

Although Bharatiya knowledge provides helpful direction, incorporating these ideas into contemporary corporate procedures might be difficult. Western corporate models, which put profit ahead of sustainability and ethics, frequently control the worldwide business landscape. Nonetheless, there are chances for Bharatiya knowledge to play a bigger part as the demand for more moral and sustainable economic practices becomes more widely acknowledged. Indian companies in particular have the chance to set an example by demonstrating how traditional knowledge may be used to develop profitable, ethical, and sustainable business models (Ballal, J., & Bapat, V. 2022). Businesses may stand out in the global marketplace, draw in socially conscious customers, and help create a more sustainable world by incorporating Bharatiya knowledge.



## 5. BHARATIYA CONCEPT OF LEADERSHIP

Instead of being merely a positional authority, leadership is seen in Bharatiya tradition as a moral and ethical duty (Sudhakar, G. P. 2021). A true leader is one who behaves in accordance with dharma, according to ancient literature such as the Bhagavad Gita, Arthashastra, and Upanishads. Dharma is a complex idea that encompasses obligations, rights, rules, behavior, values, and the proper way of life (Muniapan, B., & Rajantheran, M. 2008). This implies that in the context of business and management, executives are supposed to make choices that are not only financially advantageous but also morally righteous and advantageous for society as a whole (Vogel, D. J. 2005). This is in contrast to the Western emphasis on individualism and profit maximization, where a leader's success is frequently determined by their capacity to create wealth and accomplish organizational or personal objectives. Bharatiya Leadership concept believes that a good leader should have the following qualities: -

**Table 1.5 Leadership Qualities**

Sr. No.	Qualities
1.	Righteousness
2.	Selfless service
3.	Wisdom and Knowledge
4.	Compassion
5.	Humility
6.	Self-Discipline
7.	Vision and Foresight
8.	Accountability
9.	Emotional Intelligence
10.	Commitment to Learning

Source: Authors compilation

## 6. CONCLUSION

The entire world is One Earth, One Family, One Future (Vasudeva Kutumbakam), even though the lines drawn on the map which are called borders have divided us, but everyone has one duty in common, that is to save Mother Earth. In India sustainable development has been taken very seriously by certain companies such as ITC who have conducted and participated in various projects to save planet earth.

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