

CONTEMPORARY ISSUES AND STRATEGIES FOR SUSTAINABLE DEVELOPMENT

Dr. Priti Sindhi*

ABSTRACT

Basically, the sustainable development is best and long-term solution to define the progress of nature without causing damage the environment. Government mainly focuses on save the environment, and habitat. The concept mainly covers the environment, social and economic condition that continues to prove its importance of lives as affect the ecological. In simple term, sustainable development main purpose to deal with societal issues and protect the human rights. Today, this research paper helps to study the contemporary challenges in the competitive marketplace. Moreover, Government focuses on development of SDGs practice to improve the organizational performance. Sustainable constraints help to reduce the unemployment and poverty in the country. The ultimate purpose of this study is to investigate the major challenges of sustainable development. It find difficult to understand the problem faced by people to resolve and about the value disputes in society. For economic growth, it emphasized on sustainable development does not achieved without intentional human interaction. Market uncertainty and challenges of the environment create challenges to know the complicate decision and environment changes. Moreover, Government mainly focuses on development of new sustainable practice to take right decision for society welfare. In their effort, Government focuses on understand the efforts, uncertainty, and prediction of the current marketplace. To deal with natural resource, people mainly focus on management of resources to accommodate for it and resource benefits for organizational enlargement. Government practice toward SDGs is very crucial to manage the resources and improve the society condition. The society mainly focuses on preservation of natural resources and reduces the carbon emission. For this reason, Government mainly focuses on innovation and new alternatives for sustainable success in the global market.

Keywords: Sustainable Development, SDGs, Contemporary, Sustainability.

Introduction

Sustainable development is the expansions that meet the requirements of the current without compromise the ability of future generation to assemble their own needs (Rasoolimanesh et al., 2023). The purpose of the research paper is to understand the contemporary issues and strategies of sustainable development. The paper reviews the current sustainability and sustainable development across the world. The research paper secured the strategies like positioning can be secured strategies like environmental, partnership, technology cooperation, and collaborative planning for future growth. Sustainable development also concerned with business or environmental management yields some positive benefits. Research may be an in-depth analysis of specific cases, individuals, or events to understand phenomena. The paper also reviews the existing research based on sustainability and sustainable development. Moreover, some areas of future research are suggested in the end.

* Assistant Professor, Shri Guru Nanak Girls Degree College, Lucknow, U.P., India.

Research Objectives

- Development of the concept of sustainable development (Mio et al., 2020).
- The sustainable development objective is to recognize the contemporary issues of the current marketplace.
- Its main purpose is to develop strategies to overcome the issues of sustainable development.

Literature Review

It discussed the concept of sustainable development evolved in the 70s and 80s of the last century especially (Zhang et al., 2023). Simply, the perception of sustainable development is based on socio-economic progress in line with conservation constraint and desires as well as future generations. In the 18th century, Economist Adam Smith sharp out issues of development and in the 19th century Karl Marx, Economists Malthus, Ricardo, and Mill also argued about the thought of sustainable development. In this period, the Economist mainly focuses on the development of a sustainable environment to reduce carbon discharge and defend the environment from uncertain activities. Governments' activities mainly focus on avoiding global environmental degradation (Vinuesa et al., 2020).

The ultimate purpose of development efforts is to achieve sustainable improvement in people's lives, whether through individual or national improvement in economic performance (Rasoolimanesh et al., 2023). Sustainability brings a positive impact on societies and adapts new technologies for different livelihoods. Nowadays, people mainly focus on development programmes that must also adopted to deal with changing circumstances. Sustainable development is a practical value to the poor it must achieve inter and intra-generation equity. The main purpose is to reduce poverty through sustainable development for planners, policy-makers, program managers, consultancy companies, and academics (Fuso et al., 2019).

On the other hand, an integrative idea of sustainable expansion and feasibility must melodiously combine monetary growth, ecological protection, social fairness, and the rule of law (Fonseca et al., 2020). Sustainability is evolving the capability of the system to develop with no moving back in terms of quantitative and qualitative attributes already required. Nowadays, sustainable development carry a new situate of values that direct future morals, environmental protection, and conservation. SDGs are closely connected with environmental question, given that natural world provides original opportunity, and restraint to enlargement (Wang and Huang, 2021). Simply, sustainable development represents the ecological situation, and certain social condition, and influence the environmental situation.

Contemporary Issues of Sustainable Development

Sustainable development is something that supports the entire world population, and supply security for future generation, while it does not do without contemporary issues (Vinuesa et al., 2020). In challenging situations, instability in the country is the biggest issue of sustainable development in the competitive marketplace. It is difficult to maintain a civil society and the well-being of people in threat of conflict in a country (Mio et al., 2020). Another issue of the nation is to implement a sustainable development program in their nation to improve the livelihood of people. Moreover, natural resource is being consumed which create deforestation and a negative impact on living of people.

Changes in manufacturer and customer performance involve rational use of natural resources and renewable natural resources; otherwise, it is pressure on trade and industry expansion. Economic development is not achieved without resources and their use for natural growth (Fonseca et al., 2020). People also associated with sustainable development to spending vs. saving and accordingly range from unsustainable growth. People also faced issues in the context of inequalities, and economic face. It also shows the inequalities between the countries that negatively impact the economic development of the nation. Simply, inequality occurs between men and women. In distinct countries, women lack to access well-paid employment or any employment at all. Often, a sustainable development program is the best way for employment initiatives in the context of equality toward opportunity (Wang and Huang, 2021). Currently, the Government takes initiatives and lots of support surrounding goals for sustainable development. The Sustainable Development Programme is the top way to recycle plastic and resources to improve the living standard of people.

Research Methodology

The methodology is a broad approach to data collection, whereas the method is the best way to exact tools used the data extraction. Moreover, the inductive approach helps to discover new realities dependent on perceptions (Rasoolimanesh et al., 2023). This method mainly starts with overall

perception, attitude, and review of wonders. The hypothesis will help to prove the right or wrong by the end of the research procedure. Researchers mainly focus on studying the distinct books and concepts of sustainable development with contemporary issues and strategies for sustainable development. In this research paper, the researcher mainly focuses on the business environment; facilitates the collection of different data, and truthful answers of methodological triangular to receive the answer to a particular question (Fonseca et al., 2020).

Sustainable development is the best way to control irrelevant activities to control the environment and natural resources (Vinuesa et al., 2020). Through the support of illustrative examination, the researcher concentrates on depicting them and clarifying the research question for better understanding (Henderson and Loreau, 2023). Through secondary research, the author mainly focuses on the collection of valuable and reliable data that support the study for future growth in life. Simply, the books are a great reference for the manual collection of information. Nowadays, digital sites are the best source of collection of information to complete the research paper and thesis effectively.

Analysis and Results

Sustainable development is the best means for the utilization of resources in such a manner that the pace of economic growth is sustained with inter-generation equity (Zhang et al., 2023). Nowadays, the Government mainly focuses on the development of new programs and strategies to attain the desired outcome. India has been enriched with natural resources like sunlight, water, and wind energy. Simply, these are gifts of nature that are non-exhaustible and pollution-free. Therefore, it helps to attempt to employ distinct technologies to reduce the consumption of natural resources (Fuso et al., 2019). It does not solve the problem and sustainable economic growth in the marketplace.

Sustainable Development is the best input-efficient methods and techniques devised for more production as possible as per units of trade (Vinuesa et al., 2020). The government encourages people's effective utilization of resources leading to lesser exploitation of the natural resources. Business relies on heavily natural resources. Nowadays, the Company is conscious of renewable energy capacities, practice waste management, and reduces emissions among people. The government mainly focuses on a sustainable development environment to improve the productivity and overall performance of the natural resource. A regular re-assessment of our supply chain allows identifying the new market opportunities in promoting sustainability (Fonseca et al., 2020). Currently, re-assessment of sustainability supports people to educate and promotes sustainability. The government emphasizes on sustainable development of poor children's education, people are equipped with the skills and competencies needed to live more fruitful lives.

People mainly focus on the promotion of SDG projects to improve environmental sustainability through implementation projects. It may be chosen to do so with multiple projects or simply focus on the same time. The government mainly focuses on sustainable social development projects on fronts of society, the environment, and governance for economic growth (Hák et al., 2016). People need to measure the project prioritize and support the environment for the preservation of natural resources effectively. These companies adopt social-environmental mandates and accidental promotion of SD is not done for ethical reasons. People mainly focus on tackling these issues in response to the demands of the marketplace. Manager of SDGs maintains coordination of strategy objectives and initiatives with the national budgeting process for economic success (Henderson and Loreau, 2023). Simply, the Government mainly focuses on the national sustainable development process over re-thinking and revenue generation process. In addition, sustainable development strategies are very important to integrate the national expenditure and revenue-generating process. The Plastic Collective is an organization that supports sustainable development enterprises to develop the nation through reuse the of waste plastic. Therefore, an organization mainly focuses on providing support for sustainable development enterprises in developing nations (Fuso et al., 2019). Currently, Plastic Collective is based on the valuable recyclable resource to manage organizational growth. The resource may be used as the base materials in sustainable plastic recycling micro-plastic that is designed to support local communities and reduce poverty.

The Company has the power to bring positive change through using sustainable development strategies. It leads to bringing change toward innovation; SDGs focus on inclusive development, healthy workplaces, and empowered communities. It also helps us to communicate to move forward for economic development (Zhang et al., 2023). Currently, the Government mainly focus on technological change for production pattern, which might entail price corrections, motivating the preservation of natural resource, and strengthening economic governance. Simply, the changes in the consumption pattern drive creation to enhance energy efficiency (Fonseca et al., 2020).

Conclusion and Recommendation

In conclusion, the above paper examined sustainable development with contemporary issues across the world. I will focus on a review of sustainable development and sustainability. Also, sustainable development is the best source to monitor the upcoming challenges and strategies to overcome the issues in the current marketplace. Government mainly focuses on sustainable development goals, structural challenges, and institutional bottlenecks. The research paper mainly focuses on reviewing the upcoming articles to identify the future opportunities for upcoming met using resources for economic growth in the competitive atmosphere. Therefore, the researcher focuses on understanding the contemporary issues of sustainable development agenda for economic success and reducing the poverty impact on the population.

The government takes the initiative to access clean drinking water and nutritious food to fulfill the demands of poor people. The Company takes the initiative to protect the environment for future growth. SDGs are responsible for the use of information technology to support sustainable development. Simply, the SDGs Scheme focuses on smart technology to manage the population and managed activities for clean and affordable energy. The government should focus on the development of human capacity with better education and healthcare to improve the lives of the general public. It also helps to improve the lives of people and make the right decision in the context of the environment. The government also launched health and fitness programs in the context of the health of the general public and community.

References

1. Fonseca, L.M., Domingues, J.P. and Dima, A.M., 2020. Mapping the sustainable development goals relationships. *Sustainability*, 12(8), p.3359.
2. Fuso Nerini, F., Sovacool, B., Hughes, N., Cozzi, L., Cosgrave, E., Howells, M., Tavoni, M., Tomei, J., Zerriffi, H. and Milligan, B., 2019. Connecting climate action with other Sustainable Development Goals. *Nature Sustainability*, 2(8), pp.674-680.
3. Hák, T., Janoušková, S. and Moldan, B., 2016. Sustainable Development Goals: A need for relevant indicators. *Ecological indicators*, 60, pp.565-573.
4. Henderson, K. and Loreau, M., 2023. A model of Sustainable Development Goals: Challenges and opportunities in promoting human well-being and environmental sustainability. *Ecological Modelling*, 475, p.110164.
5. Mio, C., Panfilo, S. and Blundo, B., 2020. Sustainable development goals and the strategic role of business: A systematic literature review. *Business Strategy and the Environment*, 29(8), pp.3220-3245.
6. Rasoolimanesh, S.M., Ramakrishna, S., Hall, C.M., Esfandiar, K. and Seyfi, S., 2023. A systematic scoping review of sustainable tourism indicators in relation to the sustainable development goals. *Journal of Sustainable Tourism*, 31(7), pp.1497-1517.
7. Vinuesa, R., Azizpour, H., Leite, I., Balaam, M., Dignum, V., Domisch, S., Felländer, A., Langhans, S.D., Tegmark, M. and Fuso Nerini, F., 2020. The role of artificial intelligence in achieving the Sustainable Development Goals. *Nature communications*, 11(1), pp.1-10.
8. Wang, Q. and Huang, R., 2021. The impact of COVID-19 pandemic on sustainable development goals—a survey. *Environmental Research*, 202, p.111637.
9. Zhang, S., Anser, M.K., Peng, M.Y.P. and Chen, C., 2023. Visualizing the sustainable development goals and natural resource utilization for green economic recovery after COVID-19 pandemic. *Resources Policy*, 80, p.103182.

