

ROLE OF GOVERNMENT IN PROMOTING SUSTAINABLE DEVELOPMENT WITH SOCIAL JUSTICE FOR THE MARGINALIZED SECTIONS

Sangram V. Gunjal, Ph.D.

*Associate Professor, Department of Sociology Dr. Babasaheb Ambedkar Marathwada
University, Aurangabad, Maharashtra*

Abstract

Sustainable Development in general and that with due consideration of the social justice to the marginalized and weaker sections of the society in particular assumes an importance in the era of the globalization. While it's the prime responsibility of the government, the other actors like the private sector, Civil Society Organization and Non-Governmental Organizations are playing a constructive role in the sustainable development of the marginal sections of the society. This papers reviews and presents how the union and different state governments, private sector through corporate social responsibility fund and NGOS through international and domestic funding, contributing towards the sustainable development and at the same time paying due attention towards the social justice for weaker, neglected, marginalized sections of the society. The secondary data of the published research work has been used to review the role of government, CSOs, NGOS for the sustainable development in the areas of rural development. Women empowerment, Natural Resource Management. health, education, tribal development, livelihood, employment. Livestock development and agricultural development, It is also attempted to see that how these agencies have considered the aspect of social justice while going for the sustainable development. This paper concludes that all these sectors are playing a complementary role towards the sustainable development. Further there is a need for an enabling environment, policy decisions and enactment of the favorable legislations to take forward the sustainable development with social justice. This research paper further opens up a new research arena with a research question as which could be the other actors who could play an important and constructive role in the sustainable development with justice to the weaker and the marginalized sections of the society in India.

Keywords- *Sustainable development, Social justice, corporate social responsibility, weaker sections, enabling environment, policy decisions, favorable legislations*



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Introduction-

Sustainable development has been a widely used terms in the development and government sectors in the recent decades. It has an ever modifying concept depending upon the changing conditions and parameters with regard to the rate of population growth, rate of depletion of natural resources and changes in the climatic conditions.

Hopwood. B., Mellor, M., & O'Brien, G. (2005) have tried to summarize it and the different ways to have it achieved. According to them, Sustainable development, although a widely
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used phrase and idea, has many different meanings and therefore provokes many different responses. In broad terms, the concept of sustainable development is an attempt to combine growing concerns about a range of environmental issues with socio-economic issues. To aid understanding of these different policies this paper presents a classification and mapping of different trends of thought on sustainable development, their political and policy frameworks and their attitudes towards change and means of change. Sustainable development has the potential to address fundamental challenges for humanity, now and into the future. However, to do this it needs more clarity of meaning, concentrating on sustainable livelihoods and well-being rather than well-being and long term environmental sustainability, which requires a strong basis in principles that link the social and environmental to human equity.

Lele, S. M. (1991) while critically reviewing the sustainable development has observed that, over the past few years, "Sustainable Development" (SD) has emerged as the latest development catchphrase. A wide range of nongovernmental as well as governmental organizations have embraced it as the new paradigm of development. A review of the literature that has sprung up around the concept of SD indicates, however, a lack of consistency in its interpretation. More important, while the all-encompassing nature of the concept gives it political strength, its current formulation by the mainstream of SD thinking contains significant weaknesses. These include an incomplete perception of the problems of poverty and environmental degradation, and confusion about the role of economic growth and about the concepts of sustainability and participation. How these weaknesses can lead to inadequacies and contradictions in policy making is demonstrated in the context of international trade agriculture and forestry. It is suggested that if SD is to have a fundamental impact, politically expedient fuzziness will have to be given up in favor of intellectual clarity and rigor.

Role of Government in promoting Sustainable Development with Justice to Marginalized sections

Indian Government had set up a National Planning Committee in March, 1950 which included in its activities a Community Development Programme. The ultimate goals were to provide for a substantial increase in agricultural production, and for improvements in the

system of communications, in rural health and hygiene, and in village education a further goal was to initiate and direct a process of integrated culture change aimed at transforming the social and economic life in the villages. Dube's book describes a particular development project in action. (Dube S. C, 1958).

A picture of community development as a concept and program, implemented on behalf of the government, since it was born in India in 1952, Faith must be built up in community development, and that this is the only method by which the problem of economic and social progress can be tackled democratically in underdeveloped countries: It define community development, deal with India's program, the processes and techniques of community development, its administration, its relationship with local government and with co-operation, and training for community development.(Mukerji. B. (1961).

Rao, C. H. (2000) while studying the impact of the government supported watershed projects have found that under the Drought Prone Areas Programme has been positive and significant. There has been a marked improvement in the access to drinking water in the project areas. Crop yields have risen and there has been a substantial increase in area under cultivation in the rabi season, leading to rise in employment and reduction in migration of labour. Availability of fodder has also improved leading to a rise in the yield of milk. Despite this noticeable improvement in performance, the experience outlined in this paper raises a number of important issues which have a bearing on the sustainability of watershed development when the official programme comes to an end.

Kumar R. & Best. M. L. (2006) studied the efforts of government in Tamilnadu in terms of the e-governance and has found that the presence of village Internet facilities, offering government to citizen services, is positively associated with the rate at which the villagers obtain some of these services. In a study of a rural Internet project in India, we identify a positive correlation for two such Internet services: obtaining birth certificates for children and applications for old age pensions. Both these government services are of considerable social and economic value to the citizens. Villagers report that the Internet based services saved them time, money, and effort compared with obtaining the services directly from the

government office. We also find that these services can reduce corruption in the delivery of these services.

Following are the different Government Schemes for sustainable development keeping in mind social justice to the marginalized sections- (Source-: Government of India website)

National Social Assistance Programme (NSAP)-: The National Social Assistance Programme (NSAP) then comprised of National Old Age Pension Scheme (NOAPS), National Family Benefit Scheme (NFBS) and National Maternity Benefit Scheme (NMBS). These programmes were meant for providing social assistance benefit to the aged, the BPL households in the case of death of the primary breadwinner and for maternity. These programmes were aimed to ensure minimum national standards in addition to the benefits that the States were then providing or would provide in future.

Integrated Watershed Management Programme (IWMP)-: Integrated Watershed Management Programme (IWMP) is implemented by Department of Land Resources of Ministry of Rural Development. The main objective of IWMP is to restore ecological balance by harnessing, conserving and developing degraded natural resources such as soil, vegetative cover and water. Guidelines for IWMP are provided. Get details about Desert Development Programme (DDP). Important documents like format for Annual Action Plan (AAP), format of State Perspective and Strategic Plan (SPSP), etc are also provided. Contact addresses of the divisions are also available.

Sampoorna Grameen Rozgar Yojana- the Sampoorna Grameen Rozgar Yojna scheme of the Ministry of Rural Development provides additional wage employment in the rural areas and thereby provides food security and improve nutritional levels. Users can information on the target group, programme strategy, special safeguards, wages and distribution of foodgrains in the guidelines document.

Swarnjayanti Gram Swarozgar Yojana-: Swarnjayanti Gram Swarozgar Yojana (SGSY) was introduced by the Ministry of Rural Development to assist the poor families living below the poverty line in rural areas for taking up self-employment. The scheme is funded by the Central Government. Users can access information about the special projects under SGSY, guidelines for setting up the Haats, credit related issues, etc. Detailed information is given on

the scheme, its objectives. Funding, beneficiaries etc. You can also find information on where to apply, whom to apply, concerned authority, officials, etc. (Source-: Government of India website)

Role of Private Sector in Promoting Sustainable Development with Justice to the Marginalized Sections

The sustainable development in the rural area in general and among the weaker and marginalized sections in particular is being undertaken by government with the constructive and complimentary role by the private and voluntary sectors also. The major contribution from private players is in terms of the Corporate Social Responsibility (CSR) funds.

In understanding the role of CSR by private players, McWilliams, A. (2000) noted that the actions of firms that contribute to social welfare. Beyond what is required for profit maximization, are classified as Corporate Social Responsibility (CSR). The acceptance of CSR by business scholars and practitioners has a spotted history. While scholars debated the legitimacy of CSR, consumers and investors developed clear preferences for socially responsible firms. Big corporations, in large part, responded positively, making CSR an important element of strategic management. The development of CSR from its controversial beginning to its current acceptance as a legitimate business function is outlined along with a discussion of the role of corporate social performance, socially responsible investing, and global corporate citizenship.

Windsor, D. (2006) assessed three key approaches and offered a perspective gauging little prospect of theoretical synthesis. Ethical responsibility theory advocates strong corporate self-restraint and altruism duties and expansive public policy strengthening stakeholder rights. Economic responsibility theory advocates market wealth creation subject only to minimalist public policy and perhaps customary business ethics. These two viewpoints embed competing moral frameworks and political philosophies. Any theoretical synthesis must discover some subset of ethical principles yielding corporate competitive advantage. Corporate citizenship language invokes a political metaphor providing neither true intermediate positioning nor theoretical synthesis. Two conflicting interpretations abandon responsibility language without adopting the economic viewpoint. An instrumental

citizenship interpretation expands philanthropy as a strategic lever for increasing corporate reputation and market opportunities while retaining managerial desertion. An ideal citizenship interpretation restates ethical responsibility into voluntarism language intended to influence managerial desertion concerning universal human rights.

Moon, J. (2007) has considered through the research paper the motivations for and nature of business contributions to sustainable development through the medium of corporate social responsibility (CSR). It compares CSR with sustainable development, given that they are both essentially contested concepts; it introduces CSR's changing meaning and it explains why there has been a recent increase in CSR with reference to the merging socialization of markets as a result of narrow market drivers, along with other social, governmental and globalization drivers. It uses Hart's 'A natural-resource-based view of the firm' to explain the way in which these drivers give rise to sustainable development agendas in companies and provides illustration of these.

The role and ways of working of the private players will depend on the prevailing conditions in the particular country for the development. Campbell, J. L. (2007) offered an institutional theory of corporate social responsibility consisting of a series of propositions specifying the conditions under which corporations are likely to behave in socially responsible ways. I argue that the relationship between basic economic conditions and corporate behavior is mediated by several institutional conditions: public and private regulation, the presence of nongovernmental and other independent organizations that monitor corporate behavior, institutionalized norms regarding appropriate corporate behavior, associative behavior among corporations themselves, and organized dialogues among corporations and their stakeholders.

Jenkins, R. (2005) in the research article has located the growth of CSR in the context of global deregulation since the early 1980s, highlighting the key drivers that have led to its adoption by many leading transnational corporations. The article further described the different factors that have led to the recent emphasis given to CSR by both bilateral and multilateral development agencies and the United Nations. A framework for analysing the links between foreign direct investment and poverty is developed focusing on the impacts on

the poor as producers, consumers and beneficiaries of government expenditures. This framework is used to illustrate the limitations of CSR in terms of likely impacts on poverty reduction through each of the channels identified and also to point to areas in which CSR may have some positive benefits. Overall, the article concludes that it is unlikely to play the significant role in poverty reduction in development countries that its proponents claim for it.

Today private sector is working in the diverse areas of the development in the rural as well as the urban areas. Goldsmith, A. (1985) has concluded that there is considerable interest today in getting the private sector more involved in rural development. One potential means is the "core- satellite" model, where corporate food processors link up with small farmers through production contracts, exchanging agricultural inputs and services for assured deliveries of produce. Despite some attractive features, however, the model is feasible only when specific economic, technical. And social conditions prevail, conditions including active government support.

Narwal, M. (2007) conducted a research of the CSR working and found that banks have an objective view point about CSR activities. They are concentrating mainly on education, balanced growth (different strata of society), health, environmental marketing and customer satisfaction as their core CSR activities. The Indian banking industry is found to be adopting an integrated approach by combining CSR with the ultimate customer satisfaction. Irrespective of location, the nature of CSR activities undertaken by banks is found to be similar.

Indian banking Industry has also been playing a significant and constructive role in the development sector. Bihari, S. C., & Pradhan, S. (2011) has concluded that there has been an upsurge of socially responsible activities in the Indian corporate sector in the recent past. Based on several published records of CSR activities of major Indian banks in the last few years, the impact of such practices on the performance and image of such banks have been analyzed. The findings suggest that banks in India have increased their CSR activities, which also have a positive impact on performance of the business, apart from improving their image and goodwill.

Women development and community development by way of the women's' organization and their systematic empowerment has been one of the instrument to have the community development achieved on the ground even the project supported by private players through CSR funding funding are also playing a due attention towards the women empowerment and community development by this approach. Narayanan, R. S., & Babu. T. (2014) have conducted a study and have found that Corporate in India have moved a long way from mere philanthropy to offering deliberately planned, comprehensive programmes with far reaching impact on the target Communities. We see most of the corporate in India, involving in sectors like Education. Health, Environment, Infrastructure and Women Empowerment. In the CSR programmes we could see companies which believe that development could be instrumented through women empowerment. The developmental programmes with an element of Empowerment have liberated women to an extent, easing their mobility, decision making in their house steads, awareness of political, civil rights and Government Welfare Schemes. These programmes have helped women to give better education, medical facilities, to their children and participation in common action towards obtaining Community Services. This paper investigates how the CSR programmes of TVS SST have effectively reached the objectives of empowering women.

Role of NGOS in Promoting the Sustainable Development with Justice to the Marginalized Sections-:

Integrated Natural Resources Management-

Natural Resources are basic necessity for the human life on the earth. It includes land, water, forests, livestock, human resource and cultural capital. For a sustainable development. The resource management has to be undertaken in such a way that while we fulfill the needs of the present generation without compromising with the ability of the future generations to fulfill their needs. Land development, agriculture development, forest development, social forestry development, grass development, improvement in the soil fertility, and protection of the forest cover. Biodiversity conservation are among the important resources which are conserved in the tribal areas by the community development initiatives by the NGOS. DPAP,

IWMP, Hariyali, Vidarbha Panlot Mission (VPM), NHWDP, Adarsh Gaon Yojana are some of the government funded schemes which are implemented by the NGOS.

Brosius, J. P., Tsing. A. L., & Zerner, C. (1998) have noted that recent years have witnessed the emergence of a loosely woven transnational movement, based particularly on advocacy by nongovernmental organizations working with local groups and communities, on the one hand, and national and transnational organizations, on the other, to build and extend new versions of environmental and social advocacy that link social justice and environmental management agendas. One of the most significant developments has been the promotion of community based natural resource management programs and policies

Water Resource Regeneration and Management

Acute water shortage for all the domestic and agricultural irrigation needs is observed in most of the rural rain fed regions in the country. This water shortage issue cannot be dealt with by the individual person/family. Considering this and to address the water shortage issues, NGOS have implemented projects to have the water conservations by different scientific soil and water conservation measures. The water resource regeneration and development is undertaken in a planned manner.

Kolavalli, S., & Kerr. J. (2002) have ofund that "Participation" is widely accepted as a prerequisite to successful watershed development in India, but there is no shared understanding of its meaning, nor of how to make it operational. Meaningful participation, in which communities work collectively, help make decisions and share costs, is limited primarily to projects implemented by non-governmental organizations (NGOS).

Multiple benefits of NGO implemented projects

There are different agencies implementing different developmental projects. NGO implemented projects are more beneficial and community friendly due to its participatory nature.

Kerr, J., Pangare, G., Pangare, V. L. & George, P. J. (2000) have conducted a study about 3 main research questions: (1) What projects are most successful in promoting the objectives of raising agricultural productivity, improving natural resource management and reducing poverty? (2) What approaches enable them to succeed? (3) What non-project factors also

contribute to achieving these objectives? A detailed survey was carried out of 86 villages in Maharashtra and Andhra Pradesh, India some of which had watershed projects and some of which had no project. The projects operated under the Ministry of Agriculture, the Ministry of Rural Development. Various non-government organizations (NGOS), and in collaboration between NGOs and the Government of Maharashtra. The government projects were more technocratic in focus, whereas the NGO projects focused more on social organization, and the government-nongovernment collaborative projects tried to draw on the strengths of both approaches. The analysis compared pre- and post-project conditions in the study villages,

Women's Empowerment and Development

Multisecorial backwardness of women and that too of the tribal women is a concern for many of us and there is no doubt that we all want the women development and empowerment. Apart from government efforts NGOs are also in the forefront for the women empowerment initiatives.

Hegde, N. G., & Ghorpade, A. S. (1998) have summarized a way in which BAIF have worked for the empowerment of women in tribal areas. The idea of forming Self Help Groups for initiating saving and credit activities was introduced to promote savings and additional income generation activities. Many women from lower income group felt that they may not be able to contribute regularly.

Muniyandi, M., & Singh, N (2012), in a research have concluded that the empowerment of the tribal population has been a major concern. Past three decades have witnessed a steady increase in the awareness regarding need to empower women through increasing the social, economic and political equity, and broader accessibility to fundamental human rights along with improvements in nutrition, basic health and education. Female empowerment bears a positive influence on the health outcomes, the researchers, government and voluntary agencies, NGOs, social reformers and social activists to take appropriate measures to improve the health outcomes of the tribal population.

India has adopted the Bangladesh's model in a modified form, To alleviate the poverty and to o-finance has emerged as a powerful instrument in the new women, empower. economy. With availability of micro-finance, self-help groups (SHGS) and credit

management groups have also started in India. And thus the movement of SIHG has spread out in India. In India, banks are the predominant agency for delivery of micro-credit (Zagade, R. M & Taur, S. K. (2012).

Education

Education is the single most important means by which individuals and society can improve personal endowments, build capacity levels, overcome barriers, and expand opportunities for a sustained improvement in their well-being. In the context of tribal education, finding a balance between preserving tribal cultural identity and mainstreaming for economic prosperity means building education programs that ensure a tribal child's success in mainstream schools. Recognizing that the education system is currently designed for the dominant group. There needs to be investment in creating support mechanisms that supplement the integration of tribal children into the formal education system (Bagai, S., & Nundy, N. (2009).

Health

Health is one such area of work where government cannot do as per the expectation of the community. NGOS are playing key role even in this field. Delisle, H. Roberts, J. H., Munro, M., Jones, L & Gyorkos. T. W. (2005) has found in a research that NGOS are contributing at all stages of the research cycle, fostering the relevance and effectiveness of the research, priority setting, and knowledge translation to action. They have a key role in stewardship (promoting and advocating for relevant global health research). Resource mobilization for research, the generation, utilization and management of knowledge. And capacity development. Yet, typically, the involvement of NGOS in research is downstream from knowledge production and it usually takes the form of a partnership with universities or dedicated research agencies.

Projects for Marginalized sections

NGOS are said to be more sensitive and present at grass root levels during the implementation of the projects. This is the reason why such projects are largely successful.

Kerr, J. (2002) has concluded that complementarity between conservation and productivity objectives makes watershed development attractive in semi-arid areas. A

potential trade-off with poverty alleviation arises however because watershed development may benefit landholders while harming landless people, particularly herders and women. India has a history of highly innovative watershed projects in which downstream landholders share benefits by compensating landless people upstream for providing an environmental service. Most current projects, however, take alternative measures that ignore the issue of environmental services. Evidence from 70 villages in Maharashtra suggests the presence of poverty alleviation trade-offs, highlighting the potential value of more explicitly addressing compensation for environmental services.

Conclusions

The references and discussions above support us to conclude that government have definitely done some work in terms of launching the schemes and passing the enabling legislations to lead to the sustainable development with provisions for the social justice to the marginalized sections. However the private sector and the NGOS have done even better in terms of implementing the projects in specific locations based on the needs and nature of needs to support the marginalized sections which has helped them to achieve the sustainable development.

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