



IMPORTANCE OF SUSTAINABILITY IN THE VUCA WORLD FOR GENERATION NEXT

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Abstract : The Research paper discusses about the importance of sustainability in the VUCA world for the coming generation in future . The research paper discusses about the continuous changes which are happening in the world with reference to survival and growth and how to combat them by following the principles of Volatility, Uncertainty, Complexity and Ambiguity. Carbon emission calls for the concern to the whole world. This problem of sustainability which may be solvable with the principles of VUCA is being discussed here.

Key words : Need and Greed Theory , Voluntary or Innocent Activities , Irrational or Deliberate Activities

1.Introduction

Let there be peace in the heavens the earth, the atmosphere, the water the herbs, the vegetation, among the divine beings and in Brahman, the absolute reality. Let everything be at peace and in peace. Only then will be find peace”. Atharava Veda

Life is all about Decisions. And decisions are all about choices! Life gives us a choice. If we choose one path to move on in the life, the another path is automatically rejected. However , it is very important that if we choose a wrong path, is it possible to revert back and change the path ? if not then what ? This is a matter of concern !

With the advent of a Human Being as creation of Nature , it took a long time to make this Earth habitable but with a very small passage of time, the Humans made this earth inhabitable by emitting carbon and other elements and thus created a huge problem of survival and sustainability.

2. Importance of Sustainability VUCA World for Generation Next : An Introduction

The individual has power to tackle those tough problems while they are still . The impact of the daily routine activities which are undertaken for the survival of the human being which has created Carbon emission and this has made a sudden unexpected change. Every human being on this earth is striving for its very survival and growth. And to survive they do such activities which so many times are harming the nature and the natural resources termed here as Green Assets. It is human nature that what we have is not enough even though it is fare enough for our survival but the theory of NEED when gets converted to the theory of GREED nobody knows. Here the volatility in the behavior of human towards the Need to Greed leads to the uncertainty of the Future of next Generation! This leads to increase in the Complexities of the problems since one problem is interviewed with another and the whole thread gets interlocked and creates confusion and becomes Ambiguous . The Human nature is first they create problem and then they interconnect one problem with another and gets confused at the end between finding solution to all of them together.

3.Analysis of data and Conclusion

The continues changes which are happening in the world with reference to survival and continuous growth and how to combat them by following the principles of Volatility, Uncertainty, Complexity and Ambiguity



Chart: The following chart shows the daily routine activities of the individuals for their survival and sustainability and growth. These activities are classified on the basis of their age group based on their daily routine and how these necessary and habitual activities affect the environment through soil erosion, water contamination, noise pollution, air pollution and environment pollution. The activities are classified as 1. Rational or voluntary activities (which are necessary for survival) and 2. Irrational or Deliberate (Which will harm the Mother Nature).

Classification of individual activities based on age group affecting the environment

Activity/ Age group	0-10	11-20	21-30	31-40	41-50	51-60	61-70
1. Medicine (soil, atmosphere, water, air)	✓	✓	✓	✓	✓	✓	✓
2. Toilet (water, soil, atmosphere, air)	✓	✓	✓	✓	✓	✓	✓
3. Stool(water, soil, atmosphere, air)	✓	✓	✓	✓	✓	✓	✓
4. Diaper atmosphere, soil	✓						✓
5. Cry (loudly) noise, air	✓	?	?	?	?	?	?
6. School/college/ education Books, trees, paper, pen, pencil, rubber	✓	✓	✓	✓	✓?	?	?
7. Cracker festival/games atmosphere, air, soil, water	✓	✓	✓	✓	✓	?	?
8. Water balloon/color water, soil, atmosphere	✓	✓	✓	✓	✓	✓	✓
9. Shaving water, soil, atmosphere		✓	✓	✓	✓	✓	✓
10. Watching TV Electricity, noise	✓	✓	✓	✓	✓	✓	✓
11. Traveling air, atmosphere, natural, reasonable, noise	✓	✓	✓	✓	✓	✓	✓
12. Gossiping Noise	?	✓	✓	✓	✓?	✓?	✓?
13. Listening Music, noise, electricity	?	✓	✓	✓	✓	✓	✓
14. Playing outdoor soil, noise	✓	✓	✓	✓	✓	✓	?
15. Going to gym noise, electricity		✓	✓	✓	✓	?	?
16. Driving car air, atmosphere, natural resource		✓	✓	✓	✓	✓	✓?
17. Riding bike air, atmosphere, natural resource		✓	✓	✓	✓	✓	?
18. Sex atmosphere by contraceptives		✓?	✓	✓	✓	✓?	?
19. Sociality Marriage (all type of pollution)	✓	✓?	✓	✓	✓	✓	✓?
20. Funeral (all type of pollution)			✓	✓	✓	✓	✓
21. Fart/ sneezes air, atmosphere, noise	✓	✓	✓	✓	✓	✓	✓?
22. Perfume air, atmosphere		✓	✓	✓	✓	✓	✓



Activity/ Age group	0-10	11-20	21-30	31-40	41-50	51-60	61-70
23. Going office water, soil, atmosphere		✓?	✓	✓	✓	✓	✓?
24. Jogging air, soil				✓	✓	✓	✓
25. Reading newspaper → trees		?	✓	✓?	✓	✓	✓?
26. Hospitalized air, soil, atmosphere	✓	✓	✓	✓	✓	✓	✓
27. Bathing water, soil	✓	✓	✓	✓	✓	✓	✓?
28. Brush	✓	✓	✓	✓	✓	✓	✓
29. Using electronic gadgets energy, atmosphere	✓	✓	✓	✓	✓	✓	✓
30. Reading books paper(cutting trees)	✓	✓	✓	✓	✓	✓	✓
31. Chewing pan/Gutka Chewing gum Smoking(Soil, atmosphere)	✓?	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓? ✓	✓? ✓
32. Washing clothes water, soil, atmosphere		✓	✓	✓	✓	✓	✓
33. Drinking soft. drink Hard drink (water, soil, atmosphere)	✓	✓?	✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✓?
34. Hair Cut, Nail cut (Soil, water, atmosphere)	✓	✓	✓	✓	✓	✓	✓

The tick mark (✓) in the above chart shows the affirmation of the activity by the age group, where as the question mark (?) represent the doubt whether that particular activity is performed by a particular age group.

The above chart shows nearly all routine activities, which a human being exercises during his Life cycle. There are so many other activities which can also be added over here. The above activities are inclusive activities and not exhaustive activities. The activities relating job specification like mining, hunting, fishing, etc. of an individual which does affect the environment, are not noted down purposely as it involves earning lively hood and as a research topic, the professional activities are not covered here.

The above activities presented in the chart are more or less connected with the Human survival, hence these survival activities does have an impact on the environment.

The impact of the daily routine activities which are undertaken for the survival of the human being which has created Carbon emission and this has made a sudden unexpected change.

Activity/ Age group	0-10	11-20	21-30	31-40	41-50	51-60	61-70	Total
1. Medicine (soil, atmosphere, water, air)	10	10	10	10	10	10	10	70
2. Toilet (water, soil, atmosphere, air)	10	10	10	10	10	10	10	70
3. Stool(water, soil, atmosphere, air)	10	10	10	10	10	10	10	70



Activity/ Age group	0-10	011-20	21-30	31-40	41-50	51-60	61-70	Total
4. Diaper atmosphere, soil	10	5	5	5	5	5	10	45
5. Cry (loudly) Oise, air	10	0	0	0	0	0	0	10
6. School/college/ education Books, trees, paper, pen, pencil, rubber	10	10	10	10	5	0	0	45
7. Cracker festival/games atmosphere, air, soil, water	10	10	10	10	10	0	0	50
8. Water balloon/color water, soil, atmosphere	10	10	10	10	10	10	10	70
Activity/ Age group	0-10	011-20	21-30	31-40	41-50	51-60	61-70	Total
9. Shaving water, soil, atmosphere	5	10	10	10	10	10	10	65
10. Watching TV Electricity, Oise	10	10	10	10	10	10	10	70
11. Traveling air, atmosphere, natural, reasonable, Oise	10	10	10	10	10	10	10	70
12. Gossiping Oise	0	10	10	10	5	5	5	45
Activity/ Age group	0-10	011-20	21-30	31-40	41-50	51-60	61-70	Total
13. Listening Music, Oise, electricity	0	10	10	10	10	10	10	60
14. Playing outdoor soil, Oise	10	10	10	10	10	10	0	60
15. Going to gym Oise, electricity	5	10	10	10	10	0	0	45
16. Driving car air, atmosphere, natural resource	5	10	10	10	10	10	5	60
Activity/ Age group	0-10	011-20	21-30	31-40	41-50	51-60	61-70	Total

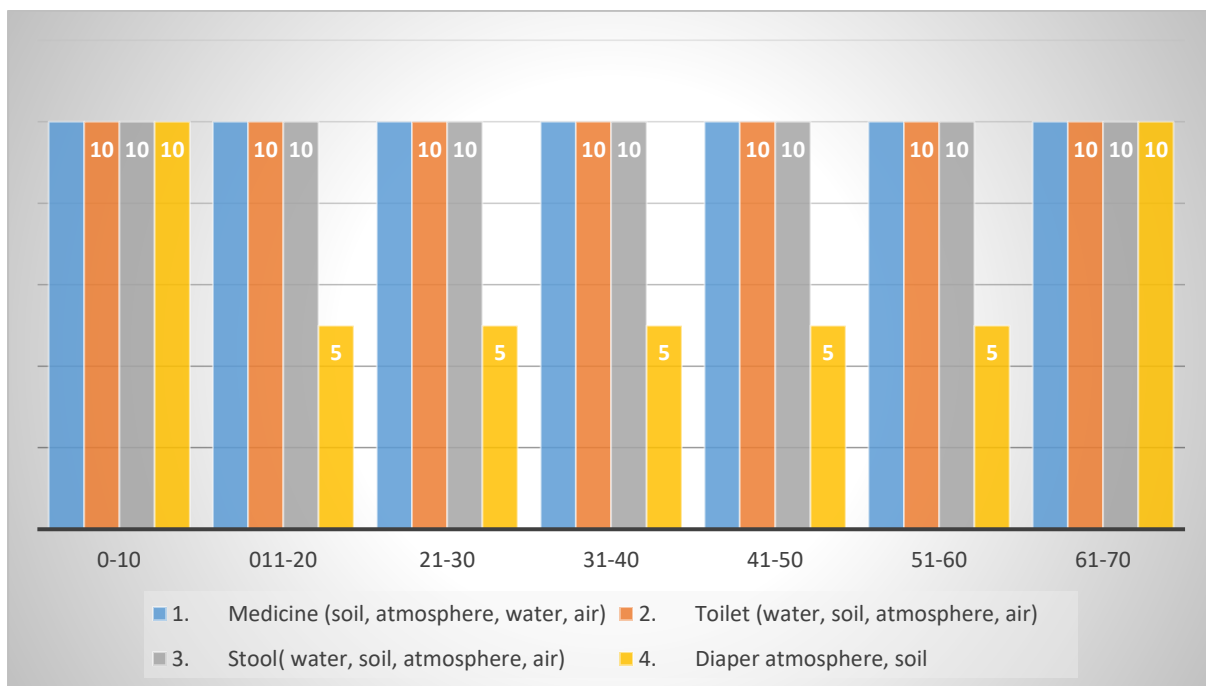


17. Riding bike air, atmosphere, natural resource	5	10	10	10	10	10	0	55
18. Sex atmosphere by contraceptives	5	5	10	10	10	5	0	45
19. Sociality Marriage (all type of pollution)	10	5	10	10	10	10	5	60
20. Funeral (all type of pollution)	5	5	10	10	10	10	10	60
Activity/ Age group	0-10	011-20	21-30	31-40	41-50	51-60	61-70	Total
21. Fart/ sneezes air, atmosphere, Oise	10	10	10	10	10	10	5	65
22. Perfume air, atmosphere	5	10	10	10	10	10	10	65
23. Going office water, soil, atmosphere	5	5	10	10	10	10	5	55
24. Jogging air, soil	5	5	5	10	10	10	10	55
Activity/ Age group	0-10	011-20	21-30	31-40	41-50	51-60	61-70	Total
25. Reading newspaper □ trees	5	0	10	5	10	10	5	45
26. Hospitalized air, soil, atmosphere	10	10	10	10	10	10	10	70
27. Bathing water, soil	10	10	10	10	10	10	5	65
28. Brush	10	10	10	10	10	10	10	70
Activity/ Age group	0-10	011-20	21-30	31-40	41-50	51-60	61-70	Total
29. Using electronic gadgets energy, atmosphere	10	10	10	10	10	10	10	70
30. Reading books paper(cutting trees)	10	10	10	10	10	10	10	70
31. Chewing pan/Gutka	5	10	10	10	10	5	5	55
32. Chewing gum	5	10	10	10	10	10	10	65

Activity/ Age group	0-10	011-20	21-30	31-40	41-50	51-60	61-70	Total
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33. Smoking(Soil, atmosphere)	5	10	10	10	10	5	5	55
34. Washing clothes water, soil, atmosphere	5	10	10	10	10	10	10	65
35. Drinking soft. drink	10	5	10	10	10	10	10	65
36. Hard drink (water, soil, atmosphere)	10	5	10	10	10	10	5	60
37. Hair Cut, Nail cut (Soil, water, atmosphere)	10	10	10	10	10	10	10	70



The above activities are broadly classified into :

1. Voluntary or Innocent Activities: These are these activities which an individual does rationally and voluntarily. These activities knowingly or unknowingly affects the environment. But the intention behind these activities is neither bad nor malicious. The intention is growth or satisfaction.

It makes a difference to the environment at a particular level, undoubtedly but the pollution caused is reversible and the Natural Assets can be reinstated if we want to talk in e-language i.e. electronic or computer language.

Since an individual fun loving, entertainment lover, kind of person, he by his fun loving nature, makes a mockery and sometimes crosses his limitations and afterwards apologizes for his doings.

These all activities are termed as Curable i.e. Reversible, Rectifiable, and Sound, unconsciously done without a bad intention and done negligently.

Where an individual throws color in the Air and enjoys the festival of colors, the color may go into others eyes.

These activities are undoubtedly constructive but somewhere or the other he will have to pay a price for exploring the environment.

2. Irrational or Deliberate Activities: These kind of are those activities are which an individual does to prove his Almightyness, his strength, his power, his existence and his greed to acquire more. Here starts tug of war between the Nature and the individual.



Where on one side of the rope the Human Being is holding and the other side he deliberately give to the Nature. This game of “Death” is being participated by the Human Being voluntarily but the Nature is being dragged into. Nature never wanted to participate in such Life threatening game, however the Individual deliberately, induces the Nature to participate. It’s like playing with a deadly “sword” and that too with your own Mother?

The Irrecoverable activities by an individual, makes him stand against his own Mother Nature. The Nature which has supported him to be born, grow and survive is now helpless, is retaliating against him. Whoever wins the war between the mother and the son, ultimately the mother only is wounded and defeated.

But one thing to be noticed here is, the war starts only when one person challenges the other. Here an individual because of his reckless behavior challenges Mother Nature and she is bound to retaliate. The Roar of the Mother Nature takes in its Trap , innocent kids also along with the mischievous ones.”

This problem of sustainability which may be solvable with the principles of VUCA the individual’s power to tackle those tough problems while they are still doable. This concept can further be explained with help of Contribution and Contamination Account similar like Income and Expenditure Account and also by drawing a Green Balance sheet connecting an individual with the environment which is calculated in Green points of *Harrit Aank*

Contribution and Contamination A/c for the life span ended

Particulars	Carbon dioxide CO ₂	Particulars	Oxygen O ₂
<u>To Soil पृथ्वी</u> Use : xx Waste: xx	XXX	By Soil Irrigated or erosion saved e.g. value of soil per kg	XXX
<u>To Water जल</u> Use xx Waste: xx	XXX	By Water conserved or saved during the year e.g. value of water per gallon	XXX
<u>To Air वायु</u> Use : xx Waste: xx	XXX	By Air pollution controlled or contributed to fresh air by saving trees e.g. value of oxygen cylinder	XXX
<u>To Fire अग्नि</u> Use : xx Waste: xx	XXX	By Energy generated Or conserved e.g. value of electricity per unit	XXX
To Space or Atmosphere <u>आकाश</u> Use : xx Waste: xx	XXX	By Trees planted (Nos.) x age of the tree x value per year e.g. Rs. 75,000 per year per tree	XXX
To Addition to environmental capital(if any)	XXX	By Loss to Environmental Capital (if any)	
Total		Total	

Further an individual’s Green Balance sheet if drawn connected with environment will look something like shown below

Green Balance Sheet of Mr. as on.....

Green liabilities	Green Point	Green Assets	Green Point O ₂ Rs.



	CO ₂ Rs.		
Addition to Environmental capital X	xxx	Trees planted or Natural Assets saved	Xxx
<u>Soil पृथ्वी</u> Use ie irrigated: xx Waste: ie Erosion xx	xxx	Investment in environment protection fund (if any) <u>Amount Spent for</u> Soil Irrigated or erosion saved	xxx xxx
<u>Water जल</u> Use xx Waste: xx	xxx	e.g. value of soil per kg Water conserved or saved during the year e.g. value of water per gallon	xxx xxx
<u>Air वायु</u> Use : xx Waste: xx	xxx	Air pollution controlled or contributed to fresh air by saving trees e.g. value of oxygen cylinder	xxx
<u>Fire अग्नि</u> Use : xx Waste: xx	xxx	Energy generated Or conserved e.g. value of electricity per unit	
<u>Space or Atmosphere आकाश (in the form of noise pollution)</u> Use : xx Waste: xx		Trees planted (Nos.) x age of the tree x value per year e.g. Rs. 75,000 per year per tree Loss to Environmental Capital (if any)	
	xxx	Total	Xxx

Green Balance Sheet of Mr. as on.....

Green liabilities	Green Point CO ₂ Rs.	Green Assets	Green Point O ₂ Rs.
Addition to Environmental capital	xxx	Trees planted or Natural Assets	Xxx
<u>Contamination emitting CO₂ in (foot prints) by polluting or using</u>		Investment in environment protection fund (if any) <u>Amount Spent for</u>	xxx
Soil xx		Soil Irrigation xx	xxx
Water xx		Water Conservation xx	
Air xx		Air Pollution Control xx	
Fire xx		Energy Conservation xx	
Atmosphere xx		Others(if any) xx	



	xxx		
Total	xxx	Total	Xxx

Let there be peace in the heavens the earth, the atmosphere, the water the herbs, the vegetation, among the divine beings and in Brahman, the absolute reality. Let everything be at peace and in peace. Only then will be find peace". *Atharava Veda*

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