

# TOWARDS SUSTAINABLE DEVELOPMENT: RETHINKING MODES AND STRATEGIES

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## ABSTRACT

Sustainable development is the cry of present time. Several concepts related to environment are there. As these concepts consist of complex understandability, the largest number of population is not so familiar with it. Efforts based on the awareness of these issues are not so fruitful. In these context the alternative approaches is very relevant. Literature has great role to make people aware about the environment. Making sense about the difference between greed and need is very important. Focus should be given not only on solution, but also on the completeness and permanency of the solution. Besides the scientific understanding, moral sensitivity should also be cultured.

**Keywords:** Sustainable, Literature, Greed, Solution, Sensitivity.

## INTRODUCTION

Sustainable development is the demand to integrate social, environmental, and economic concerns so as to achieve the development paths which meet the needs of present generations, without compromising the ability of future generations to meet their own needs. Standing on the present situation, we compare the present situation with the past situation; it makes us alert and we think about the future. At present time sustainable development is very highlighted and colloquial. But the problem is that how can we achieve it in reality? Huge importance has given on these type of concept like – ozone hole depletion, green house effect, global warming etc. But the outcome is not so satisfactory. These concepts are practically out of reach from the largest number of population due to its complex understandability. To connect all the people with these concepts and to gather all their effort at a time is practically very difficult. The importance of alternative approaches is relevant in this context.

## LITERATURE

Literature has more appeal than Science to the common People. Because it is more understandable for larger people. To make aware about the environment, literature has great role. But unlike old literature present time literature is almost fully devoid of environment.

## GREED VERSUS NEED

To differentiate between greed and need is a crucial task throughout the life. As it directly affects the lifestyle. Changes in lifestyle (may be with the help of spiritual attachment) will need to be accompanied by the development of an ethical awareness.

## COMPLETE AND PERMANENT SOLUTION

Due to over willingness to explore new options, impatient, and cheap publicity we are always seeking for the immediate solution of any problem. As a result it provides permanency to the problem, as well as give birth more new problems -chain reactions occurred. So solution searching eyes should shift towards endurance and divergence for the sake of completeness and permanency of the solution.

## DEVELOPMENT OF MORAL SENSITIVITIES

*Enough of science and arts.  
Close up these barren leaves;  
Come forth, and bring with you a heart  
That watches and receives.*

- William Wordsworth

More reliance is associated on the growth of our scientific understanding than on the development of our moral sensitivities. As a consequence, depending on the wooden insensitivity we have learned to see the earth as a puppet and inanimate object. Shift is required by which we can believe that the environment is a living entity. Earth has also tears, anger, laugh and ability to take revenge.

## CONCLUSION

All this may be deemed as significant effort to propel and upgrade actions combined with awareness and skillfulness in attaining sustainable development by virtue of some tune-ups in our societal and environmental engagements to hone the infinite endowments of Mother Earth by disembroiling the enigma of existence to cultivate a organic greed-free lifestyle.

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