

Modelling Sustainability: (A case study of Gurukul Kurukshetra)

Aarti Chauhan*¹ and Anjali²

¹Research Scholar, University School of Management Kurukshetra University,
Kurukshetra

²Research Scholar, University School of Management Kurukshetra university,
Kurukshetra

[¹aartichauhan0112@gmail.com](mailto:aartichauhan0112@gmail.com)

[²anjaliatri70@gmail.com](mailto:anjaliatri70@gmail.com)

Abstract

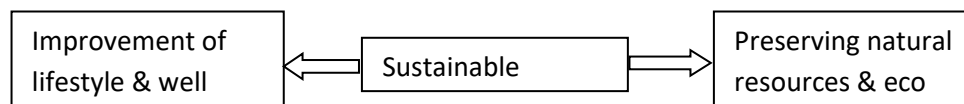
Sustainable development finds out better ways of doing different activities and use finite resources in such a manner that present generation requirements are fulfilled without compromising with the fulfilment of future generation's needs. In this paper, how sustainable development can be achieved in business is studied. For this, a case study on Gurukul Kurukshetra is done. The case study on Gurukul presents a successful model of sustainability which enhances the economic, social and natural capital simultaneously. Sustainable development is need of an hour and this paper focuses mainly on sustainable model of Gurukul Kurukshetra that creates a synergizing effect. In this case it has been analysed that the sustainable development can be attained through such sustainable models.

Keywords: Sustainability, Development, Synergy

1. Introduction

Sustainable development is a combination of two words sustainable [means causing no harm to the environment and therefore to continue for a long time] and development [a process in which someone or something grows or changes and becomes more advanced].

Sustainable development focuses on future, but it doesn't mean to lose out in present. It is all about finding better ways of doing work in present as well as in future. A development in which needs of current generations are fulfilled without neglecting with the ability of resources to meet the needs of future generation is called sustainable development. It basically focuses on all the aspects i.e. sustainable community, sustainable business, sustainable agriculture etc. For example-health and transport, walk or use cycle for short journey instead of driving make healthy and it also saves money. In order to save environment such quick and convenient small steps are required to be initiated.



Source: www.environmentalscience.org

There are three pillars of sustainable development; these pillars are interdependent. It is believed that social, environmental and economic factors must be balanced equally to achieve true sustainability. The three pillars of sustainability are discussed below:

Environmental Sustainability: We all are living on this earth with the large number of natural resources. Environmental means to consume our natural resources at a sustainable rate. We need to consider material scarcity because some resources are in more abundance than other.

Economic Sustainability: Focus on sustainability of business or country is the main ground for economic sustainability. It studies how a business or country uses its available resources efficiently in order to produce an operational profit. Without acting responsibly, a company will not be able to sustain its activities in the long term.

Social Sustainability: Social sustainability is achieving the social wellbeing of a country, an organisation, or a community. Three major variants of social development are social development, human development and issues of justice and equity.

Globalisation and sustainable development both go hand in hand. The past decades have witnessed the dramatic role of globalisation. Globalisation means integration of an economy with world's economy. It also increases the concern towards environmental protection. Now a day, the issues of global sustainability takes a new turn. Global Sustainability requires synchronization of different nation's policies in order to use natural resources optimally. Global sustainability will contribute towards long term economic growth and development of world. There is a need to start some sustainable business projects at international level.

2. Literature review

Surendra (2005) studied, a model of sustainability at a local level on Nepal on community forest management. It explained the robust idea of sustainability to enhance economic, natural and social capital concurrently. It was concluded that local communities are determined to increase their socio-economical resource capabilities for future needs and satisfying demands for natural resource.

Lele (1991) explored that both government and non-government grasped the latest concept of sustainable development as model of development. The study focused on problems related to environmental degradation, poverty and the role of sustainability.

Jickling and Wals (2008) studied the relationship between sustainable development, environmental thoughts, democracy, and education. This study identifies international organizations such as UNESCO which has championed the issues arising from this conversion. It was contended that globalization forces have significantly altered the environmental education into to education for sustainable development.

Redclift (2005) observed that in order to achieve sustainable development, global environmental justice is important. Significant attention to questions of science and biology studies has strengthened the 'right-base' approach and also, the interest in the linkage between human and natural system which includes giving attention to environmental justice issue.

Pawlowski (2013) studied the concept of sustainability in connection with the globalization based on egoistic axiology, uncompromising pursuit of maximum profit. The study presents threats of the contemporary globalization and finding for the solutions to make our future sustainable.

Byrne and Leigh (2002) studied that globalization and sustainability are not exact opposites to each other as they frequently taken to be. It concluded that both emphasis on development and efficiency in common.

Little and Green (2008), studied the role of education that links the successful globalisation and sustainable development. The study shows the concept of sustainability and globalisation as a parallel discourse.

Rees (1998), studies the concepts that will support professional and academic planners to figure out how the idea of sustainability should inform planning theory and practicing in the near future. It mainly focused on accommodating economic realities by any realistic approach to sustainability.

Omer (2008), anticipated the potential for integrated systems for a cleaner energy technology and examined the future energy use, issues relating to renewable energies and sustainable development for both future and current perspectives.

Horrigan, Lawrence and walker (2002) studies the problem of environmental and human health associated with present food production practices and discussed about making the system more sustainable.

Costanza and Daly (1992) discussed the role of maintaining natural capital stocks and actionable policy, the discount rate in valuing natural capital and principles for ensuring sustainable development.

Singh (2016) studied the rapid growth in globalisation accompanied by stagnation and a worldwide increase inequality and environmental degradation.

Garrod (1998) examined how multinationals' business strategies assisted government for sustainable development and concluded that corporate environmentalism makes sustainable development and economic globalisation more compatible.

Bowler (2002), studied the reasons of unsustainability in modern farming. The study found the production of environmental goods, integrated farming systems and alternative agricultures as three emerging approaches to more sustainable agriculture.

Panayotou (2000), studied the link between globalisation and environment and identified the issues that affect sustainability of environment which were addressed in multilateral economic agreement related to finance and trade. The study concluded that more the integration between trade policies and environment, more the sustainable economic growth.

3. Research Methodology

Theoretically, sustainable development seems to be an enchanting concept. However, it is very difficult to be implemented in actual practice. The very practice of harnessing the resources to achieve development makes it unsustainable. In case of firm built sustainable solution, they are not profitable. Although sustainability is well established, still there are some unanswered questions.

Can sustainability be implemented in actual practice?

Are such projects of sustainable development possible to attain?

Are such projects profitable or not?

And how this can be achieved?

In order to find solution to research problem, a case study on Gurukul Kurukshetra has been done and a sustainable model on the basis of its activities has been developed.

4. Findings Study of Gurukul Kurukshetra as a sustainable model 13th April 1912, Gurukul Kurukshetra was established by the great freedom fighter Swami Shardhananda on the eve of Baisakhi. This intuition is enlightening the life of thousands of students by adopting the ideals as set by Swami Dayananda, assimilating the traditional and modern culture. This tree of knowledge provides education to thousands of Students who come from various geographical regions. Lala Jyoti Prasad a munificent donor of Thanesar city donated his 1048 bighas of land and rupees 10000 in cash enabling Swami Shardhanand ji to give his dreams a real shape. The aim of Gurukul is to instil Vedic values among children to remove ignorance, corruption and evils from society and preparing future generation possessing scientific attitudes alerting and sensitizing children to future challenges, blending modern and ancient education so that children are front runner in every walk of life. Further its endeavour is to teach the students dignity and there by establishing them in the society as enlightened citizens. Gurukul Kurukshetra also aims to promote sustainability by its other activities like organic agriculture and dairy farming. This intuition lies in the lap of nature. 30 acres of pollution free campus having pleasant atmosphere, beautiful lawns, exotic plants, fountains, silky grass all together enthrall one and all who happen to visit this intuition.

The main activities are Education, Organic Agriculture, Dairy Farming and Health.

4.1 Education

The institution is affiliated to CBSE up to +2level. Well educated faculty is available for commerce and science subject. It is compulsory for each and every student to opt subjects related to religious education, moral education and Sanskrit. Besides fine arts, N.C.C computer physical Education and Sanskrit are also available as optional subjects. Being fully residential school, it is obligatory for all students to live in the campus of Gurukul. There is earthquake resistant hostel which accommodating around 1300 students under the surveillance of CCTV cameras. The institution can boast of a computerized grand library having more than 10,000 books related to art, science, commerce, religion, Vedas and literature of Arya Samaj. Lots of dailies, weekly and fortnightly adorn the reading Gurukul is committed to create the taste for both western and classical music. Pt. Amichand music centre takes care of the interest of the students in both types of musical streams. To run the administration efficiently a double story admin block fitted with lift facility, equipped with all kinds of amenities worth Rs. 2 crores have been set up. Arsh mahavidyalya a separate branch has been established to churn out well-learned intellectuals in vedic arena. Experts related to different linguistic fields like Hindi, Sanskrit, English, etc. are toiling hard from dawn to dusk.

4.2 Agriculture

Gurukul owns 200 acres of cultivated land in Kainthla village where wheat and rice are grown. It also has 10 acres of land where fodder for dairy use and seasonal crops are grown. Gurukul has established ancient agriculture manure production research centre keeping in mind to avoid the harmful effects of chemicals and fertilizers.

The main motive of this programme is to bring awareness among the farmers about the advantage of ancient way of farming through training and workshop. The farmers are especially trained by holding the workshop on Zero-Budget Farming. Gurukul Kurukshetra has set up an attractive and grand nursery that contains 360 rarest plants to purify the environment and to cover the land with trees. These fruitful and ornamental plants are imported from metropolitan cities like Kolkata and Chennai.

4.3 Dairy Farming

There are around 240 cows, 9 bulls and 60 calves in their shed on an average each cow gives 20 litres of milk. In Gurukul, solar energy plant worth Rs. 43 lakhs are installed to prepare food for the students. It has not only stopped the consumption of traditional fuel but it also helps to maintain the quality, taste and nutritional value of the food. At present, in Gurukul, there is A.C cow-pen for 200 cows. Urine and dung from cow-pen is used in bio gas plant, food for the students is cooked and by slurry natural farming is carried out on 200 acres of land. Due to this Gurukul is financially benefited and has gained popularity, Gurukul Kurukshetra has been awarded second prize to save energy by the government of India. Milk is the complete food. It is best food for growing children. For this purpose, hi-tech cowshed has been set up so that children can get milk throughout the year without any problem. The cowshed has milch cows yielding 20 litres to 42 litres of milk. Per day yield of milk is 900 litres and all this is used for the consumption of the students. Milk parlour is also installed to milk the cows under hygienic condition. Researchers are carried out to improve the breed of cows.

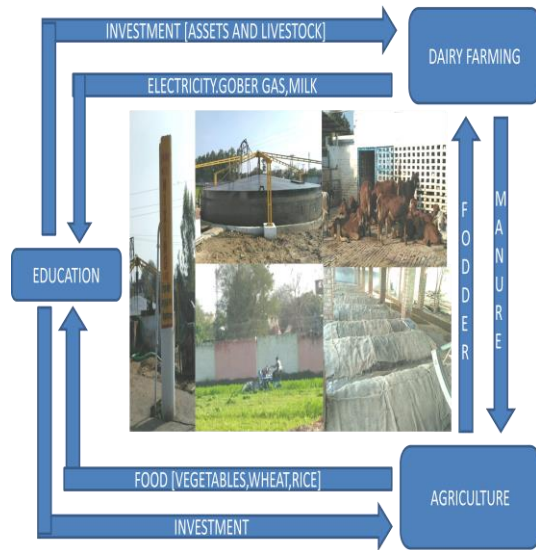
4.4 Health

Dhanvantari Aushdhalya has been established to constantly monitor the health of students. Well trained and experienced doctors ensure the efficient running of this Aushdhalya. It has well equipped lab in which there is arrangements for approximately all the tests related to even incurable diseases in the allopathic parlance. Since vedic period, Asthang Yog remains an inseparable part of the Indian education system. Only a disciplined and controlled life ensures a knowledge of self and integrated development of individual and society. Practical knowledge of aasthang yog (Yam, Niyam, Asan, Pranayam, Pratyahar, Dharna, Dhyan and Samadhi) as prescribed by “yog Darshan” has been made mandatory for every brahamchari (student in the modern sense) keeping in mind his age and capability

Ayurvedic Pharmacy is also done to conserve and preserve age old medical sciences of Ayurveda and to provide Ayurvedic medicines, a well-equipped pharmacy under the supervision of well-trained doctors is run efficiently. In it Ayurvedic medicines are manufactured using panchgavya through hi-tech machine. Gurukul is known for its special production such as chayanvanprash, honey, amla powder, soap, shampoo and oil etc. Yog and Naturopathy Hospital is one of its important unit's offerings “Diploma in Yog and Natural science.

Sustainability Model

The diagram below shows the sustainability model of Gurukul. It shows how various activities taking place in Gurukul are interrelated and inter connected to each other.



The main activities carried in Gurukul are dairy farming, agriculture, and education. First in agriculture they grow fodder on 10 acres of land which is used for cows in dairy and on 200 acres of land they grow crops, vegetables which are used in hostel mess for students. From dairy farming cow dung and urine is collected and diluted with water is used as manure and also used to make a mixture called Ghanjevan Amrit. Which is used in place of DAP and urea. By using the output of dairy organic farming is done without the use of pesticides and fertilizers. Other output of dairy farming is milk that is used in student mess. Urine and dung from cow-penis used in bio gas plant, food for the students is cooked and by slurry natural farming is carried out on 200 acres of land. Due to this Gurukul is financially benefited and has gained popularity, Gurukul Kurukshetra has been awarded second prize to save energy by the government of India. From educational institutions dairy farming and agriculture get funds to purchase the asset, livestock and agriculture inputs. This is how whole project works and how various activities are interconnected and creates the synergizing effect.

Conclusion

In the view to above findings, it can be said that sustainability is attainable and profitable. It is necessary to strengthen such sustainable development programme as it involves the use of resources of energy in such a manner that satisfies our present needs but does not compromise the future ability of resources. Gurukul is one such model that not only sustains the natural resources but also the moral value.

A model like Gurukul Kurukshetra where all the activities like education, health, dairy farming and agriculture are interconnected can take the country to a global level.

References

Devkota, S. R. (2005), Is strong sustainability operational? An example from Nepal. *Sust. Dev.*, 13: 297–310. doi:10.1002/sd.255

Sharachandra M. Lele (1991), *sustainable development: a critical review*, world Development Elsevier June 1991 Cash,

David W., et al. "Knowledge systems for sustainable development." *Proceedings of the National Academy of Sciences* 100.14 (2003): 8086-8091.

Jickling, Bob, and Arjen EJ Wals. "Globalization and environmental education: looking beyond sustainable development." *Journal of Curriculum Studies* 40.1 (2008): 1-21.

Barth, Matthias, et al. "Developing key competencies for sustainable development in higher education." *International Journal of Sustainability in Higher Education* 8.4 (2007): 416-430.

Redclift, M. (2005), Sustainable development (1987–2005): an oxymoron comes of age. *Sust. Dev.*, 13: 212–227. doi:10.1002/sd.281

Pawłowski, Artur. "Sustainable development and globalization." *Problems of sustainable development* 8.2 (2013): 5-16.

Byrne, John, and Leigh Glover. "A common future or towards a future commons: Globalization and sustainable development since UNCED." *International Review for Environmental Strategies* 3.1 (2002): 5-25.

Vercelli, Alessandro. "Globalisation and sustainable development." (2003).

Little, Angela W., and Andy Green. "Successful globalisation, education and sustainable development." *International Journal of Educational Development* 29.2 (2009): 166-174.

1 Rees, William E. "Understanding sustainable development." *Sustainable development and the future of cities* (1998).

Omer, Abdeen Mustafa. "Energy, environment and sustainable development." *Renewable and sustainable energy reviews* 12.9 (2008): 2265-2300.

Horrigan, Leo, Robert S. Lawrence, and Polly Walker. "How sustainable agriculture can address the environmental and human health harms of industrial agriculture." *Environmental health perspectives* 110.5 (2002): 445.

Costanza, Robert, and Herman E. Daly. "Natural capital and sustainable development." *Conservation biology* 6.1 (1992): 37-46.

Uppal, Gurpreet Singh. "Globalization and sustainable development." *ACADEMICIA: An International Multidisciplinary Research Journal* 6.3 (2016): 309-314.

Garrod, Brian. "Are economic globalisation and sustainable development compatible? Business strategy and the role of the multinational enterprise." *International Journal of Sustainable Development* 1.1 (1998): 43-61.

Bowler, Ian. "Developing sustainable agriculture." *Geography* (2002): 205-212.

Panayotou, Theodore. *Globalization and environment*. No. 53. Center for International Development at Harvard University, 2000.

Pope, Jenny, David Annandale, and Angus Morrison-Saunders. "Conceptualising sustainability assessment." *Environmental impact assessment review* 24.6 (2004): 595-616.

Kates, R. W., Parris, T. M., & Leiserowitz, A. A. (2005). What is sustainable development? Goals, indicators, values, and practice. *Environment(Washington DC)*, 47(3), 8-21.

<http://www.circularecology.com/sustainability-and-sustainable-development.html#.W3OF5vkzbiU>

<https://dictionary.cambridge.org/dictionary/english/sustainable>

<https://dictionary.cambridge.org/dictionary/english/development>

www.gurukulkurukshetra.com

."