

ENSURING SUSTAINABLE DEVELOPMENT THROUGH PERPETUAL TRAINING AND AWARENESS PROGRAMMES: A CROSS INDUSTRIAL STUDY REPORT

¹Saheb Singh Sandhu, ²Dr. Sudhir Kumar Moudgal, Advocate

¹Research Scholar, Management, JJT University, Jhunjhunu, Rajasthan

²Practicing Lawyer at Sub Divisional Court, Tosham & District Court, Bhiwani (Haryana)
And Adjunct Faculty-cum-Research Guide, Management, JJT University, Jhunjhunu (Rajasthan)

ABSTRACT: In general the training programmes and workshops are organized in order to enhance the knowledge and skills of employees for enhancing their dexterities related to their work but at the same time it becomes inevitable to create awareness amongst the employees about the measures of conservation of natural resources available with the organization so that sustainable development of an organization can be ensured forever. The organizations needs to conduct such programmes perpetually after a specified time period so that people would be able to remember and maintain the objectives of programmes and implement the knowledge in practical for organizational as well as individual benefits. This types of training and awareness programmes should become the part of Organizational Culture. The practices of perpetual training and awareness programmes are included in periodical prevailing activities within the organization and contribute significantly in building the Organizational Culture in the shape of regular custom. These training and awareness programmes keeps the employees awakened towards conservation and benefits of the natural resources. Thus the perpetual training and awareness programmes ensure the sustainable development of the organization. The objectives of this study are (1) To understand the significance of perpetual training as constituent of Organizational Culture and Work Environment (2) To know impact of perpetual training and awareness programmes for employees on Sustainable Development.

This study will be based on data collected from organizations of Logistics, Healthcare, Education, Manufacturing and Construction Industries located in Delhi, Rajasthan and Haryana. The data shall be collected through primary and secondary resources i.e. questionnaire, interview, personal observation, old records, magazines and journals etc. Data shall be analyzed with the help of tools i.e. SPSS, ANOVA and MS-Excel

KEYWORDS: Organizational Culture, Development, Perpetual, Training, Awareness etc.

INTRODUCTION

The term “sustainable development” has been constituted with two words of English i.e. “sustainable” + “development” and according to English Dictionary the literary meaning of the word “sustainable” means “involving the use of natural products and energy in a way that does not harm the environment” or “that can continue or be continued for a long time” and the meaning of word “development” is “process of making something better or creating advancement”. Thus the literary meaning of “sustainable development” is to crate advancement by using natural resources of energy and products and maintain the same for long time in a way that does not cause any sort of damage to the environment. The sustainable development can be stated as Environmental, Economical and Social well being for today and tomorrow. Although, the sustainable development has been defined in several ways yet most frequently quoted definition is from Our Common Future, also known as the Brundtland Report:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

1. the concept of **needs**, in particular the essential needs of the world's poor, to which overriding priority should be given; and
2. the idea of **limitations** imposed by the state of technology and social organization on the environment's ability to meet present and future needs."

The sustainable development is that which emphasizes on bringing the economic and social development by making best and economical use of natural resources bearing in mind the limitations of these natural resources. Sustainable development is improving the quality of life by accessing everything on this earth as being connected through space and time.

The concept of sustainable development has developed during the period of 12th to 16th century having its origin from the Forest Management and during the last about fifty years the concept and area of the sustainable development has broadened as well as reached to the minds of more people because of awakenings created at global level by the governments of various countries as well as several nongovernmental organizations' honest initiatives taken in the direction of environmental protection.

The term sustainable developments refers to the process of addressing the challenges of eliminating inequity, poverty all over the globe and promote the social, psychological and mental development amongst the people while decreasing dangers to the earth and global environment arising from consumption and wastage of natural sources of energy by the people as well as industrial production. It is also a process of doing effective environmental management and taking care of stability of the climate, other species and natural resources needs to conduct the study to find out how the human are connected to each other and forming a society and creating their environment. Sustainable Development is the significant and inevitable concepts which provide the solution to the problems harmonious coexistence of mankind with environment.

HISTORICAL DEVELOPMENT OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT:

The term sustainable was initially used in contemporary sense in the year 1972 by the Club of Rome which is also known as "think tank" which has been founded in 1968 at Accademia dei Lincei in Rome, Italy which deals with the varieties of international political issues. This club has also described itself as "a group of world citizens, sharing a common concern for the future of humanity." The term sustainable development was used by the Club of Rome in its classic report on the "Limits to Growth" which had been written by several scientists collectively who were lead by Dennis and Donella Meadows of the Massachusetts Institute of Technology. The authors used the "sustainable" at the time of describing the desirable state of global equilibrium intending to search for a model output that represents a world system i.e. (1) sustainable without sudden and uncontrolled collapse and (2) capable of satisfying the basic material requirements of all of these people.

International Union for the conservation of Nature has formulated a World Conservation Strategy formulated and published in the year 1980 which included one of the first references sustainable developments as global priority.

United Nations World Charter for Nature brought five principles of conservation in the year 1982 through which all those acts and conducts can be guided and judged due to which nature is affected adversely.

United Nations World Commission on Environment and Development in 1987 had released the report named as "Our Common Future" now commonly named the Brundtland Report.

ELEMENTS OF SUSTAINABLE DEVELOPMENT:

A key feature of sustainable development is that it comprises three elements: Environment, Society, and Economy. Or, if you like, the three Ps: Planet, People, and Profit. All three, in no particular order, are balanced so that one doesn't destroy another.

A sustainably run fishing community would go something like this:

1. They're environmentally responsible: they don't overfish, so preserve breeding stocks for next year.
2. They're socially responsible: they make sure the fish they do catch generate jobs within the community.
3. They're economically responsible: they stay in profit

DETAILS OF CONTEMPORARY PUBLICATIONS REFERRED:

Wikipedia (2015) the UN Conference on Environment and Development published in 1992 the Earth Charter, which outlines the building of a just, sustainable, and peaceful global society in the 21st century. The action plan for sustainable development identified information, integration, and participation as key building blocks to help countries achieve development that recognizes these interdependent pillars.

Dinesh Kumar (2015) declining in soil fertility suggest a decline in health of the soil and that has been defined as decline in chemical soil fertility, or a decrease in the level of soil organic matter. Erosion of soil by water of wind removes top soil which is rich in nutrients and organic matter. Nutrient mining is yet another cause that decreases soil fertility. Removal of more nutrients by crops than added through matures or fertilizers results in nutrient mining.

Mark Hilton and David Smith (2001) In most European Union countries there are legislative or generally agreed rules on the collective representation of employees in companies, through works councils, elected employee representatives and trade union representatives. The functions of these various representative structures differ from country to country, reflecting different traditions.

OBJECTIVES OF THE STUDY:

1. To understand the significance of perpetual training as constituent of Organizational Culture and Work Environment for Sustainable Development.
2. To know impact of perpetual training and awareness programmes for employees on Sustainable Development.

DATA COLLECTION METHODS:

Data has been collected through personal interviews, spot observations and checking previous records of training programmes organized for employees awareness as well as feedback of effectiveness of training on sustainable development in the organizations of Logistics, Healthcare, Education, Manufacturing and Construction Industries located in Delhi, Rajasthan and Haryana. Opinions of employees obtained from the above industries 20 each through questionnaire and interview.

DATA COLLECTION AND ANALYSIS:

A questionnaire has been prepared according to above mentioned two objectives and the data has been collected on the basis of following questions by the researcher and question wise responses obtained from 100 people have been provided as under:

Objective No. 1:

1. THERE IS A CULTURE OF PERPETUAL TRAINING IN YOUR ORGANIZATION.

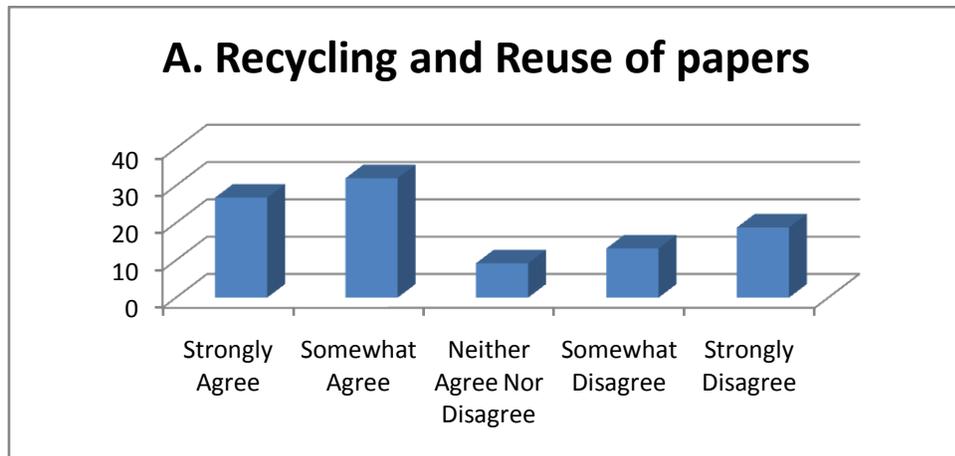
% age of Respondents Strongly Agree	% age of Respondents Somewhat Agree	% age of Respondents Neither Agree nor Disagree	% age of Respondents Somewhat Disagree	% age of Respondents Strongly Disagree
34.4	29.6	8.8	8.4	18.8



2. TRAINING PROGRAMMES ON SUSTAINABLE DEVELOPMENT ARE OFTEN ORGANIZED IN YOUR ORGANIZATION PERPETUALLY ON THE TOPICS AS UNDER:-

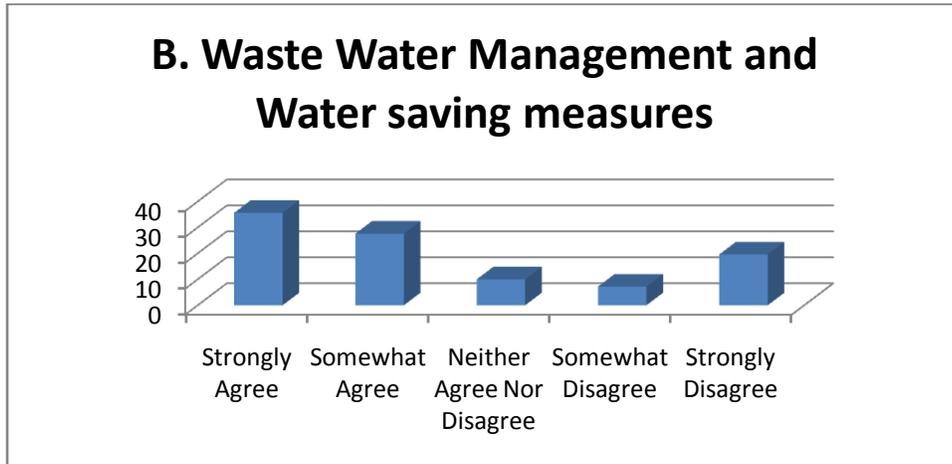
A. Recycling and Reuse of papers

% age of Respondents Strongly Agree	% age of Respondents Somewhat Agree	% age of Respondents Neither Agree nor Disagree	% age of Respondents Somewhat Disagree	% age of Respondents Strongly Disagree
26.8	32	9.2	13.2	18.8



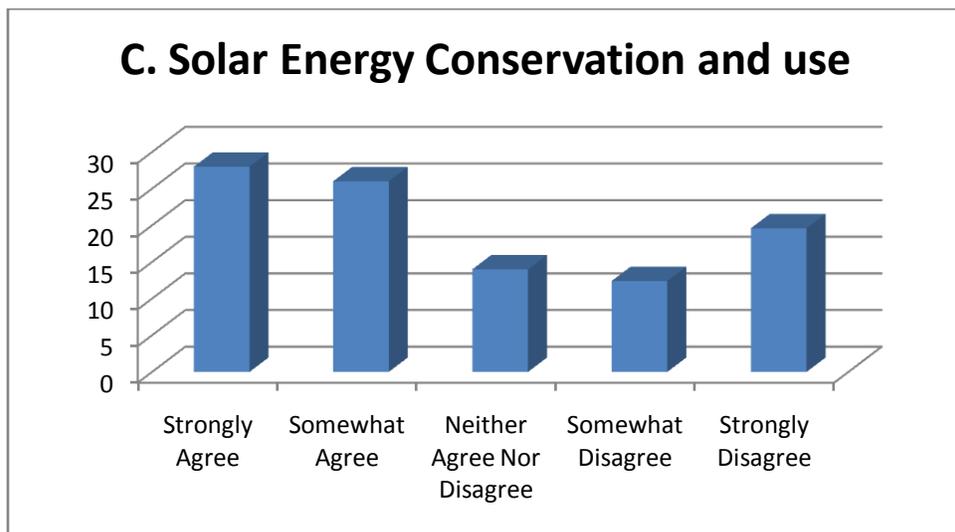
B. WASTE WATER MANAGEMENT AND WATER SAVING MEASURES

% age of Respondents Strongly Agree	% age of Respondents Somewhat Agree	% age of Respondents Neither Agree nor Disagree	% age of Respondents Somewhat Disagree	% age of Respondents Strongly Disagree
35.6	27.6	10	7.2	19.6



C. SOLAR ENERGY CONSERVATION AND USE

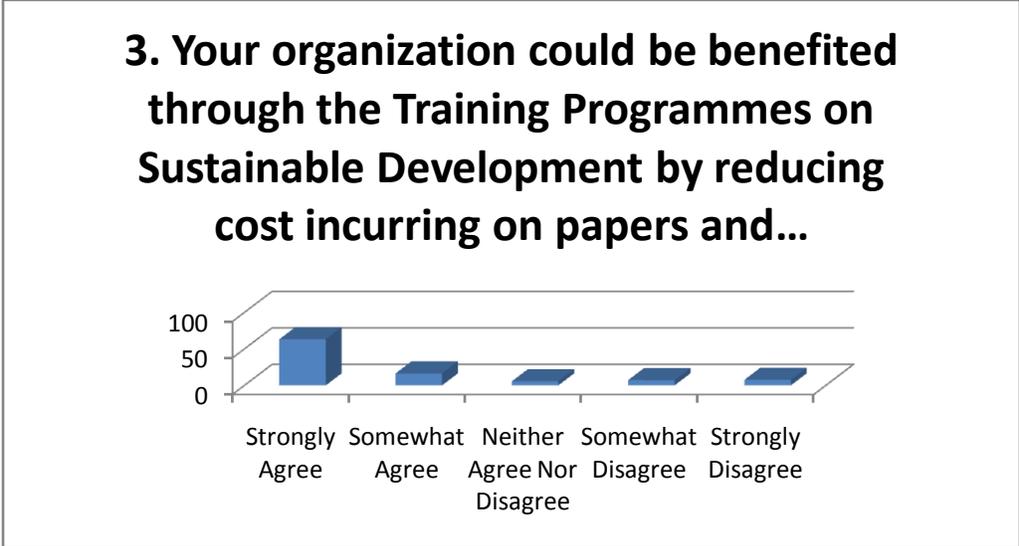
% age of Respondents Strongly Agree	% age of Respondents Somewhat Agree	% age of Respondents Neither Agree nor Disagree	% age of Respondents Somewhat Disagree	% age of Respondents Strongly Disagree
28	26	14	12.4	19.6



OBJECTIVE NO. 2:

3. YOUR ORGANIZATION COULD BE BENEFITED THROUGH THE TRAINING PROGRAMMES ON SUSTAINABLE DEVELOPMENT BY REDUCING COST INCURRING ON PAPERS AND STATIONARY, WATER AND ELECTRICITY.

% age of Respondents Strongly Agree	% age of Respondents Somewhat Agree	% age of Respondents Neither nor Disagree	% age of Respondents Somewhat Disagree	% age of Respondents Strongly Disagree
63.2	16.4	5.6	7.2	7.6



FINDINGS:

1. Types of training programmes organized regularly and periodically for a long time for the employees of an organization contribute a lot in formation of organisational culture.
2. The organizations are on the way to awaken their employees towards sustainable development.
3. The regular and periodical training and awakening programmes organized for employees are helpful in bringing sustainable development in an organization.

CONCLUSION:

For bringing any kind of development it is inevitable to make the people aware of the benefits of the intended development which can only be possible through creating awareness amongst the employees of the organization and that awareness can only be created by imparting perpetual training which is an unending process, thus the training must go on for any sort of development. Hence the Sustainable Development is also possible through perpetual training and awareness programmes.

LIMITATIONS:

More facts could have been mentioned but due to limit of 2000 word for this paper author has to concise.

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