Chapter 14
Instilling Self-Sustainment: The Key Survival Strategy Amid the Pandemic

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Abstract After a hundred years, another epidemic has touched the global community and challenges the platinum grade science and technology development. The COVID-19 did not spare the people belonging to the developed world or developing countries. The corona virus has cautioned us about our unhealthy lifestyle, breathing polluted air, consuming pesticides filled vegetables and fruits, drinking untreated water and questions our pathetic immunity status. The pandemic effect has made us realize our bad food habits, non-eco-friendly working environments, and our actions leading to the devastation of nature. This pandemic has given a lesson not to leave the ancient knowledge of texts scientifically, using traditional medicine for a healthy life, and live a pro-environment lifestyle. This chapter explores the traditional sources of rich knowledge and critically examines its uses for a sustainable environment, a sustainable lifestyle, and will develop a sustainable green earth.

Keywords Atmanirbhar Bharat · Pro-environment · Sustainable development · AYUSH · Green earth

14.1 Introduction

COVID-19, or commonly known as coronavirus disease, has spread in most parts of the world, including India. It results in infecting more than one crore (28 million) people across the globe, with meshing more than 917,417 to fatality. The world community faces a war-like situation (Or it may be Third World War in economic terms) due to the virus’s hostile spread. It has already invaded 53 countries in the Africa continent, 44 in Europe, 8 in East Asia, 20 in Latin America, 9 in South Asia,
18 in West Asia, 14 in Oceania world, the United States of America, and Canada. ‘Originating’ from China, the virus runs amuck around the world and challenges the peaceful global community and the economic order of the world on the one hand and hegemony the financial trade & commerce in the global market as an end product of this pandemic on the other hand. The coronavirus is exacerbating the silent death in the society that leads to mass devastation globally.

Patanjali defined ways to moral conduct in the Sanskrit language is worth mentioning in this context. This verse says that ‘humanity should respect all living creatures’ feelings and behave with love and grace’. Nonviolence is the biggest weapon to solve all the disputes in the world. Even the Brundtland Commission mentions:

Humanity has the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs. (WBCSD Global Scenario 2009: 4)

The COVID-19 pandemic and the lockdown of the whole global activities have given us a lesson to recall the efficiencies of the natural process of healing the environment, leading to environmental sustainability in real terms. In a Sanskrit sloka, it is rightly said, emphasizing the strength of natural healing power, that ‘one should chew the nature’s food & eatable things and get good health once the food is digested.’ Similarly, our nature heals the air, water, soil, and habitat naturally, considering the best for nature and world society and ultimately leads toward yogic life.

The post-pandemic period could perceive the real meaning of ‘climate change.’ Long global lockdown shows the signs of progressive improvement in the environment. The global community has come forward to save the lives of human beings by distributing food, medicine, and other essential items. For example, the Sikh religion’s worship places, commonly known as the Gurudwaras, worldwide (as we find them in Europe, USA, Canada, Australia, India, East Asia, and many other places) have been continuously distributing foods to the needy people for the crisis months (March to June 2020). So, there is neither shortage of food nor the good-hearted people donating cash and goods for the needy people in the world. The question arises here that why we are not caring about our nature and protect them from misuse. Nature has the capability to heal itself, and the post-pandemic period

2See the Mahabharata, Chapter Shanti Parva, Para 265,

3See the Mahabharata, Chapter Shanti Parva, Para 321,
emphasizes adopting the natural healing for the physical ailments of human beings and pausing a stop racing blindly for market goods. Humankind needs to inculcate within their attitudes to adopt a natural way of life.

Moreover, the post-lockdown period has witnessed the heavy rains in the different parts of the world, blue sky, and fresh air, and it is the direct result of nature healing itself during the lockdown period. It is further observed that the winter season of 2020–2021 has brought more happiness and cheers in the lives of the human being, flora, and fauna. Along with it, the post-pandemic lockdown period has created millions of unemployment among youth due to retrenchment in different companies. As per their skill, the global youth should inculcate them in developing their own entrepreneurs and generate employment rather than depending on the companies, which in India is known as Atmanirbhar (i.e., Self-sustainment).

This chapter critically examines the post-pandemic period by analyzing the natural healing process, which is a step toward a sustainable environment. It tries to explore the avenues for survival through practicing Atmanirbhar in a real sense. Also, it advocates to minimize the dependency on the blind market economy products and promotes creating a delicate balance in nature; a balance between the need and the supply.

14.2 Socio-Political Dialogues in Post-Pandemic India

The pandemic affects the socio-political fresco of India in varied ways. The labor migration from industrial hubs to their hometowns, closure of industrial production and loss of agricultural income, and stalemate in day-to-day activities led to a severe social and economic crisis. ‘The lockdown bound virtualization of life caused by the lockdown is already generating important social, economic, fiscal, and urban impacts, which are partially irreversible, need to formulate an assertive policy. The success of India’s fight against COVID-19 would be an upshot of multiple sector coordination among different agencies of health, technology, and diplomacy. They play an extremely coherent role in supplementing sector efforts’ (Chaturvedi 2020: 27). As a result, due to lockdown, most of the sectors are adversely affected. The investment banks and international agencies have projected India’s revised downward economic growth. Rashmi (2020) pointed out that ‘the latest projections of GDP growth for the Indian economy in FY21 could range from –0.5 percent (Nomura’s) to 2.5 percent (Moody’s). The Economic Intelligence Unit projects a quarter-on-quarter growth of –9.3 percent in Q2, 2020. The GDP growth in FY21 might well be toward the lower end of the range if the social distancing measures remain in place for a relatively extended period. It would lead to the business and consumer confidence taking time to return, resuming the normal business operations’ (Rashmi 2020: 30). The pandemic effect needs a long-term strategy to revive the lives of people. India comprises a dominant economy in South Asia, and it needs effective government strategies for the post-pandemic plan of action and the necessary funding. For example, Indian pharmaceutical companies are producing and exporting vaccines
throughout the world. Indian pharmaceutical companies have grabbed big requisitions from Russia to manufacture the COVID-19 vaccine bottles billion in number. Such time-oriented decisions will bring economic benefit to the people of India. The nation has been running along the right track in the Science, Technology & Innovation (STI) policies, and it looks forward to developing cooperation at the regional level, which could create a synergy among the countries in building the Atmanirbhar program for the youth.

The pandemic damage of human development done so far across the world needs an indigenous technology to become Atmanirbhar (Self-sustainable), and the continent is looking toward India being all-time supporters. The Government of India has announced several Atmanirbhar programs for the youth as per their needs, abilities, and requirement of their societies living in the rural, urban, and metropolitan areas. The COVID-19 post-pandemic period will be the time to drive forward with a shared understanding of what is meant by a sustainable and responsible consumption from the yoga perspective. The global community faces rising fuel prices, severe issues of hunger and poverty, scarcity of water, arable land, and other natural resources that question human consumptions, and how one may deal with it has never been more crucial. The progressively degrading environments and iniquitous social structures seriously threaten the future of mankind. Exacerbating these challenges today is the new danger posed by global warming and climate change. The global community bears the most severe brunt of these environmental and societal imbalances. Today, the warning to unstoppable competition for survival in the liberal market economy should be taken care of. The post-pandemic world community in 2020 should start thinking for the present and future generations, failing which nobody could stop the pandemic consequences and destruction of the Mammalian Class and our environment. Yoga attracts the worldly governments toward more sustainable choices and sharing this information with their citizens. This information will trigger innovation and ultimately set the trend toward a sustainable environment through Yoga among the global community in the post-pandemic period.

The economic relief packages, introduced by the government of India to stimulate the country’s pandemic hit the economy, have been analyzed from multiple lenses since they were announced—economic, social, political, etc. However, environmental and sustainability lenses seem to be missing from these analyses. This chapter will highlight the environmental aspects of the current economic packages, discuss how these packages could be further leveraged for green growth, and deliberate upon a climate-conscious economic rebuilding strategy going forward.

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4See the Deccan herald dated August 23, 2020, available under the URL: https://www.deccanherald.com/national/coronavirus-news-live-updates-unlock-30-rules-india-maharashtra-karnataka-delhi-tamil-nadu-mumbai-bengaluru-chennai-ahmedabad-new-delhi-total-cases-deaths-recoveries-today-covid-19-coronavirus-vaccine-covid-vaccine-updates-869265.html#3.

5See Mygov dated 24 September 2020, URL: https://www.mygov.in/campaigns/stip-2020/.
14.3 Meaning of Naturalization

India and the whole world went under the process of lockdown, and as a result, the ingredients of the nature such as Air, Water, and Light pollutant levels have come down drastically. Compared with the same period last year, ‘levels of nitrogen dioxide have fallen by 40 percent as PM2.5 is down by 10 percent, which means that people without COVID-19 can breathe easier. These two forms of pollution, which weaken the heart and respiratory system, are together chiefly responsible for about 470,000 deaths in Europe each year’. Health experts confirm the findings echoed their experience during the pandemic. ‘We have seen many fewer patients admitted with asthma and Chronic Obstructive Pulmonary Disease (COPD) over the last month, and there is no doubt that a fall in air pollution is part of the reason,’ said Dr. L.J. Smith, a consultant in respiratory medicine at King’s College hospital in London. The improvement in air quality over the last month of the corona virus lockdown has led to 11,000 fewer deaths from pollution in the UK and elsewhere in Europe.

People have changed their diehard habits that helped in purifying the environment in India. For example, Hindu people, after death, put ashes in the holy river Ganga. However, the lockdown during the COVID-19 outbreak has changed their habits that save the largest river of India to have unwanted elements. Similarly, in the absence of industrial waste, most of the rivers in India (such as the Yamuna in Delhi) are cleaned through the process of naturalization. Nature heals the environment, and India is the leader across the world and ready to supply the indigenous natural methods of Ayurveda, Yoga, and Naturopathy, Unani, Siddha, and Homoeopathy in healing the human being, society, and global environment. Yoga and Ayurvedic science is the end product of the history of ancient Indian spirituality. This paper explains how traditional Yoga and Ayurveda science is helpful for human development by strengthening their body immunity and in healing the environment in the post-pandemic world. Today, the world community practices human development. Sustainable production and consumption policy learning from Yoga may become an important medium for the development of global society. Yoga concerns around the world should address global challenges related to body immunity, shortage of resources, water scarcity, climate change, and loss of biodiversity and planning, promotion, coordination, and overseeing the implementation of environment and forestry program by connecting it with yogic sutras and Ayurvedic sciences.

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6 See the Guardian dated 30 April 2020, report entitled ‘UK - Clean air in Europe during lockdown leads to 11,000 fewer deaths’ which is available under the URL: https://www.theguardian.com/environment/2020/apr/30/clean-air-in-europe-during-lockdown-leads-to-11000-fewer-deaths.
7 See the New York Times dated 17 June 2020, URL: https://www.nytimes.com/issue/todayspaper/2020/06/17/todays-new-york-times.
8 See the Guardian dated 30 April 2020, URL: https://www.theguardian.com/environment/2020/apr/30/clean-air-in-europe-during-lockdown-leads-to-11000-fewer-deaths.
14.4 Naturalization Healing in India

The nature cure treatment through the process of naturalization cannot be ignored during this global health crisis, and it is observed scientifically in the world. Ganga and Yamuna are the two most prominently polluted rivers of the country; however, visuals of the rivers that were taken during the lockdown show them relatively cleaner. The media report (NDTV) observed that ‘many industries and offices were closed due to the lockdown, the Yamuna is looking cleaner. The stoppage of industrial pollutants, industrial waste, and household garbage has definitely had a positive effect on water quality. Along with it, there is increased water flow due to unseasonal rainfall and snowfall in some parts’. The epidemic naturalization process has given a lesson to shape our future approach, and the industrial pollutants should be minimized or restricted to dispose of in the water bodies. This naturalization process resurfaces the missing birds, animals, insects, and aquatic species in the rivers, ponds, and sea. For example, lions, leopards, Sambar-deer, endangered civet in Kerala, Neelgai, number of fishes in Byas River, Navi Mumbai saw thousands of flamingos and migratory birds.

The restrictions in the vehicular movement didn’t only help the air pollution to decrease but also had a very noticeable impact on noise pollution. For at least two months, there was a drastic drop in the honking, no sounds of vehicular engines, no machinery running in the factories, and no loudspeakers. The noise of vehicles’ honking and the airplanes has been replaced by the sounds of birds chirping. The West Bengal Pollution Control Board has released noise pollution specific data for Kolkata. It reports that there has been a 50–75 percent decrease in noise pollution during the lockdown. With the improvement in nearly all aspects like air, water, noise, and wildlife, trees and plants are roping the benefits of the clean environment and the lack of human activities too. As the world unlocks in phases, experts urge everyone to consider these environment gains and treat the ‘Mother Earth’ with compassion and gratefulness.

Ayurveda meant life (Ayur) and knowledge or science (Veda) explains about scientific life. It is further explained in the Encyclopedia Britannica that says ‘any system of knowledge that is concerned with the physical world and its phenomena and that entails unbiased observations and systematic experimentation’ (Britannica: 2020). Today, all the Ayurvedic medicines are provided under the ISM drugs and are supported under ‘The Drugs & Cosmetics Act and Rules, 1940’ (23 of 1940, as amended up to December 31, 2016), Ministry of Health and Family Welfare, Government of India in India. The Government of India has supported the systematic research in this field known as AYUSH (Ayurveda, Yoga, Unani, Siddha, and Homeopathy). It further encouraged the Indian Systems of Medicine and Homeopathy (ISM&H) and Central Council for Research in Indian Medicine and Homeopathy (CCRIMH).

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9See the NDTV Report dated 17 August 2020, URL: https://www.ndtv.com/topic/news-reporting.
10See the NDTV Reports, 10 July 2020. https://swachhindia.ndtv.com/world-environment-day-2020-this-is-how-the-environment-is-healing-during-the-covid-19-lockdown-45613/.
11See Britannica, URL: https://www.britannica.com/science/science.
to work extensively in fighting against the modern-day diseases, including COVID-19. The Ministry of Ayush\textsuperscript{12} provides the bottles and pouches (a mixture of natural herbal ingredients for the soup) in fighting against the COVID-19 as it stimulates the immunity in the human body. The Government of India also prefers advertising to go Natural Way for All Treatments, including COVID-19 and heal the body, mind, and nature. This is further true that avoiding all chemicals in the food and in daily use, which will minimize the pollutants in our daily lives and save the environment. T. C. James and Apurva Bhatnagar further explain that:

> although there is no deniability that there is a vast pool of traditional medicinal knowledge and traditional medicinal practices of immeasurable value in India, one cannot overlook the advancement in technology and modern medical sciences and how it has changed our lives for the better. It is imperative that traditional systems of medicine should not be looked as an alternative but rather as a complementary science to modern medicine. With increasing levels of education and knowledge expansion in other fields, it is necessary that the ISMs keep abreast of them. The practitioners of these systems should be able to converse and dialogue with them in the jargon of science with ease and felicity. This will be possible only if the systems infuse into them science and technology in a big way. Wide-spread application of science and technology will naturally lead to a great number of innovations. (James and Bhatnagar 2020: 24)

AYUSH science is the end product of the history of ancient India spirituality and this traditional science is helpful for human development by strengthening their body immunity and in healing the environment in the post-pandemic world. This is the major reason that the Parliament of India has passed two bills: the National Commission Homeopathy Bill 2020 and the National Commission for Indian System of Medicine Bill 2020 in the post-pandemic session of the Parliament.\textsuperscript{13} It will strengthen the idea of naturalization in the lives & livelihood of human beings in India.

Yoga concerns around the world should address global challenges related to body immunity, shortage of resources, water scarcity, climate change, and loss of biodiversity and planning, promotion, coordination, and overseeing the implementation of environment and forestry program by connecting it with AYUSH. This is the process of naturalization healing the environment in brief, and the young geographers must advertise this method for future survival.

\textsuperscript{12}See the Official Website of the Ministry of AYUSH, Govt. of India: https://health.ncog.gov.in/ayush-covid-dashboard/.

\textsuperscript{13}See the Economic Times dated 15 September 2020 on ‘MSP will stay, farmers will get investment, technology: Govt on farm sector bills’.
Table 14.1  *Atmanirbhar Bharat* Program by the Government of India

| Pillars of *Atmanirbhar Bharat* | Different Phases of *Atmanirbhar Bharat* | Different Channels of *Atmanirbhar Bharat* |
|----------------------------------|------------------------------------------|-------------------------------------------|
| • Economy                        | • Businesses including MSMEs            | • PM-CARES Fund                           |
| • Infrastructure                 | • Poor, including migrants & farmers    | • Health Advisory to Elders               |
| • System                         | • Agriculture                          | • All India Helpline Numbers              |
| • Vibrant Demography             | • New Horizons of Growth               | • Volunteers                              |
| • Demand                         | • Government Reform and Enablers       |                                           |

*(Source Govt. of India)*

### 14.5 Self-Sustainment as the Lifesaver Mechanism

The Government of India has started the *Atmanirbhar*, i.e., self-reliance program of ‘Building Atmanirbhar Bharat & Overcoming Covid-19’ (Table 14.1). India indeed had zero production of Personal Protection Equipment (PPE) before March 2020, and under this *Atmanirbhar* scheme, India produces more than 2 lakh PPE kits everyday in fighting against the COVID-19. Along with it, many automobile production centers were motivated to prepare life-saving ventilators and strengthened the self-reliance program. The Start-up program, keeping the social demography of India in mind, has become a vibrant hub for the Indian youth.

India is considered the third-largest start-up hub in the world after China & the USA. The report states that:

the number of start-ups in India was expected to cross the 9300 mark in 2019, and has the potential to grow up to four times this number by 2025. India’s large consumers base with access to the cheapest internet in the world provides an ideal platform for the start-up businesses to take off. In the health sector, projects like Net-Meds and 1 mg, etc. have penetrated the Indian markets, ensuring availability of affordable medicine in the remotest part of the country. Most of these online pharmacies also employ doctors to cross check the prescription and provide online consultations to customers. Furthermore, there are also projects like Practo that provides easy information about nearest consulting and specialized doctors, rated and reviewed by verified patients. The app also allows for prior booking at clinics and hospitals, along with offering attractive discounts on consulting fees. (Banerjee 2020: 22)

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14 See the *Atmanirbhar* Program’s Campaign by the Government of India which is available under the URL: [https://www.india.gov.in/spotlight/building-atmanirbhar-bharat-overcoming-covid-19#:~:text=Government%20of%20India%20is%20taking,threats%20posed%20by%20COVID%2019.&text=The%20Five%20pillars%20of%20Atmanirbhar,Infrastructure.](https://www.india.gov.in/spotlight/building-atmanirbhar-bharat-overcoming-covid-19#:~:text=Government%20of%20India%20is%20taking,threats%20posed%20by%20COVID%2019.&text=The%20Five%20pillars%20of%20Atmanirbhar,Infrastructure.)
14.5.1 Vibrant Demography

India being an agricultural country, has taken essential steps in the post-pandemic conditions to procure the interests of the farmers. ‘The plans and programs are drawn up for the rural sector and Rs. 17,500 Crore (175 million rupees) will be transferred online under the Direct Benefit Transfer in the accounts of the farmers. Organic farming will promote among the farmers to get better prices of their products and facilitate exports.’ The rural infrastructure is on the priority of the government, and the farmers will be connected directly to buyers that will strengthen buyer–seller relations in the long term in post-pandemic India.

Along with it, the government has passed two legislations in the interests of the farmers entitled ‘The Farmers Produce Trade and Commerce (Promotion and Facilitation) Bill, 2020’ and ‘The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Bill, 2020’ in the post-pandemic session of the Parliament on September 17, 2020. Mr. Narendra Singh Tomer, the Minister of Agriculture, and Farmers’ Welfare; Rural Development and Panchayatiraj, has explained that:

the bills are aimed at making farming profitable. These bills will increase competition and promote private investment, which will help in development of farm infrastructure and generate employment. The farmers will be able to connect directly with big business and exporters and will be able to make farming profitable. It will strengthen farmers and help India to become Atmanirbhar.

Similarly, the human development of vibrant demography urgently needs interconnectivity in the Post-COVID period. A household looks at the options of a healthy family, schools and colleges look for their classes, small businesses to move on, offices to run, the police needs to check crime, the army needs to secure the border; and all need to be done under complete lockdown, partially lockdown or under any restricted conditions. Here, the Indian geographers’ mission is to organize the world’s information and communicate to the desired mass by working under this Atmanirbhar vision to connect India, strengthen their self-sustenance, and visualize for the connectivity. Rahul Bhasin, the Managing Director of Baring Private Equity Partners, has outlined:

IT actually has a big broad sort of horizon at this moment and everything which feeds into it – the enabling ecosystem of telecom and fibers etc. are big beneficiaries. It is really about everyone who facilitates gathering large amounts of data whether it is the Internet of Things (IoT) which gathers data from objects or whether it is the industry, the cell phone industry,

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15See the Economic Times dated 8 August 2020. Delhi, available under the URL: https://economictimes.indiatimes.com/news/economy/agriculture/minimum-support-price-mechanism-for-farmers-will-continue-agriculture-minister-narendra-singh-tomar/articleshow/78170493.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst.

16See the Economic Times dated 17 September 2020, available under the URL: https://economictimes.indiatimes.com/news/economy/agriculture/minimum-support-price-mechanism-for-farmers-will-continue-agriculture-minister-narendra-singh-tomar/articleshow/78170493.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst.
the variable industry which gathers data about people, the cloud which helps store data securely. Then the layer of artificial intelligence comes, which actually exploits that data, gets insights and takes us forward. Covid-19 is on everybody’s top of mind and there is a lot of data floating around. However brilliant people are, no one could actually figure out what it was all about, till a gentlemen called Dr. Jacobson in Tennessee who runs a Oak Ridge National Laboratory, which has one of the fastest supercomputers in the world, took 17,000 samples and fed it into the computer putting it in a self-learning algorithm and came out with the hypothesis that this is something like a Bradykinin storm which is completely different from what everybody felt it was. They have isolated drugs which can be used to treat and which are straight away being taken into clinic. They have also figured out that this is the effect of Covid-19 and the IT have harnessed a lot of data, used the new computation tools and been able to come out with insights which are going to differentiate how that industry works and how we as a human society evolve. (The Economic Times, 18 September 2020)17

The young generation of Indian geographers should utilize their technological skills (such as Remote Sensing & GIS, Simulations, Computer technology of Spatial and Pattern Analyses like geophysical, sociological, demographic, hydrological, meteorological, or political, Data analysis with SPSS, SYMAP, GIMMS, and others). It will bring opportunities to earn and stabilize their lives under Atmanirbhar vision and employ others by sitting at home. The use of millions of smartphones in the rural–urban profiles needs to connect through these geographical technologies in their daily lives in serving multi-purpose utilities. The digitalization of small businesses under Atmanirbhar vision scheme establishes the online business using maps, driving connections, and become a part of the formal economy.

The Goggle has supported this Atmanirbhar vision and the post-pandemic period is the beginning of the geographers to work in his discipline and get connected digitally. Sunder Pichai, CEO of Google India has announced the Google initiative for India Digitization Fund, confirming that his company would invest INR 75,000 crore, or approximately $10 billion, into India over the next 5–7 years. The company would do this through a mix of equity investments, partnerships, and operational, infrastructure, and ecosystem investments.18 This will add confidence to the future of India’s digital economy. Investments will focus on four areas critical to India’s digitization:

- First, enabling affordable access and information for every Indian in their own language, whether it is Hindi, Tamil, Punjabi, or any other
- Second, building new products and services that are deeply relevant to India’s unique needs

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17 See the Economic Times dated 18 September 2020, available under the URL: https://economictimes.indiatimes.com/markets/expert-view/rahul-bhasin-on-how-covid-could-prove-to-be-a-game-changer-for-it/articleshow/78186611.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst.

18 See the India Today dated 13 July 2020, available under the URL: https://www.indiatoday.in/technology/news/story/google-announces-india-digitization-fund-will-invest-rs-75-000-crore-in-india-in-5-7-years-1700056-2020-07-13#:~:text=Google%2C%20CEO%2C%20Sundar%20Pichai%20on%20Monday%20announced%20that%20Google%20will%20digital%20India%20missions.
• Third, empowering businesses as they continue or embark on their digital transformation
• Fourth, leveraging technology and Artificial Intelligence for social well-being, in areas like health, education, and agriculture.

Similarly, the EU–India Summit has finished on July 15, 2020 and discussed the global cooperation and solidarity to protect lives, to mitigate the socio-economic consequences, and to strengthen preparedness and response capacities. This EU-India Strategic Partnership has discussed climate, environment, digital economy, and connectivity and developed a symbiotic relationship on geo-economic issues such as:

• ‘Public health initiatives;
• climate change;
• connectivity;
• sustainable green economies in energy and resource efficiency;
• artificial intelligence and data protection and;
• The market economy, firmly based on the principles of multilateralism’ (EU-India Summit July 15 2020).

14.5.2 Climate Change and Green Economies

The international discussion and consensus on climate agenda had come out in the form of the Paris Agreement and EU-India Clean Energy and Climate Partnership. Our government has enthusiastically embraced European technology to develop clean and smart cities, clean rivers under the India transformation project. The government in the post-pandemic COVID-19 situation should include promoting and de-risking investment in renewable energy, green infrastructure, joint research and development, and work on Green Growth Equity Fund created by the UK and India or private financial initiatives like Tata CleanTech Capital Limited. India and EU partnerships will develop long-term strategies on emission reduction, adaptation, and building resilience in dealing with climate diplomacy. The stronger climate action requires the young Geographers’ active participation in building the different responsibilities and development needs of the country as per their expertise areas. This participation will encourage the young Geographers at the global level to build consensus for the meaningful Climate Change action program.

The post-pandemic COVID-19 did not show the sign of encouragement in terms of production and made the world dependent on the USA or China’s supply chains, willingly or unwillingly. This Geopolitical shift of dependency compulsorily designs the landscape of Geo-economics as far as industrial and innovation policies, trade agreements, and the market requirement are concerned. The interests of the EU in the current Geo-economic situation offer vast possibilities for the futures market, including the academia of Geographers on the one hand, and it will work in the post-pandemic period that may extend to another three to five crucial years on the
other hand. It will strengthen the India–EU connectivity in real terms and help in coming out of the crisis period.

The self-sustaining mechanism needs a strong desire or ways to moral conduct with the universe and practicing nonviolence, truth & honesty, non-stealing, meditation, and non-possiveness in their lives. It persuades everybody to get rid of painful life by adopting non-violent practices. The 30.15 Sutras of Kautilya has pointed out that nonviolence is the best solution to save and strengthen lives (Chaturvedi 2020: 13). The donation toward life (Pran-daan) is the wisest technique to strengthen the green environment-friendly world. Gandhian philosophy is to avoidance of harm to any living creature in thought or deed. This is the only way to solve the established problems and work for the naturalized healing to the environment. The self-sustaining policy during the post-pandemic period today needs truth and honesty in our daily lives.

The industrial sector technology innovations have driven the over-growth that stands as a challenge before the Atmanirbhar (Self-sustainment). The developed world needs to redefine the value and corporate value in line with its Atmanirbhar (Self-sustainable) vision of a sustainable and prosperous society on the one hand and decide an optimal balance between self-regulating market mechanisms and legislative initiatives on the other hand. It is the time to unite sustainable production with sustainable consumption that needs respect to Atmanirbhar (Self-sustaining) and active participation in implementing it in the activities of their industrial houses. This participation linkage will understand current and future consumption patterns, harnessing innovation to develop more sustainable products, services, and behavioral change initiatives through Atmanirbhar (Self-sustainment). The whole world community should adopt the healthy lifestyles in the post-pandemic today and critically analyze the industrial producers, need of consumers, and society at large and adopt the sustainable life pattern such as:

- Human social systems and well-being do not necessarily rely on high consumption levels and should practice the self-sustainable mechanism.
- More and more consumers are concerned about environmental, social, and economic issues and increasingly willing to act on those concerns. Consumer willingness needs awareness program and motivates them to act in line with sustainable consumer behavior. The young generation should understand self-sustainment and keep away these elements such as availability, affordability, convenience, product performance, conflicting priorities, skepticism, and force of habit.
- The self-sustainable idea of sustainable lifestyles should be based on informed purchasing decisions and changes in the behavior of consumers that should get the support of active participation of businesses, governments, and civil society in implementing Atmanirbhar (Self-sustain) Sutras.
- The self-sustainable mechanism should formulate a consensus on the legal, fiscal, and cultural environment for sustainable businesses to flourish and implement globally.
14.6 Conclusion

The post-pandemic period will pose significant challenges before the world community to sustain biodiversity by recognizing the biodiversity-related risk and the value of ecosystem services. The industrial track record in managing biodiversity should be accessed by retaining land and other natural resources, capital, markets, and skilled staff. The responsible management of biodiversity concerns can result in benefiting directly to meet consumer demand for environmentally sustainable products. This applies not only to companies that depend on primary production, such as forestry, fisheries, agriculture, oil and gas development, and mining but to others too. All governments should promote.

- Firstly, the leading businesses seeking to incorporate biodiversity concerns through self-sustainable equation into their investment decisions, notably into the design and implementation of their business practices and supply chain management systems. No one can replicate the natural ecosystem, but businesses need to maintain characteristic biodiversity so that the right conditions can be created through complex interactions in a sustainable way.

- Secondly, all the governments should promote the scope of the biodiversity business case extending beyond the marketing departments of companies promoting the environment and Atmanirbhar (Self-sustainment) to improve the images of corporate brands. The areas of opportunities in India relate to Atmanirbhar (Self-sustainment) is rich in biodiversity.

The industries of India can engage with biodiversity issues. It can contribute to the objectives of the CBD. It will be helpful in raising employee awareness of biodiversity issues and managing environmental impacts responsibly. It could address in enhancing the conservation value of habitats on landholdings, helping to fund conservation initiatives by adhering to principles of sustainable use of biodiversity and promoting the thesis of self-sustainment.

- Thirdly, there is a need to form a uniform biodiversity policy through Yoga and naturalization for leading companies in the world that will strengthen the approach toward biodiversity issues. All the major industrial houses of the world need a high-quality corporate policy on board level, and implement biodiversity action plans connecting with the environmental management system will work under the guidance of AYUSH. ‘India has developed a number of policies and laws to promote the conservation and sustainable use of biodiversity and protect the environment’. The challenge now is to assess and plug the gaps in these policies and laws, and in their implementation, so that economic development processes are reoriented to protect the natural resource base and associated livelihoods.

A real solution to the biodiversity challenge must include contributions by all stakeholders, from government agencies to businesses.

Summing up, the post-pandemic period will be the time to drive forward with a shared understanding of what is meant by sustainable, responsible consumption from the AYUSH perspective. The global community faces rising fuel
prices, serious issues of hunger and poverty, scarcity of water, arable land, and other natural resources; questions human consumption and how one may deal with it has never been more crucial. The progressively degrading environments and iniquitous social structures seriously threaten the future of humankind. Exacerbating these challenges today is the new danger posed by global warming and climate change. The global community bears the most severe brunt of these environmental and societal imbalances. It warns the post-1990 unstoppable competition for survival in the liberal market economy to either stop, considering the future of the coming generations, or face the natural destruction of the Mammalian Class and natural environment. The adoption of naturalization attracts the worldly governments toward more sustainable choices and sharing this information with the common man. This information will act as a trigger for innovation and ultimately set the trend toward a sustainable environment through Yoga among the global community in the post-pandemic period.

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