

Giri, et al. , Sustainable Development: A Value Chain Perspective, 2019, New Delhi: Speaking Tiger Publishing Pvt, Ltd, 285 pp., ₹ 1150 (Hardbound), ISBN: 978-93-88874-23-6.

Sustainable development has received growing recognition over the years and is the need of the hour. The business enterprise has to adopt different strategies to fulfill the objectives the enterprise and its stakeholders while maintaining a balance between the use of human and natural resources that will be needed in the future to be protected and sustained. To achieve sustainability, the organisation must be integrated into the planning and measurement systems of business enterprises. The external and internal stakeholders pressurize corporations to focus on economic, environment and social activities. The Book had the objective to share the information and knowledge related to strategies for incorporating sustainable development principles to various management practices. The book published intended as a reference book on sustainable development. The book has four sections, financial markets and institution sustainability; operational sustainability; human resource sustainability; and education and social sustainability. The first section of the book discusses the impact of digital financial services with its role and importance in transforming and evolving as a potential game changer for developing economies like India and ii future will act as a leading path to sustainable development. Indian markets reformed themselves from conventional marketing to convenience marketing by adopting various new and advance technological setup. The policy initiatives taken up by the Indian Government to accelerate the process of creation of a cashless economy and reaching out to the bottom of the pyramid in providing last mile connectivity through financial inclusion was also discussed. For sustainability, the financial institutions like

banks are adopting mergers and acquisitions strategies to expand the business. Due to the globalization, the financial markets have forced the bankers to be more efficient in managing the knowledge in their banking operations. Thus, digital market has a huge opportunity to enter uncharted territories. The second section describes sustainability in operation and focus on how sustainability can be achieved in this rapid technological changing environment. The competitions in the telecommunication and information technology service sector are getting tougher day by day. The competitors can sustain if only they put emphasis on productivity and quality and align their operations in cost effective manner. The Book discussed the importance of green supply chain management (GSCM) which has been driven by the shooting up the deterioration of the environment, e.g., diminishing raw material resources, spilling over waste sites, and increasing levels of pollution. The section incorporates cases to describe the real situations.

The third section explains about the human resource sustainability. How imbibing sustainability as a behavioural attribute of employees can help the corporate endeavor to achieve corporate citizenship. Nowadays, organisations are focusing more on increasing the knowledge capital of the employees in order to meet the target of the organisation. Different sustainability development practices provide a medium for increasing the job satisfaction and engaging current and new employees into diverse aspects of work with an aim to increase the productivity of business entity. Organisation adopting sustainability developments not only have the key to open the door of innovation but also have competitive landscape compared

to their competitors. Areas in which an organisation can implement sustainable changes are organisation culture, business strategy, organisation structure and different processes and the ultimate fuel of organisation, i.e., the human capital that drives the developmental things to make the organisation thrive in this uncertain environment. To have a better understanding of the current business scenario, a comparative analysis has been done in order to distinguish between sustainable organisation developments different in a start-up business unit compared to a well-established organisation.

The fourth section comprises of sustainability in academics and society. Sustainability can be achieved in academics and society has been described in the book. By adapting the green technology, the academic institution can reduce the paper consumption which will save trees and people will get a better future. By implementing enterprise resource planning software's, the academic institution can reduce paper consumption and shift to a virtual system. Education in the country has been growing with a faster space but the growth can be affected due to a lot of resistance at many levels and the innovation the education worlds has also been decelerated at the hands of multiple stakeholders. The need of the hour for the society is to focus on those entrepreneurs who will help people grow and develop and, thus ultimately add economic value with an overall an objective to develop knowledge in the society. An extremely important requirement of the country today is social entrepreneurship and innovation in education. With the advent of the internet and its indispensability throughout the world, teaching– learning methodologies have evolved a lot. The impact has been felt in India as well over the world. Over the last decade, lots of changes have been noticed in the

professional teaching– learning scenario in our country. Hence, professional education has become a flourishing business in the country too.

Eradication of poverty, encouragement of an inclusive society, access to fairness for all citizens, establishment of effective, accountable and comprehensive institutions across the country are some of the critical areas of sustainability development. Customer's attitudes are changing towards the environment friendly approaches and they are encouraging innovation for conservation. The benefits derived from these sources of innovation are going to certainly outlive our current generation. Eco-friendly goods are more welcomed by customers who are environmentally responsible. It tells what factors are affecting the green behaviour and decision making of customers. Corporates can use this information for their product development and marketing strategies.

The Book emphasis on different aspects of sustainability starting from financial, operational, human resource and education & social. It had a spread of eighteen chapters. The focus area of the book was to create an environment of sustainable development where in without disturbing the quality of the existing resources, new and improved way of doing things can be adopted in all the arena of the society at a large. Now a day it has been a big challenge for the businesses to balance between the sustainability and profitability and define a new path of sustainable growth of the organization. The aspects discussed in the book chapter with respect to financial, operational, human resource and education & social definitely going to help the organization to think and adopt the new and improved models of sustainable growth for their organization.

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