


Chapter 2

How a Country Like India May Turn a Threat Into a Bundle of Emerging Market Opportunities Under the “Go Green Initiative”: Climatic Change May Lead to Resource Scarcity

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ABSTRACT

The changes in the climate may lead to a rise in fatalistic changes in economic growth. If the same pattern of consumption, distribution, eradication, or treatment of waste is continued, the available resources will fall short of meeting the needs of the people in the coming days. Climate change has brought a change in the availability of natural resources. For sustainable development, it is more important to respect and care for all the forms of resources of life. Due to this, there is a potential drop in rainfall in the population in all regional parts of India. Contrarily, sudden rainfall in some dry areas is also witnessed. Finally, this chapter will be more conceptual and will bring about the reasons for climate change, resource availability, government interventions through various schemes, social responsibility, and the importance of going go-green. This chapter will further help all individuals to know the present status of resource availability and the support that they can provide to the economy from poor causes with greater confidence.

DOI: 10.4018/979-8-3693-2177-5.ch002

INTRODUCTION

In India, is water scarcity a myth or fact? People in India, understanding the water scarcity, consider it more precious than any Jewel. The report says that there is an extreme level of water scarcity, and India still looks upon the water needs for the monsoon. According to the report of NITI Ayog, the dependency on monsoons has increased the problem for the government to save and provide water to the population. The Asian Development Research Institute (ADRI) report says that there is a change in temperature due to global warming and which is a highly having impact on hydrologic processes in regional water bodies in India. The consequence of climate change has become more apparent and pivotal in finding innovative solutions towards the mitigation of shortage in natural resources and also creating breakthroughs that can provide optimum utilization of the available natural resources. According to the World Bank Report, there has been a gradual increase in the temperature by 2 Degrees Celsius to 4 Degrees Celsius which will affect global warming, mainly in the areas like agriculture, water bodies, and economics of the coastal areas.

In India, the preservation and availability of natural resources have become quite challenging because there is a rapid growth in population, urbanization, growth in the manufacturing sector, and dependence on fossil fuels. This challenge has come up with a change in climate conditions in different states in India. These points affirm how they are contributing to the paucity of resources and aggravating the effects of climate change. Some of the mitigations resulting from the “Go Green Initiative” the Government started initiatives to provide incentives for clean energy projects like the International Solar Alliance. India is targeting to enhance a worldwide leader in renewable energy (Pariatamby Agamuthu et al., n.d.). The farmers have started to build some success stories by adopting sustainable agriculture and water management techniques. This has also helped them to explore and innovate organic products and helped the country to increase the export of agricultural products in international markets. The country like India, which have started to face a shortage of natural resources and raw materials, have now made a great effort by not just collecting and keeping the waste but have started to recycle the waste (Devika Kannan et al. 2024). The country has started to identify waste management not as a menace but it has started to consider as a suitable chance to create an opportunity for profit-making business ideas—the dynamics with regard to this waste management from discarding, segregation, reduction, recycling and reuse (Neethu C et al. 2023). The Government of India has introduced providing certification for green building and urban greening projects by focusing on the economic benefits like constructing efficient buildings and good public transportation systems with urban parks. Urbanization and smart city projects have to go under the Green Umbrella.

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