

**Proceeding Report of
Goa Sustainability Conclave
on
Productivity and Green Growth
on 13th March 2023 at Goa**

**Organised by
National Productivity Council, DPIIT,
Ministry of Commerce & Industry, Govt of India
Goa University
Indian Potash Ltd. (Industry partner)**



The National Productivity Council, DPIIT, Ministry of Commerce and Industry, GoI, Goa Business School, and Fomento, leaders working at different levels in sustainable approaches came together to discuss and enlighten the youth about several means of sustainable goals.

The conclave was organized offline on 13th March 2023, at Cidade De Goa, Dona Paula-Goa. The attendees included students and faculty of Goa Business School, and external participants.

The dignitaries for the Goa Sustainability conclave on Productivity and Green Growth were Dr. Rajeev Ranjan, IAS (Rtd) Director, ICRO, National Productivity Council; Prof Jyoti Pawar, Goa Business School, Goa University; Prof Purva Hegde Desai, Goa Business School, Goa University; Prof Pranab Mokhopadhyay, Goa Business School, Goa University; Sh. Sundeep K Nayak, IAS, Director General, National Productivity Council; Sh. Puneet Kumar Goel, IAS, Chief Secretary, Government of Goa, and Sh. K. D. Bhardwaj, Group Head, Environment and Climate Action, National Productivity Council.

With the lighting of the lamp, the speakers marked the beginning of the event.

The welcome address for the conclave was given by Dr. Rajeev Ranjan, IAS (Rtd) who gave insight on issues of climate change and brought to our awareness the concept of green growth and ways we can contribute to a sustainable economic environment through balanced growth and adopting innovation and technology together to make it sustainable. This effort would require help from locals, the government, and educational institutes.

The second speaker Professor Jyoti Pawar discussed the initiative taken up by the students of Goa University toward sustainable green growth through Unnat Bharat Abhiyan, catering to seven schemes sanitation and hygiene, water management, waste management, greenery, energy management, mushroom cultivation, and marine farming. She said, "Seed that is sown today will make a beautiful tomorrow." In line with this quote interns of Swaach Bharat Abhiyan under the guidance of the experts in each of the fields, to understand the problems faced by villagers through applied knowledge solve their issues, in turn, developing a deep sense of gratitude among villagers. The introduction of marine and mushroom farming to the villagers in Taleigao generated revenues that were used for the development of the villagers.

The third speaker, Professor Purva Hedge, simplified how corporations should not only focus on profits but also people and the planet. With corporate Sustainability Reporting companies communicate their environmental, social, and governance (ESG) performance, practices, and goals impact their stakeholders and the environment. Sustainable reporting is grounded on tools - framework, standards, indices, and ratings.

She also addressed the topic of green finance which is gaining popularity in the Indian context, the Bombay Stock Exchange contributes to green finance, through BRSR standards by SEBI, where businesses should govern in a transparent and accountable manner, as per regulated format. She emphasised to respect the well-being of all employees, including the

ones in the supply chain and the stakeholders. Green organisation culture in the form of Green HRM, Green marketing practices can enhance sustainability performance.

The principle of sustainability in corporate culture includes

1. Ethical business practices are transparent, accountable
2. Provide goods and services in a sustainable manner
3. Take into account employee satisfaction and fulfilment
4. Value customers
5. Promote human rights
6. Protect and restore the environment

“Think global, act local.” Government, corporates, and people working in collaboration, will have a positive impact, and enhance value across a wide arena.

To take a look into some of the works carried out by researchers, the fourth speaker Professor Pranab Mokhopadhyay, elaborated on the ways climate change and adaptation have drawn the attention of renowned researchers, one of the works include the Structural Transition of climate change and adoption - which explains drought prevention through rice cultivation and the concept of solar homes in Bangladesh.

Some community-based adoption discussed in the research article:

1. Solar home system in Bangladesh – using it as a business innovation
2. Home Gardens in Maldives
3. Dry zone Agriculture in Sri Lanka
4. Community-based tourism (Bhutan)

Transition analysis revealed the structural changes of the planet have led to shifts in the tectonic plates, sea level rise and climate change. Drifting away from the equator does not solve the issue of climate adaptation.

The fifth speaker Shri. Sundeep K Nayak, IAS caught the attention of the audience by speaking about Green growth. He highlighted a few aspects such as issues highlighted by the Government and pro economic activity. He mentioned about the Prime Minister of India, Shri Narendra Modi ji launching the Green growth and making commitments with regards to the same. Talking about the Net zero emission he mentioned it can be achieved when there is a balance between greenhouse gases produced and those removed from the atmosphere. The transport and tourism industry should be made carbon neutral and have net zero emission. He

spoke about the need to take initiative to reduce greenhouse gas. He also mentioned about the recent forest fires and how it's our responsibility to protect the biodiversity of Goa. It is their aim to create Goa as a carbon mandated destination and get access to green panels.

Our sixth speaker, Shri. Mr. Puneet Kumar Goel, IAS commenced the talk with Green growth with the national and state wise (Goa) perspective. He mentioned the need to focus on green growth, transportation and waste management along with his desire to work on super power thermal plants. He recalled the days when Jawaharlal Nehru Ji was first Prime Minister of India, where the situation of solar power's prices came down from Rs 17 to Rs 12. He brought to our notice that the cost of solar power and transmission cost is very low in Goa. But the adoption of green power has not been implemented due to the high cost of the battery power. There is an estimation of the cost of these battery power coming down in future. He also emphasised on considering Goa to be one of the best states in collection of proper waste processing methods. The best collection method is followed by the largest and most populous city- Indore. Before ending the talk, he mentioned the scope of improvement in waste collection in Goa. The Goa government has set a goal to achieve 100 per cent renewable energy usage across all sectors in the state by 2050

Our last speaker for the day, K D Bhardwaj initiated the talk by briefing us about the NPC. The National Productivity Council (NPC) was established in 1958 to promote productivity. There has been tremendous growth after this initiative. They tend to have different verticals through which they promote their services. That being, work with the state, central government which provides multidisciplinary services indicating a total solution under one roof. The per capita income of Goa stands to be high. There is a lack of energy efficiency in services in Goa which need to be implemented. He also focused on issues concerning Goa are lack of proper waste management, unpredictable Goa and the high per capita electricity consumption. In Green growth total Factor productivity, Labour productivity, Capital productivity are the requisites and G20 contributes 85% of the global GDP and 3 million jobs being created in this sector. There is an excess of solar energy in Tamil Nadu. This excess of solar energy results into economic unsustainability which needs to be looked after.

The conference came to an end with a small Q & A session from the audience. Professor Nilesh Borde proposed a vote of thanks at the end.





definitely contribute more to the Hindi language liter-

under the joint auspices of the Hindi department and

Conclave on greener

Staff Reporter

Panaji

The National Productivity Council (NPC) and Goa University are organising a 'Goa Sustainability Conclave on Productivity and Green Growth' on March 13.

The seminar aims to address sustainability issues

director general.

The programme will also include a special address from Prof. Purva Hegde Desai, Goa Business School, Goa University, and industry leader Auduth Timblo.

K.D. Bhardwaj, Group Environment and Climate Action, NPC, will deliver a

Goa Sustainability to be held tomorrow

THE GOAN | NETWORK

PANAJI

The National Productivity Council, DPIIT, MoC&I, GoI and Goa University are organising the 'Goa Sustainability Conclave on Productivity and Green Growth' at Cidade de Goa on March 13.

The seminar aims to address sustainability issues and promote green growth for a productive and sustainable future. The event will feature

waj, Gro
Climate
liver a th
and Dr
(Rtd), wi
erator fo
ming up
Chief
ment of
Goel, IA
guest.

The e
an infor
platform
research



‘शाश्वत उत्पादकता हरित वाढ’ विषया विशेष परिसंवाद

गोवन वार्ता | पणजी : राष्ट्र
उत्पादकता परिषद, डीपीअ
एमओसी अँड आय, जीओः
गोवा विद्यापीठातर्फे १३ रोजी
दि गोवा येथे ‘शाश्वत उत्पाद
आणि हरित वाढ’ या विषय
परिसंवाद आयोजित करण
आहे. या कार्यक्रमात नामव
सहभागी होणार आहेत. या
उत्पादकता परिषदेचे महास
संदीप के. नायक (आयएए
विद्यापीठातील बिझनेस स्ट