

# Sustainable Development in India

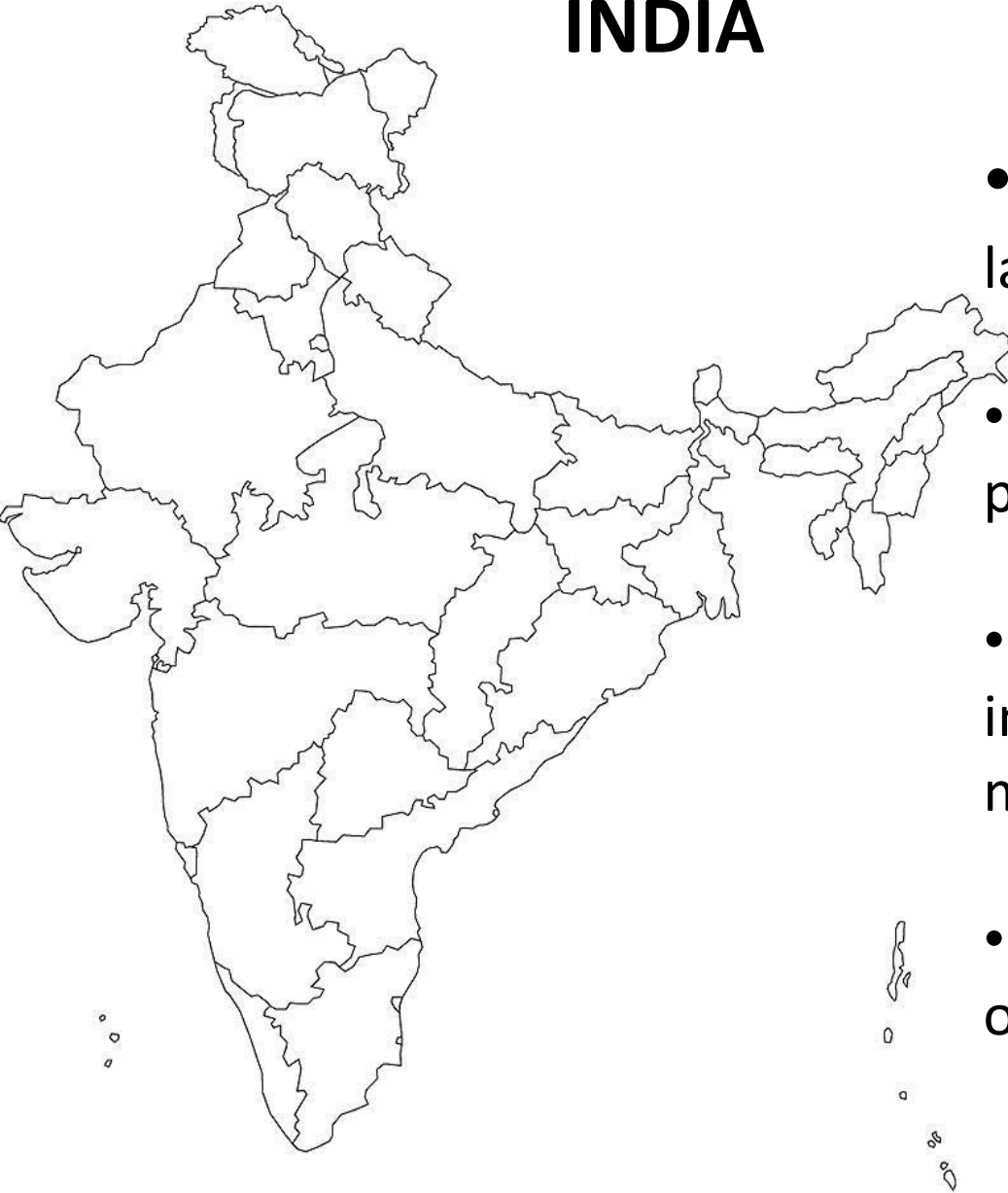
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# INDIA



- Occupies 2.4% of world's land area
- Supports 17.5% of world's population
- 70% of the population lives in Rural India (Subsistence marketplaces)
- Agriculture is the main occupation

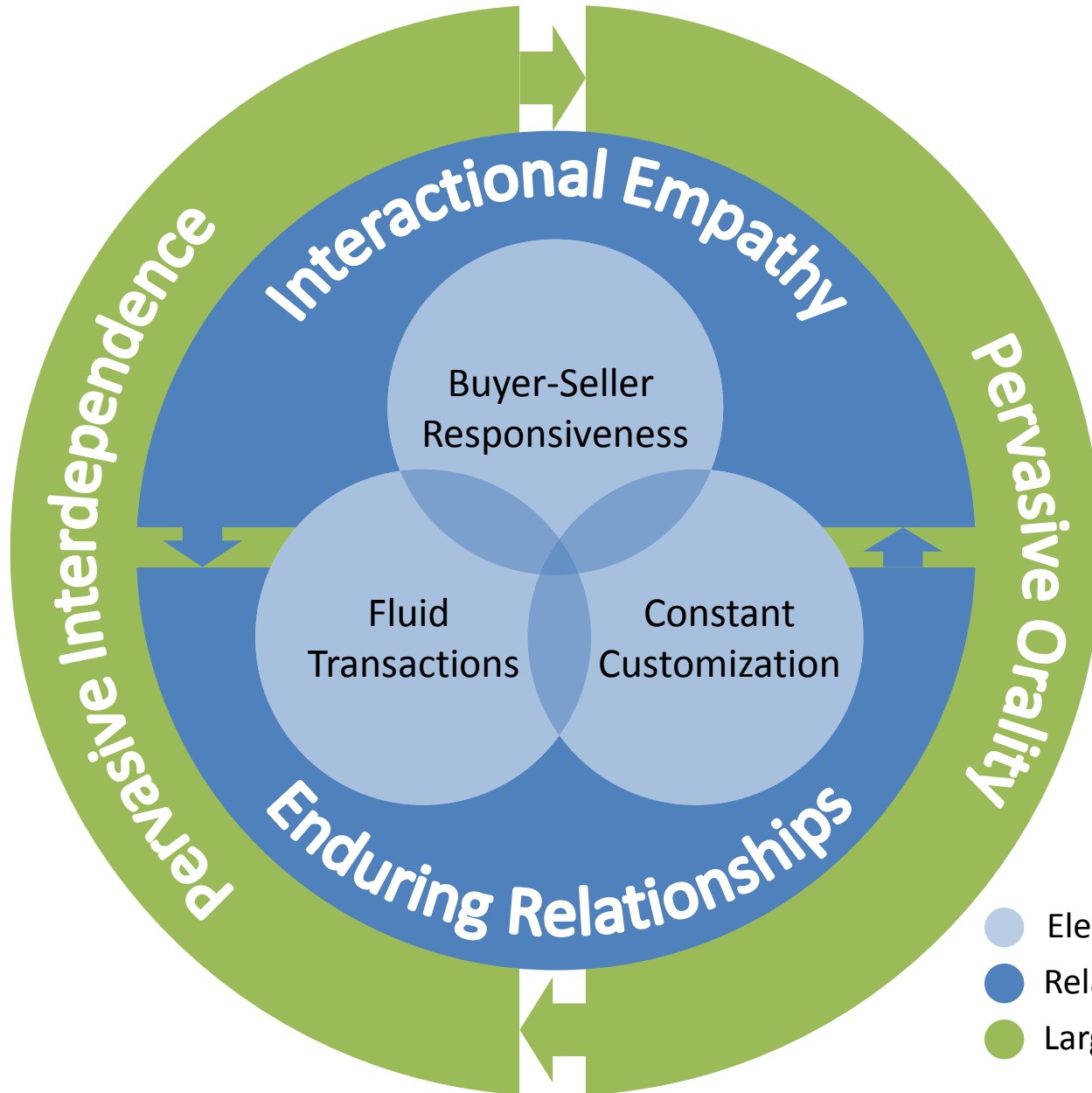
# Subsistence Marketplaces



- Buyers and Sellers
- 1-1 interactions
- Fluid transactions
- Constant customization

**Trust and Relationship plays a crucial role**

# MARKETPLACES IN SUBSISTENCE



- Elements of Marketplace Exchange
- Relational Environment
- Larger Context

Viswanathan et al. (2012)

# Subsistence Marketplace

## Needs

Food, Shelter,  
Clothing

Education,  
Healthcare

Social Interactions,  
Entertainment

## Products

Rice, Huts, Sarees

Books, Soaps,  
Medicine

Televisions, Cell  
phones

## Markets

Neighborhood  
Retailer

Large Re-seller

One to one seller

# Meet Anand



- Anand is a farmer
- Has a wife and 3 children
- 6<sup>th</sup> grade education
- Owns 3 acres of dry land
- \$2 per day income



## Aspirations



- Wants education for children
- Proper health care
- Earn more money
- Security

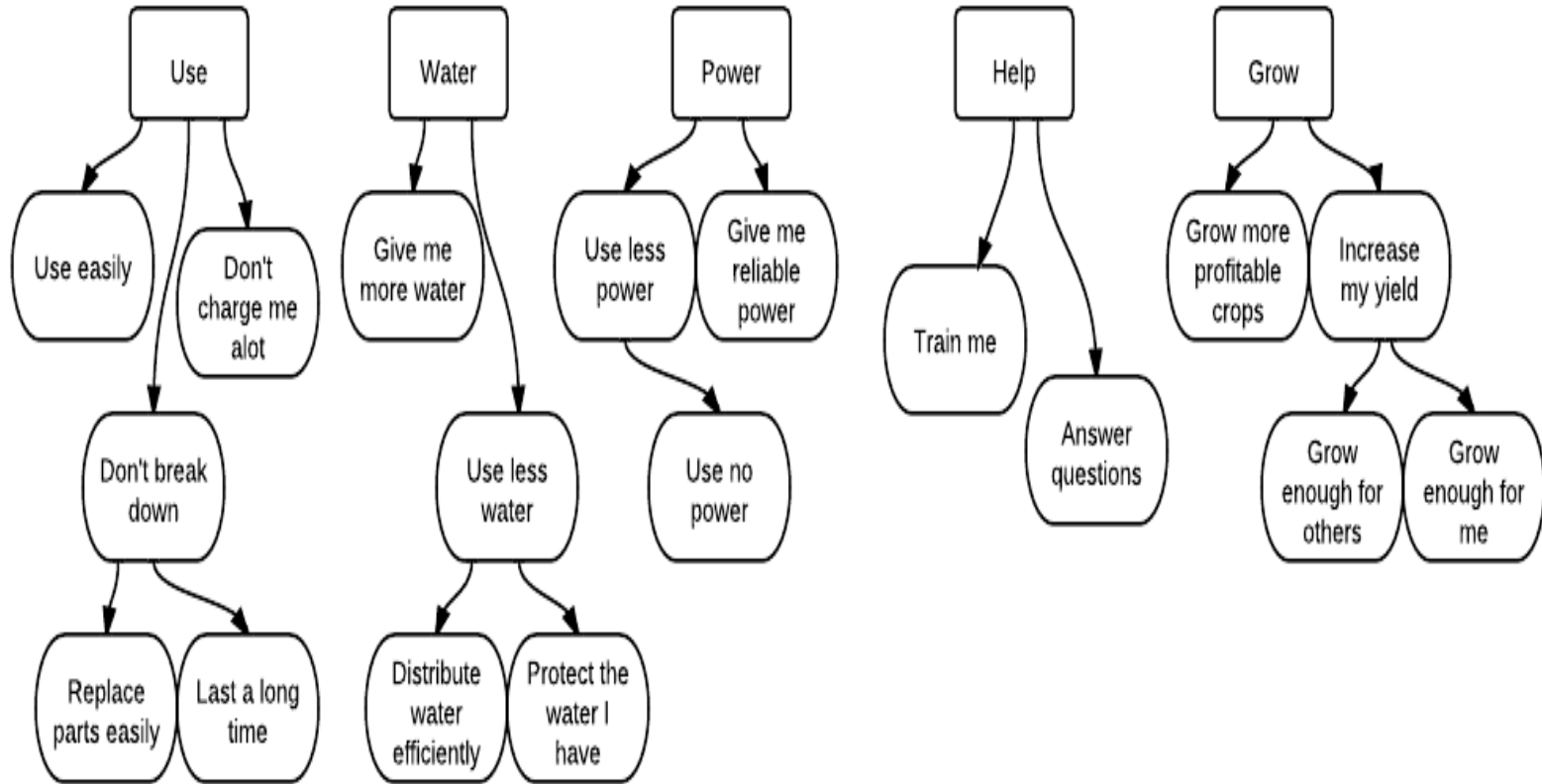
# Anand represents majority



**Almost 80 % of the people in Rural India have similar needs and aspirations**



# Bottom-up Needs



# Pressing Challenges

- Intermittent electricity
- Unreliable weather
- Conservation of water
- Education
- Low income/resources
- Inefficient current system
- No real infrastructure
- Unreliable/limited aid

**NEED : A Sustainable solution which overcome these challenges...**

# Key characteristics of the solution

- Sustainable
- Durable
- Use renewable sources of energy
- Ability to integrate and share
- Empower individuals and communities
- Recyclable

Thank You