

Ethics with B2B to B2P- Challenges and Opportunities for Sustainable Development

Lakshmi Narayana N*

ABSTRACT

Key Words: *Business, Challenges, Opportunities, Sustainable Development, Quality of Life.*

Development and Growth are the key factors for India to move from Developing to Developed country. While doing Business, the two models of Business to Business (B2B) and Business to People (B2P) differ significantly in its basic concept itself. The SWOT Analyses reflects that B2B meant for profit, creates several challenges whereas B2P creates opportunities for the benefit of the people. In view of the need of achieving sustainable development, the need arise to transform the mode of business from B2B to B2P which protects the health and wealth of the people & environment. The methodologies adopted in the studies include: experiences, observation, interactions, sharing and informal interview with the targeted groups covering major parts of India. The model of mapping to utilization of natural resources clearly reflects that B2P having lower negative impact, are preferable than the B2B which always have negative impact on the higher side. Use of geological and geophysical tools helps to map the resources accurately with better control over utilization, monitoring and evaluations. Deploying the need based technologies starting from the stage of allocation to utilization of fund improves the accountability and transparency. Participation of PAPs and other stakeholders in the process of business and development including social auditing, improves the efficacy of production with quality. Other observations made on various business environments do reflect B2B as challenges and B2P as opportunity to move for achieving sustainable development with quality.

Statement of the Problem

The 'Businesses oriented to profit alone' theme creates unpleasant challenges and does affect the health and wealth of the People and Environment with poor sustainability and quality of life (QOL).

Introduction

In order to move forward for better living, development is inevitable. But process of

Liberalisation, Privatisation and Globalization (LPG) of business for development has caused several unpleasant and unhealthy pollutants which are not conducive for the people and environment

The concept of Business and Development is shown in Fig. 1. The business for development goes in two ways as Business 2 Business (B2B) and Business 2 People (B2P) where the end process results for challenges and opportunities

*The author is Director, Geo Rehabilitation Centre, Hyderabad. Email: indiagrnl@gmail.com

respectively. Both the results do have impact on the health and wealth of the people as well as the Environment. The first one is with more negative impact and the latter is with more positive impact where the magnitude and quality vary from one business to another.



Fig.1: Concept of Business & Development.

Objectives

The study has got specific objectives to address the challenges with Business and Development which include:

- ☞ To make the SWOT Analyses of the model of Business and Development;
- ☞ To understand the Challenges with the model of Business (B2B);
- ☞ To frame the Opportunities with the model of Business (B2P);
- ☞ To understand the process of transformation from B2B to B2P; and
- ☞ To assess the better model of transformation with natural resources.

Methodology

The methodologies adopted in the studies include: experiences, observation, interactions, sharing and informal interview with the targeted

groups covering major parts of India. The author has got the experience of exploration to exploitation including monitoring and evaluation of the Natural Resources on the one side and People and Society as receivers at the other side. This is a qualitative study which opens scope for further action oriented research.

Concept of B2B and B2P

As indicated and shown in Fig.1, the basic concept and targeted outputs and impact are entirely different from B2B to B2P. B2B works for the commercial transactions between businesses such as between manufacturer to wholesaler or wholesaler to retailer which are also termed as Business to Consumer (B2C) and Business to Government (B2G), majorly with profit motto without bothering much on the health and wealth of the people and environment. Along with the products or development, B2B results for several challenges which are sometime irreversible. On the other side, B2P also known as Business to Society (B2S) mainly concentrates on the end users with better consciousness on the health and wealth of the people and environment. It is observed that B2B works without compromising on its profits whereas B2P balances the profit with the people and environment. The B2B results for challenges and B2P for opportunities are discussed below.

Challenges with B2B

The process of B2B results for several challenges along with development which affect the health and wealth of the people and environment and are shown in Fig. 2.

Some of the challenges include: exploitation, pollution, poor resettlement & rehabilitation, poor acceptance and participation, more of individual or major investors development, marginalization, violence and crime, scarcity for critical human needs, deepening of poverty and migration, which finally affects the health and wealth of the people and environment.

These challenges are common in majority of the B2B models with variance from inputs and outputs. In this the main focus is to sell their products / services to the consumer either directly or through various agencies and certainly not bothering what happens to the consumers after the use, or impact over the environment during the production. Sharing some part of the development with its employees adds their responsibility to be part of the challenges with better acceptance.



Fig.2: B2B - Challenges.

Continuation of such processes has led to complex and dynamic challenges forcing the authorities to search for a model with better

problem solving effects. The search stops at B2P and more details are furnished below.

Opportunities with B2P

Contrary to B2B, B2P does business for the people and environment. It means before, during and after the production, the whole process keeps the health, safety, protection and wealth of the people and environment as priority and creates friendly environment to all. In view of this transformation, profit oriented (B2B) to People oriented (B2P), majority of the challenges (Fig. 2) have been minimized and opened the gates with several opportunities as problem solving solutions and are shown in Fig. 3.



Fig.3: B2P - Opportunities

Some of the opportunities opened by B2P include: equalization, optimization, balancing, better acceptance, better RR compensations, better visibility and harmony which finally improves health and wealth of the people and environment. One of the key transformations is the human needs tuning to the concept of Availability, Accessibility & Affordability (3As). In the case of B2B, the human needs are

poor in respect of 3As but in the case of B2P, the same has been improved in respect of products, services and other need based resources.

Natural Resources – A Case Study

Among business studies, the worst affected is the exploitation of Natural Resources with mad race towards development matching to B2B. Exploitation of minerals like Coal, Iron, Gas, Sand and others is so much alarming with challenges to the people and environment, including refuse from the people. The sequence, expected impact and acceptable versions of mapping, exploitation, monitoring and evaluation (MEME) are shown in Fig. 4.

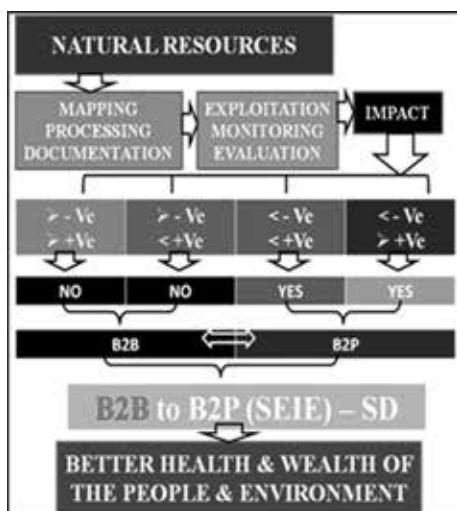


Fig.4: B2B to B2P for SD.

The unscientific way of mining with deviations from standard guidelines at the stage of mapping, designing and excavation including monitoring and evaluation has affected health and wealth of the people and environment. Unethical exploitation of natural resources is

expected to create impact which are grouped into four categories as:

- In the first case, the negative (-Ve) and positive (+Ve) impacts are more and not conducive for the safety of the people and environment.
- In the second case, the negative (-Ve) impact is more and positive (+Ve) impact is less which reflects more damage and worst than the first category;
- In the third case, both negative (-Ve) and positive (+Ve) impacts are less and still acceptable as it is safer to the people and environment;
- In the fourth case, it is with less negative (-Ve) impact and more of positive (+Ve) impact which is very well accepted by the people though investors are unhappy.

The first and second categories come under the model of B2B and other two under B2P. The model expects minimum challenges and more of opportunities. It has four components which include: Social Development, Economic Development, Individual Development and Environmental Development (SEIE) which are acceptable as it protects the needs of the people as well as the environment. In view of this and the need to do business to achieve development with better sustainability and quality, the transformation from B2B to B2P is inevitable. It finally ends up with better health and wealth of the people and environment. The author has got two decades of experience in the field of exploration, exploitation, monitoring and evaluation of the natural resources and another decade to take the same to the people at grass

root. This transformation made the people to realize what they are losing and expected to get. Some of the results of B2B & B2P are briefly discussed below.

Discussion of Results

Some of the experiences and observations on the models of development and transformation are discussed below:

- ✓ Over exploitation of groundwater for business (B2B) purpose without much concern for the people and environment has lowered the water level significantly and thus water crises are alarming.

This is forcing agencies to use technologies including geological and geophysical tools for better identification of water zones, conservation of rainwater, development and management of watersheds, check pollution, development of water grids, soil conservation, and other related interventions (B2P) for improving access for water both quantitatively and qualitatively.

- ✓ Excavation of natural resources and development of infrastructures along the coastal belt (B2P), put heavy demand for water and continuation of such pumping over a period results for saltwater ingress towards inland which damages the dynamics of the saltwater-freshwater (SW-FW) interface and further affects the people and land.

With the use of advanced technological tools, the mapping of saltwater-freshwater interface, development of watershed,

conservation and storage of rainwater, developing recharge wells, construction of check dams / protection walls and optimization of excavation of natural resources improve the health and wealth of the people living along the coastal belt with better eco-friendly environment.

- ✓ Excavation of natural resources through underground (B2B) results for pollution, loss of properties and livelihoods, migration, damage to the forest, land subsidence, fire zones, imbalance in hydro geological dynamics, and other consequences affects the health and wealth of the people as well as the environment which some time are irreversible.

A change in the process of development (B2P) by adopting technological tools for mapping, planning, excavation results for safeguarding the needs of the people and environment with better sustainability and quality.

- ✓ Development of products (B2B) particularly chemical based, without bothering for the guidelines in general and in particular emission of pollutants both on surface and sub-surface, damage the surface water bodies including groundwater and soil fertility with poor production.

Use of technologies for better handling of pollutants and other discharges (B2P) as per the prescribed standards will minimize the impact over the people and environment and thus gets better acceptance from the stakeholders, image and awards.

- ✓ The allocation of blocks for excavation (B2B) and deviations from the aerial coverage lead for poor transparency, corruption, violence, crime and ineffective service delivery systems with unpleasant environment for the Project Affected People (PAPs) and others with struggle for accessing human critical needs.

Transparent systems with better accountability (B2P) from allotment to excavation including monitoring and evaluation with the use of Satellites data including Global Positioning System (GPS) helps to know what was allocated and what is going on with dynamic connectivity providing opportunity to avoid majority of the unpleasant situations.

- ✓ The hazards and disasters like earth quakes and cyclones are common events which damages properties, infrastructure, and other belongings of the people so badly that the rehabilitation and reconstruction (B2B) takes considerable time to regain the normalcy.

Use of advanced technologies for accurate predication and community preparedness (B2P) helps to work for Disaster Risk Reduction (DRR) with better strengths to regain back quickly.

These are some of the serious challenges of B2B and solutions or opportunities in the form B2P which indicates that need based development can be achieved with better sustainability and quality that can finally enhance the quality of life (QOL) of the people with eco-friendly environment.

Conclusions

The study made on the models of business for development has resulted for significant conclusions which include:

- ✓ Development is inevitable for the growth and to cater the needs of the people.
- ✓ Natural resources need to be mapped, assessed & excavated for the production of products.
- ✓ The SWOT Analyses of the Business and Development reflects its limitations and opportunities.
- ✓ There exists two models of business to achieve the development; one is B2B and other is B2P.
- ✓ B2B is profit oriented and just concentrates on the sales or services to the consumers and in that process it creates several challenges which affects the health and wealth of the people and environment.
- ✓ B2P on the other hand orients for the benefit of the people and thus protects the health and wealth of the people and environment as an opportunity.
- ✓ In view of the need of achieving development with better sustainability and quality, there is a need to transform the process of business from B2B to B2P.
- ✓ The case study of utilizing the natural resources for the sustainable growth through SEIE clearly reflects that authorities need to concentrate on B2P where the negative impact is minimum.

- ✓ The observational and practical studies made have shown the challenges and opportunities as a solution.
- ✓ The community initiatives including social auditing help for effective development with sustainability including Disaster Risk Reduction.
- ✓ Use of need based technologies improves the participation, accountability and transparency with effective service delivery systems and
- ✓ At the end the business model of development should protect the health and wealth of the people and environment.

Recommendations

There is need to continue the study with advanced technological tools and some recommendations made include:

- ☞ Develop effective mechanism with single window system for better transparency, starting from allocation to production;
- ☞ Encourage students for projects / research work with holistic approaches;
- ☞ Make business agency accountable for impacts, both negative and positive;
- ☞ Strengthen the participation of PAPs including Social Auditing; and
- ☞ Strengthen the policy of adopting villages for integrated development with better sustainability and quality.

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