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## INTERNATIONAL JOURNAL OF CREATIVE **RESEARCH THOUGHTS (IJCRT)**

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# Sustainable Development of Jharkhand through Corporate Social Responsibility: Analyzing Healthcare, **Drinking Water & Sanitation**

Jannes Punita, 'Research Scholar, 'Department of Mass Communication, 'Jharkhand Rai University, India <sup>2</sup>Dr. Neha Tiwari, <sup>2</sup>Assistant Professor, Department of English & Professor In-Charge Department of Mass Communication

#### Abstract

Development comes with a cost and is apt for the state of Jharkhand where the people are undergoing several health issues caused by the polluted air, water and land. The residual effluent from the industries has depleted the quality of land where agriculture is the major source of income for many people of the State. People think twice before consuming water from natural water basin, even the underground water is not in its pure form. Talking of people who are unaware of the health problems and consume the polluted water from any source is self-inviting waterborne diseases.

There is a change in lifestyle in some genre of people residing in urban areas but that does not reflect the holistic picture of sustainable development of the citizens of the State. The report on 2030 Agenda on 'Sustainable Development Goals (SDG)' in India shows a clear picture of Jharkhand lagging behind in various development parameters. This paper will focus on major problems and solution for achieving SDG.

#### Keywords

SUSTAINABLE DEVELOPMENT, SUSTAINABLE DEVELOPMENT GOALS (SDG), JHARKHAND, CSR, CORPORATE SOCIAL RESPONSIBILITY, HEALTH, DRINKING WATER, SANITATION

#### Introduction

The potentially abundant mineral-rich state of Jharkhand has a mix and match affair of higher altitude of industrial and commercial development with a declining growth rate of human development calls us to focus on the sustainable development of Jharkhand. This is the set back as a matter of fact development should be for all. Development talks about only the utilization of resources while sustainable development talks about the utilization of resources as well as their conservation for future perspective.

#### Sustainable Development

In the book, 'An Introduction to Sustainable Development' by Peter P. Rogers, Kazi F Jalal & John A Boyd, Glen Education Foundation Inc. (2008) highlights the concept of 'sustainable development' that is emerging from past 30+ years. The United Nations (UN) Conference held in 1972 at Stockholm pioneered the important agenda of development.

The UN Sustainable Development Summit for adopting the 2030 Agenda for Sustainable Development Goals witnessed 193 nations and chalked out 17 goals & 169 targets linked with the economic, social and environmental development problems in global dais. In order to achieve the SDG there has to be an adoption of centre-specific and state-specific problem-solving approach focusing on macro and micro level subsequently.



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