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Integral Ecology

LAUDATO SI'

ON CARE FOR
OUR COMMON HOME



POPE FRANCIS



ENCYCLICAL LETTER

Major Problems of India

- **Ecological degradation**
- **Labor surplus**
- **Water/Food shortages**

Following a **heavy resource and energy intensive industrialization** (mimicking China) just make these problems **worse**.

Right livelihood, ecological safety and climate resilient economy is needed.

To build rural focused, artisan labor based, natural resource conserving economic and business models.

India has ancient wisdom and is built on the values of ‘simple living, high thinking’, frugality and spirituality.

Frugality

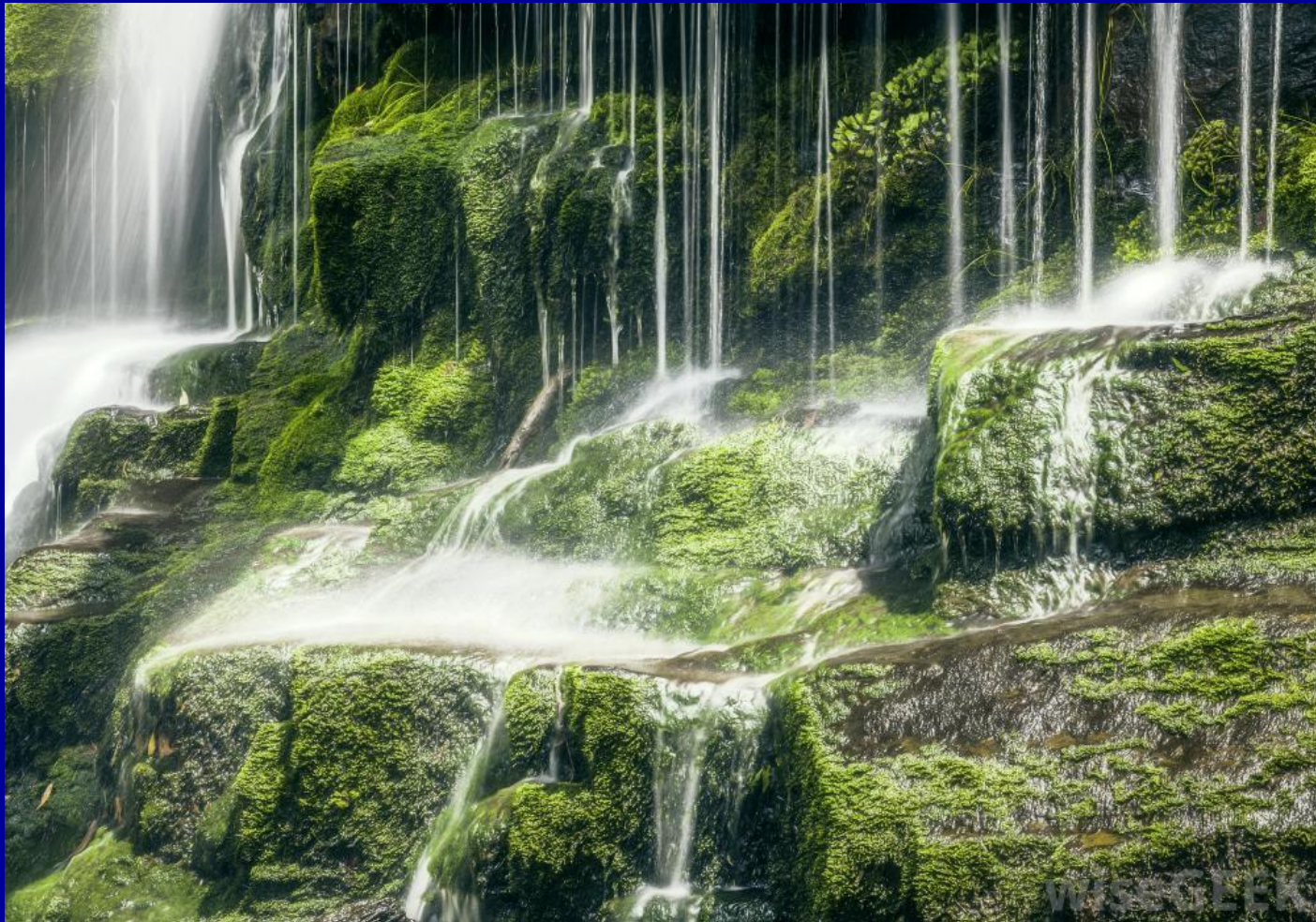
**Moderate material consumption and
reducing the environmental impact of life**



Sufficiency

We need to move away from profit maximization and efficiency towards the logic of sufficiency. This means introducing smaller scale, locally adaptable, culturally diverse modes of economic activities.

Natural beings and ecosystems have intrinsic value.



Nature in mainstream economics

The value of natural entities is calculated on the basis of their usefulness for humans expressed in money terms.



Price is a wrong model

By the **market mechanism** the true value of natural entities **cannot be determined.**

John Gowdy
Rensselaer University
New York



There is no algorithmic solution



Ecological and social values are basically incommensurable.

Joan Martinez-Alier
Univ. Autònoma
Barcelona

Focus on Well-being

Well-being oriented businesses create **human** and **ecological well-being** in an interlinked way. Their business models and operations are based on **well-being creation** instead of wealth creation.

Wealth is defined in **one-dimensional, financial** terms. Wellbeing is defined in holistic, multidimensional terms that include **material** and **non-material** aspects of human and non-human functioning.

Organic India

Lucknow, Uttar Pradesh



**Bhavani Lev and
Bharat Mitra,
co-founders**

<https://www.organicindia.com/>

Reading

