

## **Development: A Trend of Misconception in the 4<sup>th</sup> Industrial Revolution**

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*The purpose of this paper is to take part in altering the notion of Economic Development by bringing in a wholesome model. In order to move market economy active and to stay consumerism alive, the extraction of natural resources is increased, environmental degradation is volume up, unemployment and homelessness are ascended. It demands a crucial deal to redefine Development in the 4th industrial revolution era. The vibe of development is overwhelmingly prevalent across the globe whereas the voice against its side effects remains much weaker and unheard. Through the proposed roadmap in the form of a tree, the topic and its related variable are discussed in this paper. The Development itself is the trunk, and human mentality of economic-socio-political ideologies in terms of Market Economy, Capitalism, Profit and Greed are the roots whereas, Consumerism, Environmental Degradation, Inequity, Unemployment and socio-psycho-somatic challenges are the branches. By looking into them, there found a necessity of a bigger symphony to voice for the indoctrination of a good understanding at all the level of educational institutions; policy changes and implementation at the national, regional and international domains.*

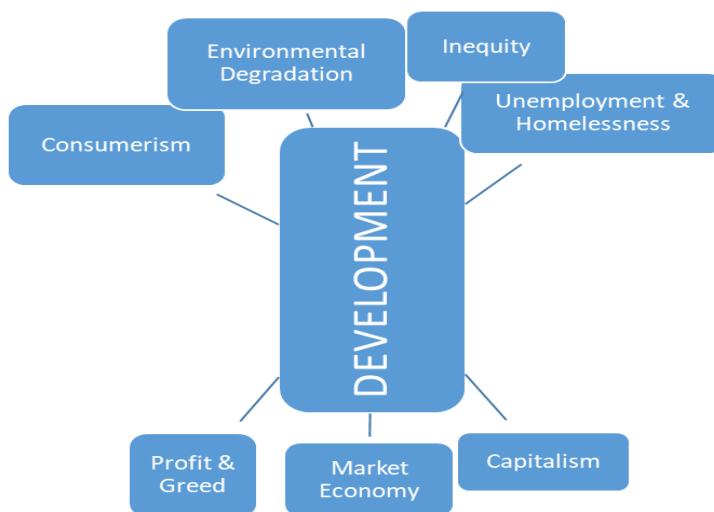
*Keywords:* development, economy, sustainability, environment, market

### **I. INTRODUCTION**

In order to move market economy active and go consumerism alive, the world emitted 37 billion tons of CO<sub>2</sub> in 2017 (CarbonBrief). The extraction of natural resources increased from 22 billion tons in 1970 to 70 billion tons in 2010 (Reuters); now, it is 180 billion tons annually.

In the operation of the liberalization, privatization and globalization, we fail to escape from the profit making forces controlled by a minority of extremely rich people. More unfortunately, we fail ourselves to relate the electric cars and machines and to the tragedies of Chernobyl in 1986 and Fukushima in 2011 that cost thousands of lives and poisoned the Mother Nature.

In the fourth industrial revolution wave, we look losing grip of hope and confusing ourselves what the happiness is. A whole bunch of products and gadgets are nothing but becoming very momentary pinch of glee. Consumerism makes us go shopping for the items we don't need actually. The becoming is, do it with the money we don't have – the credit culture. We buy even we won't use once or weeks later. Soon, we feel bad then buy more to keep aside our boredom a while.



**Fig. 1 Tree of Development**

Development is misunderstood. It is because of human mentality of economic-socio-political ideologies in terms of Market Economy, Capitalism, Profit and Greed. Therefore, we are suffering from Consumerism, Environmental Degradation, Inequity, Unemployment and other socio-psycho-somatic challenges.

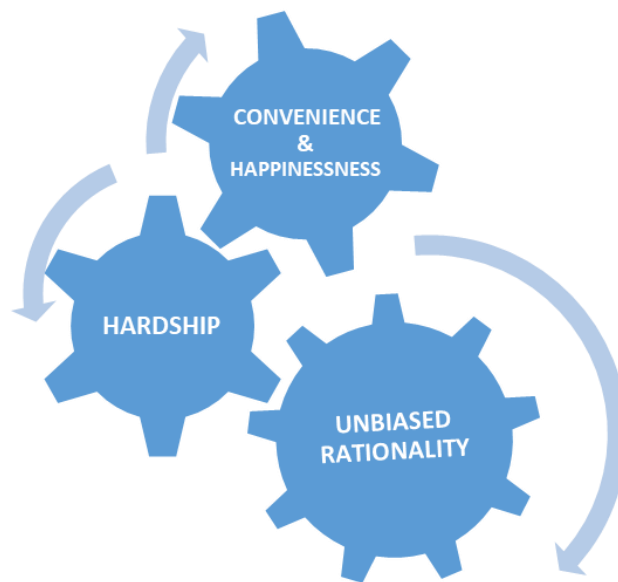
There is a great necessity of the indoctrination of a better understanding at all the level of educational institutions; policy changes and implementation at the national, regional and international domains; curbing of the propaganda from the commercial advertisements; rephrasing of the goals and objectives of the market economy; and reset the consumerism refresh.

## II. TREE OF DEVELOPMENT

### A. The Trunk

#### *Development*

The crucial concern is – what is a meaningful Development. Definitely it should be that, “the changes by humans for humans from the difficulties to the conveniences doing no harms to nature and ourselves”.



C=Change  
 H=Hardship  
 U=Unbiased  
 R=Rationality  
 C=Convenience  
 H=Happiness

**Fig. 2 CHURCH**

*CHURCH: Change the Hardship by Unbiased Rationality to Convenience and Happiness*

When humans attempt to live better, we encounter various hardships. These hardships are of nature and man-made as well. They are of harsh manual works

ranging from agriculture to extractive industries and constructions; extreme encounters with medical conditions, hunger and homelessness; degrading treatments and captivities of human trafficking for industrial work, sex trade and begging; cultural religious cruelty; man-made and natural disasters; etc.

First, rationality and convenience can be of the production and use of farming tools and machines that reduce physical effort, and use of aids and methods to manage natural calamities in food production; production and use of required clothes and other wears, public transportations; design the buildings which sunlight enters and so that no electric light is required during the day; medical care and aids for public health; etc.

Second, will be of the policy and the system that be free from market monopoly and profiteering; curb the commercial propaganda and consumerism; end of commercialization of health and education; etc.

Lastly, happiness is to lead a peaceful life in a healthy social and natural environment where free from any kind of fear and violence triggered by human hands and policy, and nature's rages.

## **B. The Roots**

### **1. The Confusion: Need, Want or Greed?**

The needs are of food, clothing, shelter, health care, education, and peace, availability of time for relaxation, family and friends.

Wants are not that important because without them lives can be still managed meaningfully. One needs clothes, but one may not need designer clothes. One needs food, but does not have to have steak or dessert. One does not need private car, ornaments, online games, etc.

While a need is specific and does not have a substitute, a want may have several possible substitutes. Wants can be artificial and superfluous. Often they are market-governed and market-determined. We learn about them from others, especially from advertisements and commercial propaganda.

### **2. Murky Market and GDP Gimmick**

In order to make profit, many sacrifice lives and time to make new ideas or products, sometimes out of thin air to sell to someone.

If all people are healthy, doctors and chemist related industry will lose their market and business, people in health sector are not happy when there occur little diseases and deaths. So, more medicines by pharmaceutical companies in order to generate job employments and business growth.

Coffin makers are not happy when less deaths happen there. Hence, do we need maintain a potential gap between where the demand and supply flow to run market dynamic always profitable?

In regard to Gross Domestic Product, ruling politicians want to show that their GDP is more than that of the previous records. They show it to their oppositions and financial stakeholders to give an impression to retain power position. Usually nominal GDP shows a country's economic output without an inflation adjustment.

When there comes out more money from the printing machines of a government or private reserved banks, people will have more money; though more goods and services are produced only to be sold at the higher prices than the previous.

### **3. Capitalism**

There are 100 barrels of water mean for 100 people every day. Capitalists got 90 barrels, and they are 2 only in number. We got 10 barrels, and we are 98.

Capitalists convince us – “Capitalism creates competition. Competition leads to innovation. Innovation leads to invention. Invention creates new industry. New industry advances the world.”

What are the goals and objectives of the competition?

In the business direction to move to the goals and objectives, we can dissect the psychology that conceives a constant self. This self is before moral concerns concentrating on the motive for “get more”. They fail to see the harm done to the natural environment, live-able future, and ever widening gap between the haves and have-nots.

Innovation, invention and new industry merely create that commercial propaganda to the masses which seduces the consumers in buying the products. Greed advances well to make it like real needs.

The 100 barrels of water are not used as resources being equally allocated to achieve the needs and wants of the consumer in creating a market of employees and employers.

### **4. Commercial Propaganda**

We can see and hear about 1500 advertisements every day in print media, online/SNS, TV, radio, live, billboards, festoons, handouts, etc. They are all over following us everywhere from pillars to posts; they have been alive on the walls and floors. More miserably, the media, the fourth pillar of democracy is fed by this commercial space.

Usually, to the active cognitive people, commercial ads are disturbing. Companies always underestimate our temperaments and situations. They are

active enough with a kind of aggressive greedy attitude by focusing on selling their goods and services in order to make profit at any cost.

### 5. Consumers Mentality

We do not walk where we can – simply saying, “Don’t have time.” We always want to drive cars to buy McDonald’s and KFC food. Step on the escalators and get in the elevators to move up and to go down in the buildings. Then, need to work out and have time too to make lose our weights and keep shapes. Drive cars again to go to the digitized gyms to do exercise.

Should we not ignore that - cars, elevators, gyms consume energy, and this energy comes from hydrocarbon, coal and nuclear. Natural environment has been deteriorated so badly in the process of producing energy and making profit for few only in running market economy. Why is it not an absolute absurdity to show that we are too lazy to move our hands and legs? Is it sick of our modern mentality always to use electronic buttons instead?



**Fig. 3 Journey of Consumer Items**

## III. THE EFFECTS

### A. Environment

The earth is losing 18.7 million acres of forests annually impacting increased greenhouse gas emissions and climate change, disruption of water cycles and water scarcity, increased soil erosion, disrupted livelihoods and overall ecosystem of the blue planet (WWF).

Air pollution kills more than 6 million people every year leaving more millions suffering from air polluted health problem. Airborne pollutants are responsible for about one third of deaths from stroke, chronic respiratory disease, and lung cancer, as well as one quarter of deaths from heart attack.

The global solid waste generation is to increase 70% by 2025, rising from 3.5 million tons in 2010 to more than 6 million tons per day in 2025 making unclean the mother earth. Every minute, one garbage truck worth of plastic is dumped into the ocean. Yearly, a colossal 1.4 billion pounds of trash end up in our

beautiful oceans. Of this waste, much of it is plastic. There have been 275 billion plastic bags produced worldwide in just 2017 alone. Every second, a massive amount of 160,000 plastic bags are being produced and used. By the end of this year, we will have used 5 billion plastic bags. According to The World Count of these 5 billion bags, 5 million of them will make their way into the ocean.

Global water pollution caused by untreated toxic industrial discharge, contamination with chemicals from modern market and human waste makes 80% of wastewater of the planet. This impacts the habitat and quality of life of fish and other wildlife.

About 1.2 billion world population live in water-stressed areas. Some 600 million Indians are facing severe water crisis. Indian 21 cities are likely to run out of groundwater by 2020 (NITI). To achieve its goal of becoming a leading global power by 2050, China which holds 20% of the world's population is also facing its looming water shortage.

### **B. Irrational Consumerism**

America has 3.1% of the world's children, but they own 40% of the toys consumed globally.

The average American woman owns 30 outfits – one for every day of the month. In 1930, that figure was nine. According to the EPA Office of Solid Waste, Americans throw away more than 68 pounds of clothing and textiles per person per year and clothing and other textiles represent about 6.3% of the municipal solid waste (in major cities like New York and Chicago alone, textiles make up a whopping 10% of all municipal waste).

Americans spend \$1.2 trillion annually on nonessential goods – in other words, items they do not need.

As a result of the increasing global consumerism trend, the cities around the world dump out wastes that is already enough to fill a line of trash trucks 5,000 kilometers long every day.

We consume twice as many material goods today as we did 50 years ago.

### **C. Servitude over Sovereignty**

Industrial revolutions and market economy have structured social system, government and education accordingly. Then, the role of money and banking have created a coercion for the world to be part of the consumerism and labor force.

Ultimately, the coercion makes us all work behind the bar of goods and services. In such environment, employee should work under a fixed format prescribed by employer wherein freedom and dignity are usually compromised with pay.

Pressure and tension become routine as the employer's desires and objectives are materialized under their hierarchical power. Thus employment paradigm has become of mere a paid slavery system. The independent and autonomous taste of life has vanished all over; creativity, time for family and friends, and relaxation are getting way far off the reach.

Small farmers are diminished as their products fail to get into the market controlled and designed by the corporate powers. Millions of farmers fail to survive the cruel monopoly of agro-based production and market. In India, hundreds of thousands farmers have committed suicide highlighting the very dangerous reality in the green economy sector.

#### **D. Inequity**

Why government's austerity and citizen's thrift can't be a good policy? What about sharing someone's 50000 dollar work with other 4 qualified people. Even though these 5 people will receive less, so, less things should be consumed but given the modest needs for food, clothes and shelters. Usually government should take care of health and education. Entertainment, recreational activities during the leisure can be created with little or no money. In Indian experience, an officer draws about 20000 USD annually whereas their runner or watchman gets about 3000 USD. They both work equally in terms of time spent and energy exerted. There is no point of less work for less paid job.

Has the officer the bigger responsibility to operate the office in justifying the higher pay? In fact, the watchman also has critical responsibility to guard the office property off the bad guys as India got plenty of such where the possibility of burglary is extremely high. In terms of responsibility, watchmen and workers at the city water supplies are much crucial because, once the water is poisoned, millions lives will be at such a risk. And, what about the magnitude of the responsibility of the people who are directly taking care of nuclear weapons? Do these people get the highest pay?

#### **E. Unsustainability**

Again, in a perspective of equality and sustainability, summer in the northern part of the India is becoming real horrible that temperature soars up to little less than 50 degree Celsius. Every summer kills poor people. Rich people are fine, they can afford the heat. During the summer days, air-condition machines send out hot air from the houses and buildings in the process of keeping some people inside the houses and buildings. Therefore, simple fact is that hot summer days become hotter for those who cannot afford air-con and also ecological environment affects aversively. The condition is worst in the countries like Indian subcontinents.

Suppose, to bring equality among the people living in Delhi, every household is guaranteed the right to equality to work, earn money and gets air-condition installed that produces coolness inside, and blow hot air out in the environment. Does it make sense since the situation cause an aggregate harm for the environment sooner than later?

Causing hot outside our rooms does not sustain a good and live-able surroundings since the adverse impact does harm to ecological system and moreover people in Delhi cannot live always indoor.



#### IV. CONCLUSION

By 2030, the world will require 40 per cent more water, 50 per cent more food, 40 per cent more energy and 40 per cent more timber and fiber. The only way we can meet these demands is by managing our ecosystems smartly and sustainably.

Quality of life should count socio-psycho-somatic health, collective wellbeing, time availability for family and friends, less stressful work, clean environment, less dependent on others, justice and equity which GDP doesn't help.



**Fig. 4 Organs of True Economic Development**

The United Nations, other international and regional bodies, and all nations need to speed up taking responsibility and intensify in spreading education and awareness. An effective endeavor to inculcate the alarming sense of responsibility through pluralistic mechanisms should be realized. Although it is most confrontational challenge to engage and negotiate with the corporate forces, fix the responsibility is unequivocal demand by the situation. Therefore, the urgent reinforcement will be of the enactment of the adequate global litigations, universal declaration of principle and standard to curb the market economy activities, to abolish the commercial advertisement/propagandas, to axe consumerism culture.

Again, education is the most powerful and effective tool for the change. Notwithstanding, what education in schools and higher academic domain feeding young minds is nothing but harm the mother earth ever more and sucking everything, extract anything to sell in the market.

It is extremely important to let young minds know the negative nature of the so called development, corporates forces, bankers intention, market economy and their critical impacts in era of 4<sup>th</sup> industrial revolution.

At the same time the demonstration of livelihood sovereignty in homestead setting – food, shelter and energy off the grid is much needed. Hence, quality felicitation for school students to understand and take responsibility should be mandatory.

Higher education should minimize the scope of the profit and market oriented disciplines by redefining what the productive higher education mean. From all available quarters and spheres this education should be adopted that will trigger consciousness towards a meaningful economic development.

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