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SDG 2030: VIKSIT BHARAT 2047-ROLE OF INDIAN URBAN HOUSEWIVES

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ABSTRACT

SDG 2030 has 17 goals and 169 targets driven by the principle of “Leaving No One Behind” (LOBO). “SDG framework is a unique articulation of public interest on a global scale”. Viksit Bharat 2047 refers to India’s vision of becoming self-reliant, fully developed, and globally influential by 2047.

2047 is the year when our freedom will complete 100 years. Viksit Bharat 2047 aligns with SDG 2030. It is based on “GYAN”, which represents four pillars: Garib (The Poor), Yuva (The Youth), Anndata (*The Farmer*), and Nari (*The Female*).



Globally, females have a tremendous role to play in achieving SDG 2030. In 2011 181,616,925.000 females were Urban females, according to consensus. The female population percentage of India's total population was 48.42% in 2023. According to the World Bank collection of development indicators, the female (% of total population) in India was reported at 48.42 % in 2023.

India's total urban population has increased significantly. It is estimated to be around 35-40 % of total population. However, the urban female population is still hovering around 48%. Estimated Urban Housewives Population: Urban women constitute approximately 35-40% of India's total urban population (as of 2023 estimates). Assuming urban women number around 200-220 million in 2023 and considering that 80% or more are housewives, the urban housewife population is likely around 160-180 million.

The contribution of Urban housewives is often overlooked, when their role spans multiple dimensions, including environmental sustainability, education, economic participation, and community building. Their number is huge; consequently, a wider role can be expected in achieving Sustainable Development Goals (SDG 2030) and achieving the vision of Viksit Bharat 2047. Also, females are one of the four pillars of the vision of Viksit Bharat 2047, "GYAN"-Nari-The Female

This paper deals with urban housewives' inclusivity and explores how they can actively advance sustainable development, foster inclusivity, and contribute to India's socio-economic growth.

Keywords: *SDG 2030, Viksit Bharat 2047, Urban Housewives, GYAN-Nari-The Female, Sustainable Goals*

INTRODUCTION

Who are Indian Urban Housewives? Indian Urban Housewives is defined as a portmanteau word used for married females who reside in urban households. Their basic duties and responsibilities are to look after a family, which is more often a nuclear family. They concentrate on rearing children, their upbringing and studies, and cooking food tasty/nutritious



or both, catering to the needs of office-going husbands, they may or may not have hobbies or work-from-home jobs.

In summary, they are supposed to take traditional roles with or without hobbies and/or work-from-home jobs. However, this group has the potential to contribute to and influence the vision of Viksit Bharat 2047 and achieve the Sustainable Development Goals (SDGs) 2030.

Indian urban housewives are uniquely positioned and can sufficiently contribute to and influence sustainable goals, such as gender equality, responsible consumption, quality education, and climate action. Daily choices they make in household management, resource utilization, and community engagement reasonably resonate with the principles of sustainability and inclusivity.

To match the vision of Viksit Bharat 2047 Indian Urban Housewives are currently silent catalysts. However, they have the capacity and unsaid role to bring change by fostering social cohesion, championing eco-friendly practices, and supporting grassroots entrepreneurship. Moreover, they have the power to inspire and educate younger generations. This further ensures the longevity and success of transformative societal shifts.

This article explores how this silent catalyst can roar to sail this ship and in what manner it can interfere and take the lead in contributing towards SDG 2030: Viksit Bharat 2047.

INDIAN URBAN HOUSEWIVES: SDG 2030: VIKSIT BHARAT 2047

The above paragraph describes the very nature and definition of Indian urban housewives. It will be interesting to learn quickly about SDG 2030 and Viksit Bharat 2047 to see how this significant but silent group can contribute to and influence the Sustainable Development Goals and match the vision of Viksit Bharat 2047.

There are few terminologies attached to these two broad terms

1. Sustainable – It is an adjective used to describe anything that is able to be there at the same level for continued period of time.



2. Sustainability – This word is derived from the Latin word *sustinere*, that means to sustain that also means to endure, to hold, which means it is the ability to continue something for a continued period. It has no universal definition. This word can be used for any activity economic or welfare. In the present context, it is about topping the depletion of resources, maintaining ecological balance, keeping the quality of life intact, ecological awareness, resource preservation, healthcare, etc.
3. Sustainable Development - It is a noun meaning economic development without depletion of natural resources. It is also referred to as a development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.
4. Sustainable Development Goals -The Sustainable Development Goals (SDGs) are a set of 17 goals that all United Nations member countries adopted in 2015 to:
 - End poverty and inequality
 - Protect the planet
 - Ensure everyone has access to health, justice, and prosperity
 - Improve education
 - Spur economic growth
 - Tackle climate change
 - Preserve oceans and forest
5. SDG 2030 – It is an agenda for Sustainable Development, adopted by all United Nations Member States in 2015, and provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership.
6. Viksit – Viksit translates directly into English as Developed. In the present context, it is development as regards modern infrastructure in harmony with modern infrastructure and nature and giving opportunities for all citizens of all regions to reach their potential.
7. Viksit Bharat - The developed and prosperous Bharat.

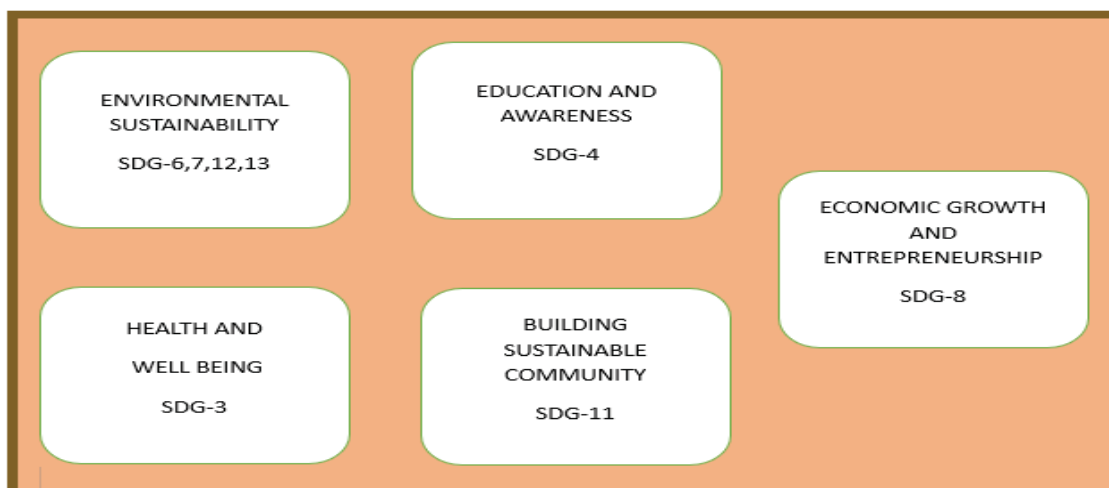


8. Viksit Bharat 2047 -Viksit Bharat 2047 is the vision to transform India into a developed nation by 2047, the 100th year of independence. This vision includes various facets of development, such as economic growth, environmental sustainability, social progress, and good governance, to make India a developed nation by 2047.

WHAT TO EXPECT TO ACHIEVE THESE?

One group can't achieve all the goals and match a vision completely. However, Indian Urban House Wives as said earlier can work on the most crucial aspects of these. With the kind of household responsibilities they undertake, they must realize as early as possible the effect their activities can generate in consortium with the sustainability goals and Viksit Bharat vision. For the convenience of the reader the author has explored all the aspects of SDG 2030: VIKSIT BHARAT 2047 and come up with 8 prominent Sustainable Development Goals that Indian Urban Housewives can achieve on daily basis at the most basic level and cumulate into Viksit Bharat 2047 vision with committing themselves to 6 most important aspects of Viksit Bharat 2025.

The Sustainable Development Goals and Viksit Bharat Vision that will match the day-to-day activities of an Indian Urban Housewives are as under:



**FIGURE -1 LIST OF SUSTAINABLE DEVELOPMENT GOALS TO BE ACHIEVED
BY INDIAN URBAN HOUSEWIVES**



FIGURE -2 LIST OF ROLES AN INDIAN URBAN HOUSEWIFE WILL PLAY TO MATCH VIKSIT BHARAT 2047

ROLE OF INDIAN URBAN HOUSEWIVES IN ACHIEVING SDG 2030: VIKSIT BHARAT 2047

Indian Urban Housewives will be playing these roles in achieving 8 Sustainable Development Goals and 6 important parts of the Vision Viksit 2047 as mentioned in the above figures. In the first part, we will look into the ways to achieve the SDG- 3,4,6,7,8,11,12,13.

THESE GOALS ARE

- ✓ SDG-3 Good Health and Well-Being
- ✓ SDG-4 Quality Education
- ✓ SDG-6 Clean Water and Sanitation
- ✓ SDG-7 Affordable and Clean Energy
- ✓ SDG-8 Decent Work and Economic Growth
- ✓ SDG-11 Sustainable Cities and Communities
- ✓ SDG-12 Responsible Consumption and Production
- ✓ SDG-13 Climate Action





ROADMAP FOR INDIAN URBAN HOUSEWIVES TO ACHIEVE THESE GOALS

1. ENVIRONMENTAL SUSTAINABILITY: CHAMPIONING SUSTAINABLE LIVING

Under this umbrella, SDG-6,7,12,13 are achieved in the following ways and by inculcating these in daily activities such that these become habit of every household of Indian Urban Housewives. These are:

- A. WASTE MANAGEMENT
- B. ENERGY EFFICIENCY
- C. SUSTAINABLE CONSUMPTION

WASTE MANAGEMENT

Waste is not considered an essential by-product of household activities. However, it has a unique position to contribute significantly to environmental sustainability. The major problem is its disposal. As many things are dangerous for the environment. As they don't degrade in the environment easily. Posing threat to present and future lives for they may stay as it is for million of years if not re-cycled or disposed off in healthy way. From earthen cup to plastic to cans and tetra packs to biological waste all need proper treatment. An Indian Urban Housewife should have enough knowledge about the type of waste and then the following ways can be implemented.

- 1. Waste Segregation
- 2. Composting
- 3. Reduction of Household Waste

ENERGY EFFICIENCY

Indian Urban Housewives must understand that Energy Efficiency is called "First Fuel". Energy efficiency is referred to as practices that reduce energy consumption for performing various household activities. Generally, for a household, it is done to save money. However, if



Indian Urban Housewives educate themselves through this article one act of saving energy daily will yield multiple positive results influencing sustainable development. These include reduced emissions of greenhouse gases, reduced air pollution, and improved health and energy security. Energy efficiency is required to save fossil fuels like coal, gas, and petrol which are limited natural resources. Energy efficiency is called the “First Fuel” since it saves our precious fossil fuels.

The pathways to develop energy efficiency at home by Indian Urban Housewives are:

- BY MANAGING HOUSEHOLD ELECTRICITY
- BY MANAGING WATER RESOURCE WISELY

The major ways

1. Use energy efficient appliances
2. Switching off electricity and water supply when not in use
3. Intelligent water consumption, Smart equipments and Reuse of wastewater e.g. for gardening etc.

SUSTAINABLE CONSUMPTION

According to the findings of Household Consumption Expenditure Survey: 2023-24 (HCES:2023-24) the Monthly Per Capita Consumption Expenditure (MPCE) of an Urban Household is Rs 6996. Is this consumption expenditure useful for sustainability, or is it altogether a different field of research? However, a bigger question is whether an Urban Housewife can use this expenditure to achieve sustainable development goals. If this happens half of the battle for saving our planet will be won. However, how? By sustainable consumption.

Sustainable consumption

1. CHOOSING ECO-FRIENDLY PRODUCTS
2. MINIMIZING SINGLE-USE PLASTICS



3. PROMOTING SUSTAINABLE FASHION
4. SUPPORTING SUPPLY CHAIN

2. EDUCATION AND AWARENESS: SDG 4

SDG 4's goal is a commitment for everyone across the world to get quality education and opportunities for lifelong learning. Education generates awareness. Females are the primary caregivers of the family. In this role, Indian Urban Housewives will play a major part in achieving sustainable development goals. They have to educate families and children as primary caregivers:

- SUSTAINABLE LIFESTYLES
- CIVIC RESPONSIBILITIES
- ETHICAL VALUES

How to achieve this?

It is important that policymakers more actively push this way of living so that more households are attracted to absorb the ways in their day-to-day activities. Household societies can drive campaigns led by females and NGOs have a greater role to play in this. The mindset and attitudes of the general population have been already attracted towards this way of life. Since Urban Housewives are responsible for the education and development of the family and is a decision maker, she is capable of working rigorously towards this goal. Also, this is one of the most powerful areas that will affect all other SDGs mentioned in Figure 1 above.

SUSTAINABLE LIFESTYLES

It is a way of living. It is choices we make to reduce the degradation of our environment while walking through our lives. The Indian Urban Housewives can educate and aware her family, thus creating future generations who are living and saving our environment as well while making economic advancements and doing economic activities. The sustainable activities include:



- Reducing plastic waste
- Buying second-hand
- Using energy labels
- Turning off electronics
- Buying Fairtrade products
- Recycling

CIVIC RESPONSIBILITIES

Generating awareness and educating our children as primary caregivers(females) about civic responsibilities will strengthen generations and remove inhibitions thereby creating a population who can make SDGs part of their lives. They will be highly informed about the environment, health, and literacy. These are great parameters for a robust society. Indian Urban Housewives will generate awareness so that habits of sustainable thinking and living will be induced in the young generation and family as a whole.

ETHICAL VALUES

To ensure the success of sustainable development goals it is important to deliver it on the level of moral values. The younger generation should have clear demarcations in their mind about what is right and wrong when it comes to sustainable development as a daily chore. Indian Urban Housewives has a genuine role to play here because they are uniquely positioned to incite, rectify and imbibe ethical and moral values to ensure SDGs are not just visions but a ground reality.

3.GENDER EQUALITY: SDG 5

A mother is the best friend of her daughter, In our society gender inequality still exists. Indian Urban Housewives herself is a female. By participating in economic, social, and leadership roles can challenge stereotypes and inspire gender equality not only for herself but her daughter. How? Encouraging daughters to pursue educational careers actively contributes to breaking gender equality.



4.ECONOMIC GROWTH AND ENTREPRENEURSHIP: SDG 8

As the cost of living increases it is obvious double income household survive better. Indian Urban housewives can engage in micro-entrepreneurships, home home-based business-like catering, handicrafts or tutoring. Thus, promoting financial literacy within households strengthening family and community resilience. As an individual activity they can promote SDG 8.

5.HEALTH AND WELL-BEING: SDG 3

Indian Urban Housewives will contribute to reducing malnutrition and lifestyle diseases by managing household nutrition. They can also act as advocates for mental health awareness in their communities.

6.BUILDING SUSTAINABLE COMMUNITY: SDG 11

They will be participating in residential societies welfare associations to enhance urban infrastructure, waste management and safety measures. They will also act as a change agents in promoting clean and green urban spaces.

VIKSIT BHARAT 2047:

ROLE OF INDIAN URBAN HOUSEWIVES

1. PROMOTING SELF-RELIANCE: ATMANIRBHAR BHARAT

Atmanirbhar directly translates into self-reliant or self-sufficient. This is a powerful portmanteau having many connotations. An individual, a household and a nation can make itself self-reliant or self- sufficient. This atmanirbharta can touch every aspect of human life on earth or it can act on few parts of the whole. For Indian Urban Housewives the atmanirbharata, self-reliance or self- sufficiency means economic freedom. Entrepreneurial initiatives, supporting small and local businesses contribute to economic self-reliance



Urban housewives through their entrepreneurial initiative, support small and local businesses contributing to economic self-reliance. Also, they have a role to play in skill sharing initiatives in communities creating local opportunity for income generation. Thus, contributing at their levels for economic atmanirbharta not only for themselves however at local level as well.

2. STRENGTHENING SOCIAL EQUITY AND INCLUSION

“Viksit Bharat 2047” is our government's current initiative. It is a roadmap for India to become a completely developed nation by 2047. Nations worldwide have realized that the vision to become sustainable societies and developed countries cannot be achieved leaving behind marginalized parts of society. Social Equity in Viksit Bharat 2047 says that India will be a developed nation only if all citizens regardless of their social background, have equal access to opportunities, benefits, and a dignified standard of living. With this, an inclusive society will be developed. A society that respects diversity and promotes equality across all aspects of life. Education, healthcare, employment, and political participation will be the key areas along with many others were social equity and inclusive growth and development.

Indian Urban Housewives need to be empowered by various initiatives by the government. Also if they participate in volunteer activities, they can address issues like poverty, inequality, and access to education. Many urban housewives have transformed the lives of their house-holds. We have many stories across society. This is a small example they can work for healthcare, and health awareness, with entrepreneurship initiatives with the help of organizations like MSME, who are pioneering in the economic upliftment of women along with other members of society, moreover, if they are vocal in political participation then this group of our society has great strength to become leaders in working towards Social Equity and Inclusive Growth.

3. SUPPORTING TECHNOLOGICAL ADVANCEMENTS

Covid-19 has transformed how technological advancement has the ways to be beneficial for our survival. As we witness the penetration of technology in every aspect of our lives Indian Urban Housewives must be vigilant about the latest technology useful for day-to-day activities



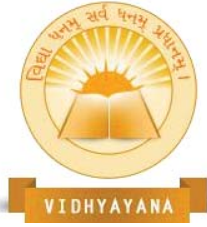
and adopt and adapt accordingly. This way they will help in the digital landscape of Viksit Bharat's 2047 vision. Digital skills have already been adopted by Indian Urban Housewives to use e-commerce platforms as online shopping has become common, in fact, 8 out of 10 Indian Urban women are using the Internet now. If we look deeper into the internet habits of Indian Urban women majority of them use the internet for accessing social media and online shopping. After that, it is used for emails and online chatting. Learning digital skills enables housewives to use e-commerce platforms, digital payments, and online learning tools contribute to the industry. Also subscribing to various courses will help them grow as an individual and economically thereby helping their families and children to be progressive. Thus, promoting digital literacy within families ensures intergenerational tech adoption.

4. FOSTERING CULTURAL AND ETHICAL VALUES

Families build nations. If we inculcate a culture, ethical, and moral values in tandem with the vision of Viksit Bharat 2047, India be a fully developed country by 2047 nothing greater than this. And Indian Urban Housewives as custodians of traditions can play a pivotal role in preserving India's Cultural Heritage. Along with this, they can instill the modern values of sustainability, equity, and inclusivity in their families. This will go a long way in building a nation that values its tradition and culture and embraces modernity sensibly. A pre-requisite for a wholesome picture of developed India.

5. CLIMATE RESILIENCE AND ENVIRONMENTAL ADVOCACY

The vision of Viksit Bharat 2047 is incomplete without including climate resilience and environmental sustainability as its top priority. Climate resilience is the ability of a society to prepare for, respond to, and recover from climate-related disturbances. By adopting climate-resilient practices in household management and promoting eco-friendly solutions, housewives contribute to India's net-zero and environmental goals. Reducing, reusing and recycling, planting trees, conserving water, voting, purchasing local organic-food and shopping wisely are some of the ways Indian Urban Housewives can support this cause.



6. ENHANCING CIVIC PARTICIPATION

Housewives can engage in grassroots-level advocacy for better urban infrastructure, public transport, and safety helping shape

CONCLUSION

Indian Urban Housewives are thus, essential catalysts in achieving India's twin goals of SDG 2030 and Viksit Bharat 2047. What is required? To be empowered with education, resources and recognition. Then they can drive change in their families, communities, and the nation at large. It is a huge number of people, their collective action can transform India into a sustainable, inclusive, and developed nation.



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