

Inevitable Rebound: Learning from the Crisis to Build Back

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Abstract: Sustainable practices empower nations to gain access to innovations that are environmentally sound. Economic growth that integrates environmental protection, social law and justice emerges as critically acclaimed sustainable practice. The regenerative capacity of natural environment can be maintained by exploration of environmentally sound development strategies to cater needs of human beings. Positive interactions with sustainable practices create abundance of materials in natural environment. To tackle the widespread shortage of essential supplies State financed and owned enterprises must be repurposed. Further, communities must strive to achieve harmonious and balanced development through sustainable practices that creates high level of standard of living and quality of life. To emerge from current crisis, governments are expected to transform social protection system to pave way for sustainable practices especially enveloping areas such as food system, social safety and health coverage plans. “Sustainable Practices Institutions” must be established to achieve understanding of the practices/ to encourage balance between both natural environment and development.

Keywords: Go-Green, Institutionalized Public Services, Productive Harmony, Maximize Preservation, Humanitarian Crisis, Holistic Approach

“How long can men thrive between walls of brick, walking on asphalt pavements, breathing the fumes of coal and of oil, growing, working, dying, with hardly a thought of wind, and sky, and fields of grain, seeing only machine-made beauty, the mineral-like quality of life?”

– Charles A. Lindbergh

“Being green is more than just buying ‘eco’. It is an unshakable commitment to a sustainable lifestyle.”

– Jennifer Nini

I. INTRODUCTION

“The most sustainable way is to not make things. The second most sustainable way is to make something very useful, to solve a problem that hasn’t been solved.”

– Thomas Sigsgaard

This paper attempts to proactively launch strategies for sustainable practices amid Covid-19 pandemic. To mitigate the long-term socio-economic impacts of the pandemic, holistic approach to sustainable practices is required to resilience the development goals. Solidarity among community is required to implement harmonious economic activities, sustainable growth and social protection. For the purposes set out in this paper, adoption of common commercial policies among States could raise standard of living and quality of life of various communities around the globe.

In order to keep world economy on track, an

appropriate Community response to enhance health protection; research and technological development; and environment

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policies in the sphere of development cooperation shall be exuberated.

Our existence on planet earth depends entirely on our natural environment. It is, therefore, the duty of each and every individual on this planet to maintain our planet’s natural environment. Socio-economic requirements of present and future generations largely depend upon productive harmony through sustainable development.

In a perfect world, no question remains unanswered. In other words, it would be correct to state that questions regarding correlation of environment and society might never arise. Governments were made to go on their knees regardless of how efficiently they functioned. States illustrated their respective strategies to control trade and commerce. While other States completely sealed their borders making it difficult for subjects to fulfil his or her essential needs. Prior to Covid-19, nations had plenary power to regulate trade and commerce. A simple example would illustrate the above situation. Before Covid-19, nations controlled their absolute rights on the number of workers from abroad who could obtain or had the permit/right to work. After Covid-19, the ability to limit the entry and work was globally curtailed by United Nations.

1.1. Coronavirus Disease (Covid-19) Pandemic

Covid-19 belongs to the family of Coronaviruses. Covid-19 may cause serious illness to the entire community through close contact. Coronaviruses are well-known viruses that cause respiratory infections such as Severe Acute Respiratory Syndrome (SARS) and Middle East Respiratory Syndrome (MERS). At present, coronavirus has brought the global pandemic disease called COVID-19.¹ Covid-19, thus, is an

¹ WHO: Q & A on coronaviruses (Covid-19), available at <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/question->
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infectious disease and virus, whose widespread effects were initially seen in Wuhan, China. The outbreak of Covid-19 can be traced to December 2019. Covid-19 converted itself into a global pandemic.²

Fever, dry cough and tiredness are some of the symptoms of this global pandemic. There are some other less common symptoms including nasal congestion, loss of taste or smell, sore throat, aches and pains, headache, diarrhoea, discoloration of fingers or toes, conjunctivitis, rash on skin.³ Person's immune system is challenged by this virus at every stage. Although most people recover from Covid-19 virus, it is still very harmful to older people already undergoing medical issues such as heart and lungs diseases, diabetes, high blood pressure, and cancer. People suffering from diseases stated above are at higher risk of catching Covid-19 virus. Anyone who catches Covid-19 experiences the following: difficulty in breathing, coughing, loss of speech, chest pain, and fever. Governments highly recommend immediate medical attention to people who experience Covid-19 symptoms.⁴

Initially, infected people were immediately isolated to a safe quarantine facility to stop community transmission of the Covid-19 virus. However, this strategy of isolation of Covid-19 patient proved ineffective due to limited test facilities available in countries. In general, Doctors advise that the spread of Covid-19 could be discouraged through sanitisation and taking care of personal hygiene. The most essential or pressing need became adoption of 'social distancing' or 'physical distancing' norms. In any event, self-isolation is the key to successfully defect spread of Covid19 virus. Self-isolation could prevent transmission of Covid-19 infection to others in the community, including family members. Self-isolation is advised in cases where a person experiences Covid-19 like symptoms. He or she, who experiences Covid-19 like symptoms are recommended not to travel to work, attend school or move freely at public places. Measures such as wearing mask, keeping safe distance of 1-2 metre from others, avoiding unnecessary touching on surfaces with hands, etc. could prove effective in restricting spread of Covid-19 cases. Several information campaigns are introduced since the outbreak of Covid-19 pandemic at community levels globally.⁵ Educating people on advantages of following social distancing, proper sanitisation, conducting health screenings especially of travellers, providing immediate support to people

affected are some suggested ways to suppress transmission of the virus by UN chief.⁶

1.2. Sustainable Practices

"We can't just consume our way to a more sustainable world."

– Jennifer Nini

To understand the true scope of sustainable practices it is rather essential to magnify the definition of Sustainable development. Hence, sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs".⁷ The idea of sustainable practices employs mechanism/ways to maximize preservation of natural resources and evolve state of the art and/or innovative skills to make human life simpler.

Certain essentials that sustainable practice must take into consideration are categorized as follows:

- a) Preservation of natural environment.
- b) To innovate environmentally sound technologies.
- c) Evaluation of production capacity.
- d) Productive harmony between present and future resources.
- e) Futuristic approach to available resources.
- f) Implementing sustainable practices laws that promote system of 'checks and balances'.
- g) Sound policies for environmental protection and economic growth.

1.3. Preservation of natural environment

Sustainable practices empower nations to gain access to innovations that are environmentally sound. To improve the quality of life for people in our society understanding of poverty, consumption, community and health must be responsibly addressed. One of the foundational pillars of innovation is necessity. In other words, necessity is the mother of inventions. It is achieved through appreciation of knowledge and experiences. Sustainable practices promote

and-answers-hub/q-a-detail/q-a-coronaviruses, last accessed on 25th September 2020.

²Ibid

³Ibid

⁴Ibid

⁵WHO, Coronavirus disease (COVID-19) pandemic (2020), available at <https://www.who.int/emergencies/diseases/novel-coronavirus-2019> last accessed on 24th September 2020.

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⁶UN response to Covid-19 pandemic, available at <https://betterworldcampaign.org/un-response-to-global-pandemic/> last accessed on 24th September 2020.

⁷World Commission on Environment and Development, Our Common Future (Oxford: Oxford University Press, 1987), available at <http://global.oup.com/academic/product/our-common-future-97801920808?cc=id&lang=en> last accessed on 24th September 2020.

development that is able to last for generations since it is economically and environmentally sound. Further, sustainable practices accommodate beneficial status to both present and future generations. Economic growth that integrates environmental protection, social law and justice emerges as critically acclaimed sustainable practices. International legal principle of environmentally responsible sustainability empowers scholars to research and innovate creative-tech for the benefit of both the present and future generations' demands. Through knowledge and skills people can make an informed decision regarding importance of adopting sustainable practices. Innovating new techniques of sustainable practices encourages firstly, a respect for the natural environment and secondly, interdependence between economic growth and sustainable activities.

A ground breaking agreement regarding access to technology (including home-grown technology developers) which implements strategies for the global Sustainable Development Goals was reached by 193 UN Member States to establish participation of private sector.⁸The ecological perspective of global interdependence has revealed a complex ecosystem with wide spread vulnerabilities attached to unlimited exploitation of natural resources such as mineral and energy.⁹

Since ecological processes are at the centre of interactions between people, resources, environment and development; sustainable practices must prove efficient to meet needs of present generation without compromising ability to explore natural resources for future generation.¹⁰

1.4. Innovating environmentally sound technology

Pollution and waste is generated as by-product of manufactured goods. Thus, extraction of resourceful materials and energy, the by-product of which is difficult to decompose, was listed as one of the key issues at Rio Earth Summit in 1992, which laid emphasis on Environmentally Sound Technologies (ESTs).¹¹The regenerative capacity of natural environment can be maintained by exploration of environmentally sound development strategies to cater needs of human beings. In any event, to maintain ecological balance it is important to nurture natural environment of animals, birds and other species like insects, etc. In this section, certain sustainable habits that promote environmentally sound

⁸ Sustainable Development Goals Knowledge Platform, Transforming Our World: The 2030 Agenda for Sustainable Development, available at <https://sustainabledevelopment.un.org/post2015/transformingourworld> last accessed on 24th September 2020.

⁹UN, *Report of the World Commission on Environment and Development; Our Common Future*, available at <https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf> last accessed on 24th September 2020.

¹⁰Ibid

¹¹ Sustainable Development Goals Knowledge Platform, *United Nations Conference on Environment and Development (UNCED), Earth Summit*, available at <https://sustainabledevelopment.un.org/milestones/unced> last accessed on 24th September 2020.

techniques are recommended. Some of the most commonly witnessed sustainable practices preserving environmental balance are listed below:

- a) Caring and feeding animals including birds, insects and reptiles.
- b) Warnings promoting conservation of water resources.
- c) Educating people benefits of rain water harvesting.
- d) Organic fertilization of food grains for better quality.
- e) Informing about the advantages of recycle and reuse.
- f) Encouraging environment of natural objects and smell that bestow systematic access to flowery plants.
- g) Promoting natural environment through preservation of pollen grains, gardening through fertilizers such as tea, etc.

Boosting innovation in environmentally sound technologies through this paper is an attempt to achieve efficiency in sustainable practices that are environmental friendly. Such adaptations will prove to be resourceful in introducing a framework especially to implement sustainable strategies to meet the changing needs of industries worldwide. Strict State policies operates at various jurisdictions, however, the most common belief among them is to adopt an alternative technology that promote changes inclined towards sustainable practices. Environmentally Sound technologies (ESTs) proves to be resourceful in countering harms such as pollution, hazardous waste products, and harmful chemicals since ESTs have successfully improved performance without posing a threat to natural environment. ESTs, thus, are an efficient source to handle present and future generation's needs of manufactured goods.¹²

1.5. Evaluation of production capacity

Since the outbreak of Covid-19 virus, which imposed global lockdown for months in different parts of the world, supply of essentials commodities especially health products like testing kits, face masks, drugs, vaccines, etc. has been drastically interrupted. Further, due to the restriction on air travel and airfreight amid Covid-19 lockdown delivery of supplies to States are expected to remain hindered. The unpreparedness of government policies regarding advantages of sustainable practices during Covid-19 caused world to face challenges of limited resources available for industrial manufacturing. Some panicked and others were shocked to witness sudden fall of

¹² UN environment programme, *Environmentally Sound Technologies* (2020), available at <https://www.unenvironment.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/environmentally-sound> last accessed on 24th September 2020.

socio-economic activities accompanied by shortages of essential supplies.¹³

United Kingdom requested the automotive, aerospace and Information and Communications Technology (ICT) firms to mass produce ventilators. United States, too, has entered into ventilator manufacturing contracts with automotive industries. Various other states are constantly repurposing state financed and owned enterprises.¹⁴

The following ‘Table 1’ illustrate Covid-19 critical items list identified by W.H.O. on 30th March 2020:

Table 1

Category	Critical Items Identified by WHO	Example of facilities that might be repurposed
Protective personal equipment (PPE)	<ul style="list-style-type: none"> Gloves, examination Gloves, surgical Goggles, protective Gown, protective Face shield Mask, particulate respirator Mask, surgical 	<ul style="list-style-type: none"> Textile factories Garment plants Yarn spinning mills Electronics assembly plants Injection moulding facilities Prototyping shops (including 3D printing)
Diagnostic equipment	<ul style="list-style-type: none"> Lab screening test kit Lab confirmation test kit RT-PCR kit Extraction kit Cartridges for RT-PCR automatic systems Swab and viral transport medium 	<ul style="list-style-type: none"> Pharmaceutical preparations Biopharmaceutical preparations Pilot biotech plants Clinical research laboratories
Clinical care equipment	<ul style="list-style-type: none"> Pulse oximeter Concentrator 02, 10L, 230V, 50Hz + acc. Nasal oxygen cannula, with prongs, Ventilator patient, for adult, pediatric. CPAP with tubing and patient interfaces for adult and pediatric. Suction pump, mechanical High-flow nasal cannula (HFNC) 	<ul style="list-style-type: none"> Automotive production lines Aerospace manufacturing service and testing facilities Manufacturing technology and innovation centres Vacuum cleaner assembly plants Machining shops

Consequently, states introduced various policies and schemes to subsidise production costs to overcome shortage of manufacturing list of products mentioned in the table above. For example, increased output of masks production was made possible through officially subsidising policies by Japan government.¹⁵

Moreover, environmental responsibility imposes three very basic conducts namely, reduce, recycle and reuse. To combat pandemic crises and to promote sustainable practices the following suggestions might prove effective:

- Reducing the use of non-renewable energy sources such as fossil fuel, coal, petroleum and natural gas.
- Recycle materials, for example, lead-acid batteries, electronics, paper, steel, concrete, aluminium, newspaper, glass, etc. must collectively be accessed and put to use.
- Reusing raw materials, such as clothes, seeds, old wooden/iron furniture, saves environmental costs.

Positive interactions with sustainable practises create abundance of materials in natural environment. People must educate their children regarding creative ways environment is related to ancient modelling of cultures. With the support of music, art and poetry children could easily be educated to follow sustainable practices that benefits natural environment including plants flowers, and vegetables. A positive interaction between International economic law, International Environmental Law and International Social Law contributes to adoption of sustainable practices to appreciate natural environment and to nurture sustainable development. During Covid-19 we must responsibly commit to save indigenous plants including scented flowering plants, birds, butterflies and other insects.

To tackle the widespread shortage of essential supplies State financed and owned enterprises were repurposed. Unfortunately, due to lack of supervision and experience goods manufactured in these new enterprises failed in quality standards. For example, manufactured medical goods failed to meet the required quality standard adapted for Covid-19 treatment by W.H.O.; UK’s automotive manufacturers failed to successfully address the “ventilator challenge”; US, too, proved inefficient to successfully repurpose production of goods.¹⁶ Thus, States in absence of resources to ensure compliance with industry standards failed to deliver what it had promised. To encounter spike in demand for essential goods repurposed enterprises were exposed to the

¹³ Carlos Lopez Gomez, Lucia Corsini, David Leal Ayala and SmeetaFokeer, *Covid-19 Critical Supplies: The Manufacturing repurposing Challenge*, *United Nations Industrial Development Organization* (2020), available at <https://www.unido.org/news/covid-19-critical-supplies-manufacturing-repurposing-challenge> last accessed on 24th September 2020.

¹⁴Ibid

¹⁵Ibid

¹⁶ International Labour Organization, *United Nations Response: Covid-19 and the World of Work* (2020), available at <https://www.ilo.org/global/topics/coronavirus/impacts-and-responses/un/lang-en/index.htm> last accessed on 24th September 2020.

vulnerabilities of unplanned rapid response solutions imposed by States.

1.6. Productive harmony between present and future resources

In order to achieve productive harmony various administrative policies were altered by regulatory bodies. Stringent manufacturing standards were relaxed. At times, clinical trials were ignored. States allowed enterprises to outcast certain strict quality control systems to meet increasing demand of medical devices. In any event, due to the lack of organizational capabilities technological challenge of scaling-up the production of goods was faced to confront complex testing and other regulations. A holistic approach, by relaxing complex prerequisites under various statutes, is adopted by the Indian Government to offer relief to poor farmers, workers especially in the unorganized sector.

To ensure welfare of its citizens the Indian Government announced the following schemes, namely:

- a) PradhanMantri Jan DhanYojana (PMJDY)
- b) PradhanMantriKisanSammanNidhi (PM-KISAN)
- c) PradhanMantriGaribKalyanYojana

Further, to counter devastating human impact on environment, laws, such as The National Green Tribunal Act 2010; The Air (Prevention and Control of Pollution) Act, 1981; The Water (Prevention and Control of Pollution) Act, 1974; The Environment Protection Act, 1986; The Hazardous Waste Management Regulations, etc. are already in force in India. Glaring issues that appears to disrupt the established harmony between economic growth and humane environment are successfully answered to balance economic activities. In any event, community shall strive to achieve harmonious and balanced development through sustainable practices that creates high level of standard of living and quality of life.

Environmental initiatives such as “Swachh Bharat Abhiyan” have proved very effective, thus, restricting spread of community transmission of Covid-19 virus. Caregivers during Covid-19 pandemic started raising funds and sponsored poor people disastrously stuck by Covid-19 virus. Humanitarian crisis during pandemic such as Covid-19 demands collective efforts of

communities for mounting a coordinated global response. Firstly, the most important global issue to adjudicate was collective response to situations of global health index since people’s health devastated in response to Covid-19 virus. Secondly, to stop community spread of Covid-19 it became necessary to prioritise health/lives of people from most vulnerable section of our society. Thirdly, educating people to maintain social-distancing norms to stop community spread of Covid-19 virus. Fourthly, informed responses that could confront and battle socio-economic crisis through sustainable practices.

Therefore, States must support their industrial sector by motivating and financing innovative capabilities of experienced enterprises. In a nutshell, long-term investments and policy decisions shall result in productive harmony.

1.7. Futuristic approach to available resources

Spread of Covid-19 directly or indirectly affected industrial growth, increased rate of resources consumption, science and technology, impacting natural environment across the globe. Saving life of people became the biggest challenges during Covid-19 for states globally. The pandemic necessitated accessibility to vital services required to keep our households afloat. Government showed serious concerns regarding the solvency of business supply chains and institutionalized public services.

For example, in France, a socio-economic response mechanism was invoked namely ‘Partial Activity’. Partial Activity is a scheme where employees are sustained by the employer by paying 84% of the net salary. The French government, for helping employers covering the cost of the affected employee’s salary, implemented partial activity scheme during Covid-19 crisis.¹⁷The scheme aimed to establish Sustainable Development Agenda and economically explored available practices to smoothly operate essential services during Covid-19 lockdown/shutdown period. Applications regarding partial activity were entertained at large scale by French government to counter financial difficulties faced by companies during Covid-19 crisis.¹⁸Therefore, to emerge from Covid-19 crisis, governments are expected to transform social protection systems to pave way for sustainable practices especially

¹⁷Osborne Clarke, Supporting Companies in France during the Covid-19 crisis: New decree on partial activity scheme (2020), available at <https://www.osborneclarke.com/insights/supporting-companies-france-covid19-crisis-new-decree-partial-activity-scheme/> accessed on 24th September 2020.

¹⁸Katie Nadworny, Remote Work and ‘Partial Activity’ in France (2020), SHRM, available at <https://www.shrm.org/resourcesandtools/hr-topics/global-hr/pages/coronavirus-france-partial-activity.aspx> accessed on 24th September 2020.

enveloping areas such as food system, social safety and health coverage plans amid Covid-19 crisis.

India, therefore, must promote long-term investments and policy decisions that benefits repurposed enterprises established to maintain productive/manufacturing harmony.

1.8. Implementing sustainable practices laws that promotes system of 'checks and balances'

To achieve understanding of the sustainable practices nation's education programs must be tuned to encourage balance between both natural environment and growth/development. Officially gazette 'sustainable practices institutions' along with their respective care centres must be established in India to routine development activities that caters to the need of hour. Adoption of following steps promotes balance between sustainable practices and growth/development during Covid-19:

- a) Drafting policy documents to responsibly serve natural environment.
- b) Educated and well trained staffs who pledge to serve to environmental responsibility.
- c) Selection criteria for 'sustainable practices institutions' staff must be lensed through sustainable practices/development objectives.
- d) Job descriptions must state environmental expertise and a checklist that must strictly be followed to promote solutions regarding issues ranging from water conservation to waste reduction.
- e) Environment Management Programmes like seminars must be conducted to guide people about importance of animals, plants and natural environment in their habitat.
- f) Plants and animals must be protected to maintain biodiversity and culture norms.
- g) Staff members must be encouraged to motivate people to "Go-Green".
- h) Coordinators to campaigns and inform people benefits of recycling and reuse of paper or other products must be appointed.
- i) Facilities for rainwater tanks to restore water must be established at various places to address problems of draught etc.

- j) People must be informed of the benefits of using organic products that are free from chemical in their daily usages.
- k) Children must be encouraged to make use of the natural environment.
- l) Environmental behaviours best suitable to develop strategies of sustainable practices must be endorsed.

1.9. Sound policies for environmental protection and economic growth

Sound policies for environmental protection and economic growth is achieved by studying strategic frameworks of socio-economic response proposed by United Nations vide its research, analysis and policy advice especially from the UN Department of Economic and Social Affairs and the Regional Commissions. United Nations' proposal for Global Solidarity amongst developing countries significantly exposed it to the requirement of funding in addition to the existing \$17.8 billion dedicated to adjudicate Covid-19 response mechanism.¹⁹ Difficult times and hardships during Covid-19 demands adoption of sustainable practices such as succour political leadership or unprecedented funding to repurposed government enterprises. United Nations ensures support in recovery process to states promoting transitions of government enterprises repurposing into sustainable institutions for stronger social safety nets, universal health coverage, international cooperation architecture and better long-term preparedness for health emergencies including multi-hazardous risks.²⁰

II. CONCLUSION

"Natural resources available to fulfil inexhaustible human desires are limited"

– NityashSolanki

The recent times has showered bit of broken dreams upon everybody in the world. Trade and commerce probably brings with it innovative inventions that makes human lives easier. The globally introduced 'social distancing' or 'physical distancing' norms has casted uncertainty on the services employed to sustain lifestyles that generally did not harm society or culture. One way to conceptualize the nature of sustainable practice during Covid-19 is to analyse the significance of collection of essential raw material and

¹⁹ United Nations, *United Nations Comprehensive response to Covid-19 Saving Lives, Protecting Societies, Recovering Better* (2020), available at <https://www.un.org/sites/un2.un.org/files/un-comprehensive-response-to-covid-19.pdf> (accessed 24th September 2020).

²⁰ United Nations, *United Nations Comprehensive response to Covid-19 Saving Lives, Protecting Societies, Recovering Better* (2020), available at <https://www.un.org/sites/un2.un.org/files/un-comprehensive-response-to-covid-19.pdf> (accessed 24th September 2020).

contributing to perceive knowledge and true nature of environment. Communities and health conditions during this pandemic consistently reminded us to act vigilant. Most difficult to manage issues such as poverty and consumption reorganised itself. States acted within and beyond the limits of their powers to strengthen and attain a high level of health protection during Covid-19 crisis. The primary limitation to the State's action in circumstances created by Covid-19 virus is that it cannot propose to harmonize various member states' laws regarding trade and commerce amid Covid-19 crisis. Thus, during Covid-19 crisis, States *suasponetor suo-motu* stipulated the following areas which required reconceptualization to reach administrative cooperation, namely: human health, education, monetary policies, industries, tourism, freedom, security and justice.

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