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For the sustainability of the forests, the tigers and the tribals: Royal Bank of Scotland in the Kanha-Pench corridor, India

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Abstract

Theoretical basis

Poverty, business strategy and sustainable development. International development planning and poverty alleviation strategies have moved beyond centralised, top-down approaches and now emphasise decentralised, community-based approaches that incorporate actors from the community, government, non-governmental agencies and business. Collective action by Bottom of the Pyramid residents gives them greater control in self-managing environmental commons and addressing the problems of environmental degradation. Co-creation and engaging in deep dialogue with stakeholders offer significant potential for launching new businesses and generating mutual value. The case study rests on the tenets of corporate social responsibility. It serves as an example of corporate best practices towards ensuring environmental sustainability and community engagement for providing livelihood support and well-being. It illustrates the tool kit for building community-based adaptive capacities against climate change.

Research methodology

The field-based case study was prepared from inputs received from detailed interviews of company functionaries. Company documents were shared by the company and used with their permission. Secondary data was accessed from newspapers, journal articles available online and information from the company website.

Case overview/synopsis

The case study is about the coming together of several vital agencies working in forest and wildlife conservation, climate change adaptation planning for ecosystems and communities, social

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landscape of Madhya Pradesh in Central India. The case traces several challenges. First, the landscape is degrading rapidly; it requires urgent intervention to revive it. Second, the human inhabitants are strained with debilitating poverty. Third, the long-term sustainability of the species of tigers living in the protected tiger reserves of Kanha and Pench needs attention as human-animal conflicts rise.

Complexity academic level

The case would help undergraduate and postgraduate students studying sustainability and corporate social responsibility.

Keywords

Poverty

Business strategy

Sustainable development

Tiger and critical ecosystem conservation

Building climate change adaptive capacity for communities

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Citation

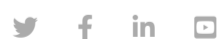
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