ejbps, 2025, Volume 12, Issue 6, 778-783. **Review Article** **SJIF Impact Factor 7.482**

EUROPEAN JOURNAL OF BIOMEDICAL AND PHARMACEUTICAL SCIENCES
http://www.ejbps.com

ISSN 2349-8870
Volume: 12
Issue: 6
Year: 2025

TEN COMMANDMENTS OF SUSTAINABLE DEVELOPMENT GOALS: A PARADIGM OF HALLMARK

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Article Received on 29/04/2025 **Article Revised on 19/05/2025** **Article Published on 08/06/2025**

ABSTRACT
Sustainability is a broad concept that generally refers to meeting the needs of the present without compromising the ability of future generations to meet their own. It involves considering the environment, economy, and society to create a balance that allows for long-term well-being. In essence, it's about ensuring resources and systems can be maintained for the long term, considering the impact on future generations. The "colors of the economy" are a framework used to classify different aspects of economic activity and their implications, often with a focus on sustainability and social impact. This framework utilizes color names to represent various economic sectors, such as the "green economy" for sustainable development and the "blue economy" for marine resources.
Here's a breakdown of some key colors and their meanings:
Green Economy: Focuses on low-carbon, resource-efficient, and socially inclusive economic development, aiming for sustainable practices.
Blue Economy: Involves the sustainable use of ocean and marine resources for economic growth while preserving the health of ecosystems.
Silver Economy: Centers on the needs and potential of the elderly population, focusing on industries that cater to their specific needs.
White Economy: Represents economic activities related to healthcare, wellness, and caregiving, with some also associating it with the digital economy.
Orange Economy: Emphasizes creative industries and cultural heritage, driving economic growth through artistic and cultural initiatives.
Purple Economy (or Care Economy): Focuses on the integration of cultural dimensions, promoting gender equality and social inclusion.
Red Economy: Refers to economies governed by centralized state planning, typically under communist or socialist regimes.
Black Economy: Describes informal or shadow economic activities, including illegal or unreported transactions.
Brown Economy: Represents a traditional industrial economy heavily reliant on fossil fuels.
Gold Economy: Deals with finance, banking, wealth creation, and investment.
This color-coded framework provides a visual and conceptual way to understand and analyze different economic sectors and their impact on sustainable development and social well-being.

KEYWORDS: Green Economy, Blue Economy, Silver Economy, White Economy, Orange Economy, Purple Economy (or Care Economy), Red Economy, Black Economy, Brown Economy, Gold Economy.

INTRODUCTION
Sustainable development focuses on meeting current needs without compromising the ability of future generations to meet their own needs. It emphasizes a balanced approach, considering economic, environmental, and social aspects of development. Economies can be classified into several types based on their structure and how resources are allocated. The four main types are traditional, command, market, and mixed economies. Each system has unique characteristics and advantages, influencing how societies produce and distribute goods and services. Three types of economies

include command economy, market economy and mixed economy, and within each type, there are three main branches of economics. One can broadly classify five distinct examples of economic activities.

Figure-1: Father of Sustainability; George P. Mitchell.

These activities are producing, supplying, buying, selling, and the consumption of goods and services. In the 2024 Sustainable Development Report, India is ranked 109th out of 166 countries. The country's SDG Index score is 63.99. This score represents the progress India has made towards achieving all 17 Sustainable Development Goals.[1]

While the term "father of sustainability" isn't universally assigned, **George P. Mitchell** [May 21, 1919 – July 26, 2013] is frequently cited as a key figure in the development of the concept and the term "sustainability" itself. He was instrumental in popularizing the idea of sustainable development and played a crucial role in bringing the issue to the forefront of global conversations. When it comes to the economy there are many ways that we can categorize different approaches. One of the ways we can do this is through color-coding these different economic approaches. Here is a brief description of ten colors that can be used to describe different areas of economic focus: Brown, green, blue, golden, purple, white, silver, red, gray, and black economies. Some of these color-coded economic systems have dual meanings so in several cases asterisks and brief footnotes have been added to briefly define alternate meanings.[2]

1. The Brown Economy

Figure-2: Brown Economy.

A brown economy is focused on economic growth that is largely dependent on environmentally destructive forms of activity, especially the extraction and burning of fossil fuels like coal, oil, and gas. One of the byproducts of this form of economy is massive levels of climate change-causing greenhouse gas (GHG). The brown economy also generates water pollution and air pollution (particulate matter). The brown economy is harmful to biodiversity, it overtaxes finite resources and is the driving force behind a wide range of global crises. The brown economy employs people in industries like fossil fuels, cement, iron smelting, quarrying, and mining.[3]

In one way or another, the impacts of the brown economy adversely impact all 17 SDGs, however, some have argued that cheap energy has benefited GOAL 1: No Poverty. GOAL 2: Zero Hunger, GOAL 3: Good Health and Well-being, GOAL 4: Quality Education, GOAL 5: Gender Equality, GOAL 6: Clean Water and Sanitation, GOAL 7: Affordable and Clean Energy, GOAL 8: Decent Work and Economic Growth, GOAL 9: Industry, Innovation, and Infrastructure, GOAL 10: Reduced Inequality, GOAL 11: Sustainable Cities and Communities, GOAL 12: Responsible Consumption and Production, GOAL 13: Climate Action, GOAL 14: Life Below Water, GOAL 15: Life on Land, GOAL 16: Peace and Justice Strong Institutions, GOAL 17: Partnerships to Achieve the Goal. Today we know that the brown economy has a large number of well-documented destructive impacts.

2. The Green Economy

Figure-3: Green Economy.

The green economy is geared to undo the damage caused by the brown economy. The green economy seeks to sustain and advance economic, environmental, and social well-being, increase GDP, and contribute to poverty reduction. The UN succinctly defines the green economy as one that, "carries the promise of a new economic growth paradigm that is friendly to the earth's ecosystems and can also contribute to poverty alleviation." This economy contains many diverse approaches to enhance efficiency, eliminate pollution and recycle waste.[4]

The green economy is premised on economic production which minimizes pollution and reduces resource consumption. It is focused on recycling waste to lower environmental costs. This model of economic development merges economic, environmental, and social issues to improve life on earth. In a green economy sustainable and environment-friendly economic impact on all human activities. It is also reliant on cleantech, and innovative technologies that optimize the use of the earth's finite resources. Collaboration and the adoption of an integrated approach to solving systemic issues are key aspects of this type of economy. Millions of people are employed by the green economy in areas like renewable energy and green sector jobs are expected to continue experiencing exponential growth.[5]

3. The Blue Economy

The blue economy (marine economy) is crucial to our financial, biological, cultural, planetary, and spiritual well-being. It refers to efforts to preserve the finite resources in our oceans and waterways. Biotechnology, fisheries, and aquaculture are all part of this economy. The blue economy seeks to manage marine resources through the adoption of sustainable harvests, and regeneration (restoration) where necessary and possible. This economy strives to eradicate pollution and recycle waste in the marine environment.

Figure-4: Blue Economy.

The blue economy supports clean and healthy oceans, as well as coastal, and other aquatic ecosystems. The seas are critical to global well-being because they cover more than 70 percent of the earth's surface and they contain a wide diversity of marine life that are important sources of food and minerals. The blue economy is being threatened by pollution, warming, and acidification. In this economy, people earn their livings through sustainable commercial fisheries, tourism, and recreation. Increasingly this also includes offshore renewable energy development. Wealth in the context of this economy is about far more than financial riches, it is about the health of marine ecosystems.[6]

4. The Golden Economy

Figure-5: Golden Economy.

The golden economy (also known as the sunshine economy) addresses the energy issue. It specifically addresses the destructive impacts of the brown economy by replacing fossil fuels with renewable sources of energy (wind energy, solar energy, hydroelectricity, geothermal, tidal power, etc.).[7]

5. The Purple Economy

Figure-6: Purple Economy.

The purple economy is a multidisciplinary approach to economics that encompasses a diverse array of key social issues that improve everyone's quality of life. This includes care activities and services, such as education, healthcare, and women's empowerment, it champions the interests of vulnerable groups like children, the elderly, and people with disabilities. This type of economy pays heed to cultural realities through its support of human capital. The purple economy is an approach to sustainable development that emphasizes diversity and cultural good. It focuses on rights like maternity leave, life balance, flexible work arrangements, fair pay, and the gender pay gap. It also supports moving away from traditional measures of wealth like growth and GDP in favor of measures like livelihood.[8]

6. The White Economy

Figure-7: White Economy.

The white economy refers to the health industry. There are many facets to this type of economy. It includes hospitals, the pharmaceutical industry, the medical supply sector as well as providers of medical equipment, both diagnostic and biomedical. This involves workers with varying degrees of specialization. In the clinical context, this includes doctors, nurses, interns, and other medical workers. It also involves the people who provide personal care assistance as well as other workers in health services and personal care sectors. Sick people are also included in this group as are people with disabilities, and the elderly. This is a broad and inclusive category as it applies to everyone as everyone avails themselves of some kind of health-related service at some point in their lives.[9]

7. The Silver Economy

Figure-8: Silver Economy.

According to the Oxford Institute of Population Aging, the EU defines the silver economy as the sum of the economic activities of people over the age of 50. This includes the products and services they purchase and the economic activity this spending generates. This economy contributes to a wide range of industries including health and nutrition; leisure and well-being; finance and transport; housing; education; and employment. The silver economy is also concerned with services related to wellbeing, health monitoring, health sports, health tourism, and green care.[10]

8. The Red Economy

Figure-9: Red Economy.

The red economy is about mass production and mass consumption, it is derived from Fordism, which was named after Henry Ford who operated as though environmental resources were unlimited. This economic model is focused on reducing production costs by employing a linear business model of extracting resources and producing waste. It is hostile to both social and environmental concerns making it an unsustainable economic system. The red economy squeezes workers and commoditization drives down margins and profits.[11]

9. The Grey Economy

Figure-10: Grey Economy.

The grey economy, (aka the informal or underground economy), refers to a diverse array of economic activities that may be legal, but which evade taxes. It can include everyone from street vendors and unregistered factory workers to larger off the books transactions. This type of economy is present when governments are unaware of a particular activity or accept such tax-free unregulated activity. Many different types of workers are employed in the gray economy and such workers are afforded little state protection and are therefore subject to exploitation and abuse. Because these activities are not monitored by the state they are not included in assessments of the gross domestic product (GDP) of a country.[12]

10. The Black Economy

Figure-11: Black Economy.

The black economy refers to illegal or unauthorized economic activities, including human trafficking, and smuggling of weapons. It can apply to any product that is prohibited by the laws of a given country. In addition to avoiding taxation, the black economy operates in flagrant violation of the law and this includes the lethal illicit drug trade and violating sanctions against rogue regimes.[13]

A multicolored economy: The economic solutions to the challenges we face will likely involve a wide range of different approaches that are tailored to regional requirements. All the color-coded economies presented above have implications for the sustainable development goals, the four economic colors that offer the most promise to realizing the SDGs are the blue, green, golden, and purple economies, as well as the white economy. While an appropriate economic response to salient global issues may include reworked elements of the red economy, the gray, black, and brown economies are antithetical to the realization of the SDGs [Sustainable Development Goals]. The gray and black economies can be transformed by providing incentives that enable people to earn a living wage within the system. However, the brown economy is fundamentally incompatible with efforts to address our social and environmental ills.

CONCLUSION: Goal 1: No Poverty, Goal 2: Zero hunger, Goal 3: Good health and well-being, Goal 4: Quality education, Goal 5: Gender equality, Goal 6: Clean water and sanitation, Goal 7: Affordable and clean energy, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, Technology and Infrastructure, Goal 10: Reduced inequality, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 14: Life below water, Goal 15: Life on land, Goal 16: Peace, justice and strong institutions, Goal 17: Partnerships for the goals.

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