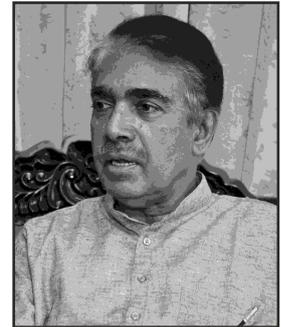


EDITORIAL

Excellent Corporations worldwide have accepted their Corporate Social Responsibilities. This is an acceptance of corporate commitment to environment, sustainable development and value addition to society, in addition to the conventional responsibility of enhancing the stake holder value.

Unfortunately market forces and management/entrepreneur gluttony (greed) create conflict between short term gain and long term sustainable economic and environmental development. An enduring solution will emerge only when Corporates and Nations work together to create simultaneously wealth and welfare for the capital providers as well as for the society and Nation, with respect for environment and sustainable development. We need to give emphasis in promoting technology and economic development without compromising the interest of the future generations. For decades we have exploited the natural resources without any concern for the future generations. It is also estimated that our current consumption of Earth's living resources exceeds earth's regenerative capacity. We would say that we are living beyond our (Planets) means. Global warming and associated climate change, environmental degradation caused by unchecked emissions of carbon dioxide and other noxious gases and liquid and solid polluting waste, threaten our future.

Today's managers, whether they are Corporate captains, policy makers or administrators etc., need to develop a new global economic model which is sustainable and will nurture the well being of the present and future generations, as expressed in our Asian traditional prayer "*Loka Samasta Sukino Bavanthu*". This economic model should focus on conservation of materials, recycling and waste management, conservation of water, conservation of energy, use of renewable energy sources, reducing carbon dioxide and other emissions, agro forestry and other means of carbon sinking etc.

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