

Editor's Note

Our policy is to review all books which are either sent to us or in our opinion are useful to our readers.

Book Review

Gita-Inspired Needonomics : A Pragmatic Solution for a Sustainable Future¹

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BHAGVAD GITA OFFERS a blueprint for ethical, resilient and spiritually fulfilling life by balancing actions, knowledge, and devotion. Pragmatism means finding actionable, cost-effective and scalable solutions that balance economic needs with environment protection, moving beyond ideological debates to concrete, incremental progress. Bhagvad Gita, a dialogue between Lord Krishna and Arjuna on the battlefield of Kurushetra, is not just a spiritual scripture but also a profound discourse on duty, ethics and responsible actions.

World is dominated by materialistic pursuits and economic imbalances. Bhagavad Gita warns against the insatiable nature of desire and greed. Bhagavad Gita offers profound insights into ethical living, self restraint and responsible decisions making. These timeless principles provide the foundation for “needonomics” a philosophy that emphasizes need-based consumption over greed driven economic behavior.

Needoeconomics prioritises the collective well being of society. It ensures happiness and prosperity within the limits of planetary resources. Needonomics provides a shift towards a more balanced and equitable distribution of wealth and resources. India is moving towards SDG targets for 2030, it is imperative that nation’s policies reflect a deeper understanding of human needs and societal challenges. NEP 2020 and National Youth Policy 2014 provided critical starting points, the integration of the Needonomics approach will be key in overcoming India’s greatest challenges access to education. By ensuring that every citizen is educated, skilled, engaged or self engaged. India can achieve SDGs and pave way for Viksit Bharat. Needonomics-rooted in the teachings of the Bhagvad Gita and emphasized ethical principles in economics. Both Sardar Patel ji in his approach and contribution, and Prof. Madan Mohan saw economics as a tool for human well being, not just profit making, reflecting a shared ethical

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grounding in their economic perspectives. Their model of economic thought prioritized moral duty, equity, sustainable living and offering timeless lessons for India's development in an economic complex world.

Needonomics is a way of life that calls for balance, simplicity and ethics in an age of greed. This book "Gita -inspired Needonomics: Pragmatic solution for a sustainable future", presented a bold alternative to greed driven capitalism. Each chapter explored a specific dimension of Needonomics, analysed its implications for all stakeholders. Author provided a holistic approach to economic behavior and decision making. Author has also demonstrated SWOC (Strength, Weakness, Oppurtunities, Challenges) analyses of Needonomics to ensure inclusive and sustainable growth.

This book is must for all readers, especially for policymakers, academicians and social researchers. Author tried to provide a balanced path between economic efficiency and ethical responsibility. A model where needs are honoured, greed is restrained and ethics guide actions (Karma). Last and not the least, I must thank " Eye View Enterprises" for bringing out this book in academic world at a very very reasonable price.

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