



Sustainability Thinking in Agriculture: Review of the Last Four Decades

D. Krishnaveni¹ and R. Nandagopal²

*PSG Institute of Management, PSG College of Technology, Coimbatore 641 004,
Tamil Nadu, India*

E-mail: ¹<krishnaveni.damodaran@gmail.com>, ²<nandagopal@psgim.ac.in>

KEYWORDS Drivers. Evolution. Measurement. Monitoring. Sustainable Agriculture

ABSTRACT For a long time, human beings did not worry about the consequences of their actions on the environment. However, post the Industrial Revolution, rampant rise in production and consumerism have stressed the earth's natural resources to such an extent that humans are now making a conscious effort to "go green". Sustainability has become the new buzzword among academicians, practitioners, scientists, industrialists and students. This paper traces the evolution of the concept in the last forty years in the field of agriculture, following its emergence as a concept, its operationalization, its drivers and barriers and the frameworks that were developed to monitor and measure it. It attempts to provide a comprehensive definition of sustainable agriculture and identify points of divergence and commonalities in the measurement and monitoring frameworks. It highlights the interdisciplinary approach of the concept and the need for convergence of ideas for universal acceptance.