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Eco-Friendly Urban Planning and Green Profitability: Achieving Sustainable Growth In Cities (With Special Reference To Smart Cities of Madhya Pradesh)

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Abstract: Today, urbanisation has created environmental, social, and economic threats for cities across India. Many issues such as various types of pollution, traffic congestion, waste generation, resource scarcity, and unplanned infrastructure demand sustainable urban solutions. Eco-friendly urban planning has become an essential aspect for developing environmentally responsible, economically viable, and socially inclusive cities. The term eco-friendly refers to products, practices, and behaviours that minimize harm to the environment and natural ecosystems. Being eco-friendly means making choices that reduce your carbon footprint, conserve natural resources, and protect environmental health for future generations. Green profitability indicates the ability of cities and organizations to achieve economic growth while maintaining environmental sustainability. The present study explores the relationship between eco-friendly urban planning and green profitability, focusing specifically on the Smart Cities of Madhya Pradesh. The paper highlights how sustainable infrastructure, renewable energy, waste management, smart mobility, and green public spaces contribute to sustainable urban growth. It particularly emphasises Indore, Bhopal, Ujjain, Jabalpur, and Sagar Smart Cities. The study is based on secondary data collected from reports, government publications, journals, and websites. The findings suggest that eco-friendly urban planning not only enhances environmental quality but also creates economic opportunities, attracts investment, boosts tourism, improves quality of life, and fosters sustainable profitability.

Keywords: *Eco-Friendly, Green Profitability, Sustainable Growth, Smart Cities, Urban Development*

Objectives

The objectives of the present study are:

- To understand the concept of eco-friendly urban planning and green profitability.
- To examine the role of sustainableplanning in achieving economic and environmental growth.
- To study the eco-friendly initiatives adopted by Smart Cities of Madhya Pradesh.

Introduction

Urbanization is accelerating at very fast speed in India. Many Cities have become centres of trade, commerce, innovation, education and employment. However, rapid urban expansion has also created several environmental problems such as air pollution, traffic congestion, water scarcity, poor waste disposal and reduction

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of green spaces. When we burn fossil fuels, we increase greenhouse gas emissions that warm oceans and bleach coral reefs. Understanding these connections helps us make more sustainable choices in our daily life.

In response to these challenges, eco-friendly urban planning has gained importance in recent years. Eco-friendly urban planning refers to designing and managing cities in a way that promotes environmental conservation, efficient use of resources, sustainable infrastructure and balanced economic development.Ecofriendly approach recognizes that human activities impact the natural environment in interconnected ways.

Green profitability refers to companies that prioritize environmental sustainability while achieving profitability. At its core, a green business integrates environmental responsibility into its operations, from production processes to product offerings. The aim is to reduce the harmful impact on the planet, such as waste generation, pollution, and excessive resource depletion, without compromising on the company's economic objectives.

Sustainable growth is a long term approach to development and planning that ensures the present needs are fulfilled with due considerations of future generations. It maintains a balance among 3 pillars of Environment means biodiversity conservation, Social means prioritizing human rights and health, Economic means wealth creation without depleting resources. Governments enforce global frameworks like the SDGs while Industries shift to circular economy and net-zero norms to ensure long-term, responsible prosperity.

On its practical implementation, the United Nations in 2015 adopted 17 Sustainable Development Goals (SDGS) to be achieved by the year 2030. Interestingly with the 'circular economy', many companies are designing or manufacturing their products so that they can be re-assembled and reused. Moreover, the waste material like heat and carbon dioxide can be used as fuel in neighbouring factories.

The '15-minute city' is an urban planning concept where every necessity such as food, work, health and education are available within a 15-minute walk or bike-ride. Additionally, regenerative agriculture which includes techniques like no-till farming, is a farming practice which not only sustains but also heals the soil.

The Government of India launched the Smart Cities Mission in 2015 to promote sustainable and citizen-friendly urban development. Smart cities aim to improve infrastructure, governance, mobility, energy efficiency and environmental sustainability. Madhya Pradesh has several cities included under the Smart Cities Mission such as Indore, Bhopal, Ujjain, Jabalpur and Sagar. These cities are implementing projects related to waste management, smart transportation, digital governance, renewable energy, water conservation and green public infrastructure.

The concept of "going green and staying profitable" is highly relevant in the urban context. It has been said that" Green is the new gold". Sustainable development is not only an environmental necessity but also an economic opportunity. Eco-friendly cities attract investors, tourists, industries and skilled professionals. Therefore, green planning can support long-term profitability and sustainable growth.

Research Methodology

The present study is descriptive in nature.The research methodology is based on secondary data. Information has been collected from government reports such as

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Smart City Mission reports, journals, articles, books, research papers, newspapers and official websites.The study mainly focuses on eco-friendly planning practices and green profitability models adopted in smart cities.

Results and Discussion

Eco-Friendly Urban Planning and Green Profitability

The earth is our common home, and our survival and development depend on the resources provided by the environment. However, these environmental resources are limited. Despite increasing human needs, the earth cannot be made bigger and richer to supply our growing demands. Our development activities should be enabled to continue growth in the long term; future generations must get what we have. Consequently, we must prudently use resources to let our generation live comfortably.

Sustainable development is necessary and important to balance our economic, environmental, and social needs, allowing well-being for now and future generations. Sustainable growth encourages us to conserve and enhance our resource base by gradually changing how we develop and use technologies.

Eco-friendly urban planning focuses on creating cities that minimize environmental impact while maximizing economic and social benefits. Sustainable planning includes:

- Green infrastructure
- Renewable energy
- Waste management systems
- Sustainable transportation
- Water conservation
- Urban green spaces

Green profitability means obtaining economic benefits through environmentally sustainable practices. Green cities often experience increased investment opportunities, lower operating costs, improved tourism and enhanced public health. Sustainable growth aspects in the 7 smart cities of Madhya Pradesh is as follows:

❖ **Indore Smart City: A Model of Sustainable Urban Development**

Indore is widely recognized as one of India's cleanest cities.Indore was founded as a trade market by local landowners from the Narmada River valley route. The landowners erected the Indreshwar Temple in 1741, which houses the deity lord Indra, after whom the city of Indore is named. Indore holds significant historical importance. During the British Raj, Indore was a princely state ruled by the Maratha Holkar dynasty until it became part of the Union of India. Indore is considered a tier 2 city in India and has a population of more than 2 million people, making it the most populous city in Madhya Pradesh and the 14th most populous city in India. Indore is a major collection and distribution center for goods The city has adopted strong waste management and sanitation systems.

Major initiatives include:

- Door-to-door waste collection
- Waste segregation practices
- Recycling and composting systems
- Clean public infrastructure
- Promotion of solar and sustainable initiatives

These measures have created economic benefits through employment generation, recycling industries, tourism attraction and reduced public health costs. Indore demonstrates how environmental responsibility can support profitable urban development.

❖ **Bhopal Smart City and Sustainable Urban Planning**

Bhopal, known as the “City of Lakes”, and capital of Madhya Pradesh has implemented various sustainable development projects under the Smart City Mission.The city is well connected to all parts of India. Given that it is a city in

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central India it is geographically well located. It has a rail junction and road connections that allow easy access to all parts of India. Since smart city is taking a compact area approach, it is necessary that all the city residents feel there is something in it.
Important initiatives include:

- Smart mobility systems
- Lake conservation efforts
- Public space redevelopment
- Intelligent traffic management
- Green urban infrastructure

Protection of natural resources contributes to environmental sustainability while improved urban infrastructure supports economic activity and investment opportunities. Bhopal shows how ecological preservation and modern urban planning can coexist.

❖ **Ujjain Smart City: Heritage and Sustainable Growth**

Ujjain represents an important example of integrating heritage preservation with sustainable urban development.UJJAIN is one of the oldest living cities in the world. Its illustrious history documented in Puranas, epics and treatise bear testimony to the fact that it was a smart and prosperous city in ancient India, recognized for its cultural, political, commercial and educational capital. Thus, the vision captures the resolve of its citizens and the government to rejuvenate this inherent pilgrimage, heritage and knowledge potential to make the economy more vibrant.
Smart city initiatives in Ujjain include:

- Riverfront and public infrastructure development
- Improved urban services
- Smart governance systems
- Tourism-supportive development
- Sustainable civic facilities

Since tourism contributes significantly to the local economy, eco-friendly planning improves visitor experience and generates business opportunities in hospitality, trade and local commerce.
The case of Ujjain reflects the connection between sustainable planning and economic profitability.

❖ **Jabalpur and Sagar Smart Cities**

Jabalpur and Sagar are two of the seven cities in Madhya Pradesh selected under the Government of India's Smart Cities Mission. Both cities have successfully executed multiple Area-Based Developments and pan-city ICT initiatives to improve urban mobility, public spaces, and digital governance**.**
Jabalpur and Sagar are also working towards sustainable urban modernization.
Major focus areas include:

- Digital governance
- Smart mobility systems
- Water management
- Public infrastructure improvement
- Environment-friendly planning initiatives

These projects support efficient urban management and create conditions favourable for economic growth and business development.

❖ **Gwalior and Satna Smart Cities**

Gwalior also serves the educational, healthcare, recreational and commercial needs of the surrounding area. Gwalior Smart City seeks to leverage the tremendous tourism potential of the city, ensure better infrastructure and living standards, create livelihoods and enable integrated and all-round development and progress.
Satna, the Cement city of India, was selected as a Smart City in 2017 in the third round of Smart City Mission competition under the Ministry of Housing & Urban Affairs (MoHUA), Government of India. Majority of the ABD area of the Smart Cities are based on retrofitting mode, that targets to improves the quality of life of the citizens.
The focus of development of this modern cities is at improving the Quality of Life of

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people, that will make it an ideal place to live and expected to be populated very fast with the following infrastructure facilities and amenities

- 24X7 Power Supply
- 24X7 Water Supply
- Smart roads with underground utility ducts
- 100% coverage of sewage system & door to door collection of solid waste
- Integrated Traffic Management System
- Safety & surveillance system with integrated CCTVs

Green Infrastructure and Economic Opportunities

Green infrastructure plays an important role in sustainable city planning.

Examples include:

- Solar street lighting
- Energy-efficient buildings
- Public transport systems
- Green parks and open spaces
- Rainwater harvesting
- Electric mobility
- Smart traffic systems
  - •Recycling industries
  - • Compost production
  - • Employment generation
  - • Reduction of landfill burden

Such investments reduce long-term operational costs and generate employment opportunities in construction, renewable energy, environmental services and technology sectors. Eco-friendly cities also attract private investment and sustainable business ventures.

Conclusion

Eco-friendly urban planning has become essential for achieving sustainable urban growth in India. The present study shows that environmental sustainability and profitability are not contradictory concepts; rather, they complement each other. The Smart Cities of Madhya Pradesh demonstrate how green planning can improve infrastructure, environmental quality, investment potential and economic development.

Indore, Bhopal, Ujjain, Jabalpur and Sagar have adopted several sustainable initiatives related to waste management, mobility, digital governance, water management and green infrastructure.

Green profitability creates opportunities for employment generation, tourism growth, business expansion and efficient resource utilization. Therefore, eco-friendly urban planning should be strengthened through effective policies, citizen participation and sustainable governance mechanisms. Sustainable cities will play an important role in shaping India's future economic and environmental development.

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