



ENVIRONMENT AND THE BOTTOM OF THE PYRAMID

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Abstract: The Indian slums environment is abominable and malodorous. The foremost cause of why the slums is tremendously tormented is mostly for the reason that it is overly-populated. One of the costs of over-population is on the availability of food. After another decade, the slums will most likely utilise up the small number of resources they have: food and unsanitary water. The environment is the component in which the resources enviable for man's sustenance and development are acquired. One can also say that the environment acts fundamental responsibility in human progress. World Bank (1998) furnished a vision of the environment as the environment is a medium of sustenance for life and non-life form.

Index Terms – Slums, overly-populated, unsanitary, environment, sustenance.

I. INTRODUCTION

Slum and informal inhabitants along with management and planning insufficiencies severely have an effect on the city's livability and environmental eminence. The slum and the related informal inhabitants' difficulties accumulated sooner or later and created a frightening assignment of urban renewal. It prepared improvement works next to impossible by posturing multifaceted economic, environmental, social and spatial disputes. The present environmental eminence, especially within any slum, is degraded as it is complicated even to make available basic water supply and sanitary services. Meagre environmental situations in such spots lead to poor health, which magnifies poverty and a lot of consequence in lower educational levels, as well as loss of earnings due to illness, disease, and increased expenses on health care, which may exhaust household savings. Poverty averts people from moving to safer zones or investing in better-quality environments where they live. Conversely, environmental problems intensify metropolitan poverty and poor cities and poor localities undergo inexplicably from insufficient water and sanitation amenities and internal air pollution. Underprivileged people breathing in slum are often enforced to survive in environmentally dangerous vicinities, steep hillsides and flood plains or polluted sites near unyielding waste dumps, unwrap drains and gutter, and poisoning industries.

Slum a vicinity of a metropolis where living surroundings are extremely terrible and where the houses are in awful situations. These are a rapidly growing area with attending troubles of housing and the environment in terms of eminence and extent. This scarcity is by reason of the incapability of housing construction to meet up the demand and the mounting entry of inhabitants into the metropolitan. As metropolitans enlarge it has turned out to be a core of gravity for all experts, semi-experts, trained and untrained worker all the way through its catchment's vicinity. By means of speedy population enlargement of metropolitans, physical spreading out became inevitable. The consequence is scarcity of housing and unbridled explosion of urban decompose and slums which are unplanned and underserved vicinities. They need the most essential municipal services, such as water delivery, sanitation, waste assortment and thus are exposed to diseases, crime and natural calamity. They also are short of schools, health centres as well as spaces for the group of people to get together and socialise.

Gans (1962) in his study of earliest generation Italian emigrants in Boston described them as those individuals who dwelled in the great and urban metropolis yet; their lives were bounded and limited as if they still dwelled in their native rural community. The matter here is that, notwithstanding the fact that they (the Italian emigrants) now find themselves in a metropolitan setting they still integrate poorly and their environment is categorised by not only inferior housing but also undesirable and objectionable physical and social environment such as overcrowding, unsanitary human waste disposal, polluted water supply, muddy footpaths, and usually unlit streets, deficiency of infrastructural and amenities among others. Their surroundings were in disorder and that was why they could not amalgamate appropriately even after they establish themselves in a large urban metropolitan setting. The truth here is that one's environment plays a very fundamental function in his enlargement because when one can amalgamate with his environment, he is inclined to see his environment as an essential resource not only for himself but also for the future generation.

Environmental harms comprise those reasons by extensive poverty, industrialisation and a modification in consumption patterns. The increasing impact of these two reasons has serious effects on slum dwellers, especially, poor children. Low incomes, illiteracy, and inaccessibility to development opportunities further set hurdles in problems. Trespasser and slum settlements have moulded mainly because of the inability of urban governments to design and provide affordable housing for the low-income segments of the urban population. Hence, trespasser and slum lodging is the lodging solution for this low-income urban population (Ooi and Phua, 2007). Slum dwellings have no ventilation or natural light and are vulnerable to fire. Slum inhabitants undergo from dust, smoke, and noise pollution. Piles of garbage, potholes, stray animals, flies, and mosquitoes are common. Suburbanisation has increased disease-producing agent, for example, toxic chemicals and car exhaust fumes. Lead discharged from car exhausts or industry causes reduced fine motor coordination, hyperactivity, lower IQs, and perceptual problems in slum children. Limited slums have admittance to potable water and sanitation services (Mehta, 1992). The speedy degree of suburbanisation and the increasing number of environmental, economic, and social problems will have a negative effect on health and well-being in towns (Lawrence, 1999).

In developing countries, environmental hazards in urban areas mainly affect low-income people—especially, women, children, and migrants—the people who are least able to avoid the hazards and/or least able to deal with the illness or injury they cause. Underprivileged individuals are priced out of safe, fine located, well-serviced accommodation and land sites. Hazards include biological pathogens; chemical pollutants, scarce, over-priced, or poor quality natural resources, physical hazards, natural resource degradation, and national/global environmental degradation. These preventable health burdens cause disease, accidents, and premature death. Organic pathogens have the most serious influence on human health. Congested conditions, pitiable sanitation, and scant water supplies, poor facilities for making and storing food, inadequate hygiene contribute to organic pathogen-induced ill health. Collective chemical pollutants in urban zones are lead, indoor air pollutants from fuel combustion, toxic/hazardous wastes, and ambient air pollution. A dearth of freshwater is often why some urban households do not have a safe and adequate water supply. Inadequate land in towns prevents the urban poor from growing their crops or maintaining livestock. Collective physical vulnerabilities in towns are traffic accidents; burns, scalds, and accidental fires and poisonings; falls, and floods. Overcrowding, poor building material, and settlements on dangerous sites (for example, floodplains, steep hillsides, and dumps) are examples of physical hazards. Noise, overpopulation, incongruous design, and stress contribute to the rising psychosocial health problems of many urban residents in emerging nations, especially, of adolescents and young adults (Satterthwaite, 1993).

There are relations in the middle of the social and environmental determinants of health in urban surroundings. Involvements to expand health equity through the environment comprise actions as well as policies that deal with proximal risk issues in underprivileged urban zones, for instance safe drinking water supply, reduced air pollution from domestic cooking and heating as well as, from automobiles and industry. In adding, abridged traffic injury hazards and noise, improved working environment, and reduced heat stress for the reason that of global climate conversion. The metropolitan surroundings comprise health hazards with imbalanced distribution of exposures in addition to vulnerabilities, on the other hand, it also holds opportunities for implementing interventions for health equity. The great inhabitants' density in numerous underprivileged urban zones means that interventions at a small scale level can assist numerous individuals, and existing infrastructure upgraded to meet health demands. Interventions at upper strategy levels that will generate more sustainable and equitable dwelling conditions and environments include improved city planning and policies that consider health aspects

in every sector. Well-being equity also implies policies and actions that improve the global living environment, for instance, limiting greenhouse gas emissions (Kjellstrom, 2012).

The urban environment poses various physicochemical hazards. These include exposure to lead (Pb), air pollution, traffic hazards, and the "urban heat island" amplification of heatwaves. As the large sum of urban customers, in addition, their material expectations rise and as the use of fossil fuels increases, cities contribute to the great scale pressures on the environment including climate change (McMichael, 2000).

The cycle of poverty, as well as environmental decline, necessitates rapid economic growth and closing of the infrastructure holes. In the slums of developing nations, health threats are associated with the prevalent poverty, lack of water, sanitation, and substandard housing -changes in living conditions and lifestyles. In addition, chronic diseases related to modernization, lung diseases, accidents, mental and psychosomatic disorders, and social instability, cultural and social alienation, and the social and mental ill effects of degrading living conditions and extreme crowding Tabibzadeh, I., and Liisberg, E (1997).

Existing data specify a series of urban health threats as well as associated health risks: crowding, air pollution, substandard housing, insufficient or contaminated drinking water, and inadequate sanitation, and vector-borne diseases, industrial waste, solid waste disposal services, increased motor vehicle traffic, stress associated with poverty and unemployment among others. Local and national governments in addition to multilateral organizations are all grappling with the challenges of suburbanisation. Urban health risks, in addition, concerns involve many different sectors, including environment, housing, energy, transportation, health, urban planning, and others (Moore et al., 2003).

II. SOCIAL EFFECTS OF URBANISATIONS ON HEALTH

World Health Organisation identifies a range of general determinants of urban health: physical, social, cultural and environmental (Phillips, 1993). Cumulative suburbanization has resulted in a quicker growth of slum residents. Several agencies, particularly, those in developing nations are finding it challenging to respond to this situation meritoriously. Disparities among slums exist owing to various factors. This has led to varying degrees of health burden on slum children (Agarwal and Taneja, 2005).

Urban economies, urbanization, and urban environments (Independent Commission on Health in India, 1998) influence the health status of the urban poor. Urban slums comprise a social cluster that engenders a distinct set of health problems. This neglected slum population has become a major reservoir for a wide spectrum of health conditions that the formal health sector must deal with; it inevitably deals with the severe in addition to end-stage complications of these illnesses at a significantly greater cost than what it costs to manage non-slum community residents. Since the informal nature of slum settlements - cultural, social, and behavioural factors unique to the slum residents, little is known about the spectrum, burden, and determinants of illnesses in these communities that give rise to these complications, especially of those diseases that are chronic but preventable (Riley et al., 2007).

Overall, a billion people and a third of people living in urban areas, live in slums where environmental determinants lead to disease. Even though transmissible diseases predominate in the developing nations which have reemerged in the developed nations, non-communicable diseases are also growing disproportionately in the developing world (Sheuya et al., 2007). A significant share of ill health in slums stems from poor access to sanitation and clean drinking water. Slums are often located near factories and busy roadways, thus, rendering their inhabitants vulnerable to a high burden of respiratory disease (Ramin, 2009).

Almost half the disease burden in low-and-middle-income countries is now from non-communicable diseases (Lopez et al., 2008). The high prevalence of risk factors for non-communicable diseases across all age groups in urban slum community indicates the likelihood of a high future burden of illness. Immediate action for prevention and control is required to prevent the situation from worsening (Anand et al., 2007).

III. ENVIRONMENTAL DEGRADATION: INDIA

India may be lagging behind China on a number of economic displays but when it comes to environmental degradation, the country has unquestionably outfoxed its giant neighbour. Of the world's top 20 polluted cities, 13 are in India contrasted to just three in China. Air pollution cut life expectancy by 3.2 years for the 660 million Indians who breathe in cities, together with Delhi.

The Ganga and Yamuna are ranked among the world's 10 most impure rivers. An assessment in February ranked Vapi in Gujarat and Sukinda in Odisha among the 10 most environmentally-degraded regions in the world. The two nations have seen furious economic growth in the past decade fuelling a rapid increase in pollution. China directs the world in carbon emissions and India is in third spot. However, one significant alteration in the middle of the two emerging economies lies in China's capability to handle the impact of breakneck economic growth on its environment greatly better than India. The effect of China's achievement is most noticeable in its air and water, both of which have a straight bearing on public health. Both countries were impeded with almost the same environmental concerns a decade ago, but China cleaned many of its impure rivers and managed to test out the spiralling urban air pollution through stringent rules.

The consequences are showing. "Beijing's air toxic waste has curved in 40% ever since 2000 as China have taken footsteps to phase out polluting vehicles as well as put checks on building heating structures," stated Beijing municipal officer Li Kunsheng at an occasion in New Delhi. In dissimilarity, Delhi's air toxic waste has gradually mounted by 20% in the same period with successive governments unenthusiastic to act. The layer is the same in metropolises across the country. Coimbatore is the solitary exception as the air there was found to be appropriate for breathing. The effect of rising toxins in the air is undoubtedly visible on an average Indian's life, as proved by a Lancet study in 2012 that ranked air pollution as the sixth prevalent killer with yearly assessed toll of 66 million. A 2015 report by the Centre for Science and Environment, a Delhi-based NGO, says the decline in the country's overall environmental standards was because of river pollution, which is inferior now than it was three decades ago, piling garbage in metropolises as well as increasingly toxic urban air.

"In India, environment degradation is a runaway problem impinging on public health an exacerbating poverty," utters Sunita Narain, the NGO's director-general. "India necessity to act and act fast ... otherwise, the health cost would be enormous".

Analysis of three years, water worth in 290 rivers by the Central Pollution Control Board said about 66% of the stretches monitored had extraordinary organic pollution. It means 8,400 km of these rivers are badly polluted in addition to not appropriate for supportive to aquatic life. "Cumulative flow of untreated wastewater from metropolises into these rivers is the cause for our rivers getting polluted," utters Shashi Shekhar, CPCB chairman.

However, not all news is ruthless with innovative green creativities sprouting all up the nation. A group of individuals have generated organic fertilizer from waste in Kolkata plus Bungroo, the bicycling clubs in Bengaluru act as one of the biggest networks of bikers in the nation and a programme of the Gujarat Ecological Commission has turned wasteland into a good agri-production zone.

And then, there are a new band of young environmental activists such as Ritwick Dutta who took authorities to court for violating environmental laws and protect people's right to a clean environment. As an outcome, the National Green Tribunal has compensated locals for pollution and single such case is in Tamil Nadu.

Former Union environment minister Prakash Javadekar was too hopeful of public's participation assertive governments to improve the environment, saying a policy of "development without destruction" is in place. In the upcoming days, environment ministry strategies to introduce a fresh environmental regime that will focus on "self-regulation" and strengthen the "polluter-pay principle" with higher penalties for violation of environmental laws.

Environmental campaigners in India have called for the government to implement a “stringent, time-bound” plan to curb air pollution in cities, as a new World Health Organisation report suggests that six of the 10 most polluted towns in the world are in India. The testimony, which contains data from 795 towns in 67 nations between 2008 and 2013, demonstrate Indian towns have some of the highest concentrations of particulate pollution, which can cause fatal damage to the heart as well as lungs.

Rendering to the WHO, air toxic waste is at present the greatest environmental hazard to public health, in addition, causes about 3 million premature deaths globally every year. Six Indian cities – Allahabad, Patna, Gwalior, Ludhiana, Raipur and New Delhi – rank among the record polluted cities in the world. The testimony also suggests millions of people in India are at risk of serious respiratory infections, cardiac and diseases because of high pollution levels. In 2015, 41 Indian municipalities/ metropolises with a million-plus population cope with bad air quality in nearly 60% of the total days monitored, said a most recent analysis published by the Central Pollution Control Board. As per Central Pollution Control Board’s data, which is India’s nodal pollution watchdog, Rajkot and Coimbatore had highest number of good quality days, while Gwalior, Varanasi and Allahabad didn’t have even one decent air quality day amid all the days when their air quality was examined.

Days wherein all monitored parameters like nitrogen dioxide, sulphur dioxide and particulate matter are within the prescribed norms were considered good days while remaining observing days when the value of one or the other parameter exceeds the norms were categorised as bad days. The investigation said that, as per the checked air quality data of 41 million-plus municipalities/ metropolises during 2015, 58% of the total observing days were bad days while 42% were considered as good days.

Conferring to the Census 2011, there are 46 municipalities/ metropolises in India with a population more than one million and they are termed as “million-plus” municipalities/ metropolises. In the 46 million-plus municipalities/ metropolises, the air quality is examined at 205 operating observing stations. Of these 46 million-plus municipalities/ metropolises, air quality data for 2015 was obtainable for only 41 municipalities/ metropolises. Municipalities/ metropolises — Varanasi, Gwalior plus Allahabad — which didn’t have even one solo good air quality day was followed by Raipur with 2%, Lucknow with 3%, Delhi and Ghaziabad with 4% each among all the days when their air quality was examined. In the midst of the best, Coimbatore had 99% of good air quality days, Rajkot had 96%, Ahmadabad and Madurai 93% each, Vishakhapatnam, Surat and Chennai with 92% each.

The Central Pollution Control Board investigation furthermore revealed that “most municipalities/ metropolises recorded high percentage of good days for the duration of monsoon period and low percentage of good days for the duration of winter period”. “Coastal municipalities/ metropolises have documented higher percentage of good days compared to the landlocked municipalities/ metropolises,” it added. Another interesting conclusion of the study was that the southern and western municipalities/ metropolises have documented higher percentage of good days.

According to the World Health Organization data, New Delhi was the world’s utmost polluted capital in 2014. But the latest World Health Organization data released in May 2016 discovered that India’s capital **now ranks** at number 11 on the list. The list comprises four smaller Indian municipalities/ metropolises — Allahabad, Patna, Gwalior as well as Raipur — among the top 10 polluted municipalities/ metropolises.

In recent time, the vicinity is featuring lots of widespread environmental troubles which are hitherto receiving appropriate attention from the administrators in the municipality. A foremost part of these environmental troubles have happened out of the steady augment of inhabitants, ruthless topography as well as lack of proper arrangement for the development. This has noticeably led to a meetup demand for the fundamental municipal amenities and services. Alternatively, provision for housing and shelter, water supply, sewage and sanitation, health care services, transport facilities etc. are fetching scarce and costly for resident of the vicinity. This has a direct consequence on the dwelling situation of the urban poor who already keep going on the restrictions of their survival. These slums and unlawful tenant not only construct environmental toxic waste through their unorganised and unmethodical waste and sewage disposal, overcrowded and unplanned houses as well as through unethical socio-cultural habits and values, but they are created only on already unhygienic places attributable to people’s lack of conscience in occupying unauthorised territory at almost no expenditure. Air and water pollution, lack of personal hygiene, noise and cultural pollutions are among the most significant environmental troubles in the vicinity.

Poverty and Environmental degradation are interconnecting to a degree that they impose each other. Environmental Degradation is for the most part reasons by in excess of pressure comprehensive on our abrupt environment for our everyday living or by the circumstances as a means of securing foreign exchange. People, in particular, those in the provinces acquire their daily bread from their instant environment in many customs that will ultimately degrade the environment to a degree that they will venture into deeper exploitation. This inclination will persist to a lengthen that the environment is no longer sustainable and would not be able to convince the livelihood of the group of people which will ultimately lead to more poverty and environmental linked problems such as droughts, famine, air and water pollution, deforestation, infringement of agricultural soil, poor sanitation etc.

To reside in the topic proper, we would like to begin rejoining the ways by which poverty guide to environmental degradation. This will be argued underneath. An association between the two will also be established by the side of the way to illustrate how the two are interconnected.

Poverty forces one to venture into more extensive agriculture by reimbursement marginal ground for farming. This will expose the soil to caustic environmental forces. The plants cover-up is loosed and will lead to further rapid erosion of the topsoil needed for farming. Also, shrub burning and charcoal flaming and fetching of wood for cooking leading to deforestation will root numerous harm to the environment. A number of animals are forced to flee and others will extinguish. This will also guide to air and water pollution leading to further environmental hazard. It will also further deepen the poverty state because draught may happen and the nutrient of the soil is reduced since the soil is bare to set of degradation, which also leads to low yield and therefore more poverty and the emergence of many kinds of diseases due to the contamination of the environment and malnutrition.

Desertification: Poverty guides to desertification because inhabitants are forced to endeavor into the jungle to meet their essential needs. It is the encroachment of the jungle into spot where corrosion has been most harsh. This will even consume the more useful land due to the wounding of trees by the poor; the soil is bare to all forms of corrosion which afterwards direct to more desertification.

Fast Mounting Inhabitants: since poverty can also guide to a fast mounting inhabitants, it means, there will be additional people who will take advantage of the environment by any means for the sake of finding ways and means to stay alive. As the inhabitants enlarge, this necessitates for additional houses and extra demand for farming land which will ultimately direct to the issues conversed above.

Reliance on biomass energy sources: The poor completely reliance on biomass energy sources such as logs, straw etc. This will have a serious blow on environmental degradation. The flaming of these materials originates air pollution particularly inside contamination; by and large women and children are uncovered to every day. Such smoulder and smoke from inside add to numerous teenager dead and reason more smoke associated syndromes than cigarette smoking.

The diffused Waste: Poverty leads to the diffusion of waste because there is constantly a crisis of proper sanitation. If these decomposed, it will trickle into groundwater or it is rinsed away into the river rooting water pollution and water abided disease will sooner or later be observed. This offered increase to the widespread of cholera, diarrhoea etc. insanity towns that not had an appropriate drainage arrangement and a hygienic water delivery structure.

3.1. Environmental Troubles countenance by Slum Vicinity

Occurrence of unsanitary conditions: Because of the requirement of hygienic water and sanitation, there is widespread of communicable diseases. It has been projected that waterborne pathogens that throw into typhoid, cholera, etc. account for 80% of all the disease infectivity in the developing country and accounts for 90% of teenager dead year. This is a common problem between both the urban and rural poor. Garbage is also not correctly disposed giving elevate to water and airborne infection too.

Living in shantytown: Poor breathe in squatter's spots in shanties towns at the out-region of the commercial area. Residences are inadequately built and are at risk of fire and transmissible diseases. The residences are usually overcrowded giving thence to the effortless transfer of diseases from one person to the others because of the high environmental difficulty.

Air caused noxious waste: This is also a mutual difficulty between the two. The flaming of biomass fuel particularly in slum vicinity and the industrial emission also source an elevated level of air pollution and also a bundle of respiratory hurdles and dead in these areas. W.H.O has reported that 1.3 billion people live in urban vicinity with unsafe levels of airborne pollutants. Therefore it is also a serious crisis that significance considering.

Unprocessed sewage runs in unbolt drains by the side of the pathway and also various indisposed waste materials beside the streets in slums. **Regular exposure to elevated stage of additional toxins** particularly the children are very widespread in slums by reason of the elevated level of pollution originate in the slums setting of the poor. Industrial emission, car emission and the high level of construction, etc added enormously to the pollution of the air. Secondly, there is frequently a lot of inside cooking and burning which roots inside pollutions that influence the slum's poor since there is no adequate space to locate a kitchen. Purchase of fuel for cooking and boiling of water is common in the urban poor settings since they do not have easy access to the forest to fetch firewood. For the reason that problem, water cannot be treated to a large measure to serve the purpose of cooking and also drinking. Therefore clean and hygienic water not simple to get in the slum's poor setting.

Expenditure of drug may be too high in slum areas for the reason that of the economic actions taking place there. Government use to subsidise more for the slum's people in term of medicine and health related matters than the urban rich people. But government has to more for this group because they are deeply affected by poverty. Children are more exposed to toxic waste in slum because the air is totally infected by the emissions from industries since they reside longer hours outside. Some argue that the slum poor appearance more pollution because they frequently venture into works that amplified their vulnerability to pollutants. The majority of children of the slum poor endeavor into harder labour that increases their pollution since they balance their parent's income to maintain the family. For the reason that of their poverty, parents are not able to send their children to school and therefore reside longer hours outside in an environment that is deeply polluted.

Troubles of overcrowding and accessibility of clean water and sanitation is very common in the slum's poor setting for the reason that there is no enough space. In these areas children even asleep on the floor in various instances, giving increase to the occurrence of diseases in the household and its straightforward prevalent. This, therefore, directs to the higher epidemic of diseases and widespread in slums. Traffic jamming during rush hours leads to countless fatal accidents in the urban setting because of the rush of commuters.

IV. CONCLUSION

To sum up, Poverty is considered as a great influence of environmental degradation. In many sections of the biosphere, regional overgrazing has resulted in destruction of grazing lands, forest and soil. Air and water have been degraded. The resonant capacity of the natural environment has been reduced. As the individuals turn out to be poorer, they abolish the natural means faster. They have a habit of overuse the natural means because they do not have anything to eat or any means of getting money except through the natural means, they start to depend more on natural means.

Bottom of the Pyramid individuals harvest natural means for their survival or in order to meet their basic needs such as agricultural productions, firewood in addition to wild plants for their medicine. All individuals irrespective of being poor or rich depend on natural means; the concern with poor people is that they are exploiting the resources directly. The rich people do depend on these means but they do not go to the forest directly and harvest the means.

Due to the deficiency of sufficient income individuals start to use and overuse every means available to them when their survival is at stake. As anxious hunger leads to at the end of tether strategies for survival, many trees are harvested for firewood, art craft as well as timber. Most of the poor individuals use this firewood as their source of income by selling them in addition art craft products are also used for income generation. The roots of the plants are hollow out for medicinal tenacity.

Bottom of the Pyramid have definitely not quality drinking water as they pollute the rivers by laundry inside them and by also exhausting a river as a dumping site for the bins. The deficiency of education also disallows them from enthusiastic environmentally justifiable agriculture, protect natural means against degradation or rehabilitate degraded means like rivers. In the underprivileged areas, it is assessed that one in five children will not alive to see the 5th birthday due to environment linked illness. Fact and figure show that almost four million children are disappearing each year for the reason that of acute infection linked to indoor and out-door air toxic waste. Other environment linked illness killing the children is diarrhoea affected by lack of clean water, sanitation and also cholera, malaria as well as asthma

Poverty and the environment are so interweaved that devising a policy to curb one without the other will generate a total malfunction of both. It is necessary for the government to devise policies that cater for both at the same time. Both would not be tackled in isolation but instead, an integrated poverty as well as environmental degradation policy must be devised. As per individuals are more trapped into poverty, they will tend to deeply infringe the environment henceforward leading to ore environmental degradation as well as more poverty. Government is duty-bound to come up with programs, policies as well as projects that will generate employment both in the urban and the rural setting so that they can have another means of sustaining themselves especially the Bottom of the Pyramid and at the same time devise policies that will protect the environment.

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