

The Concept of Green Industry: A Road to Sustainable Development



Sociology

KEYWORDS :

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ABSTRACT

Today industries are the unavoidable institutions of the whole world. In the present era the developed and developing countries largely depend upon the industrial production, and in every nation's GDP it has a considerable proportion. The booming innovations introduce large number of products for its "cultural customers" those who buy things in the name of modern culture. Every day the markets introduce new kind of product to satisfy its customers. This kind of market system promotes industries and its production. The existing industries consuming large amount of energy and results fewer outcomes. In fact, our resources are limited; we don't have the natural resources for fueling the present industrial development for the near future. Hence, we need a new strategy on industries, which provides sustainable growth for a long period by efficiency in production and environmental protection. This paper advocates the importance of the new idea of "green industry" for the healthy future.

Introduction

As far as we know, the earth is the only planet that has all the requirements for the species to live. Most of the resources that exist in the earth are being utilized by the human being. There is no problem until only the use of resources by the human are limited. But, the problem arises when human exploit it. The problems are made disturbances in the environment and simultaneously, it makes the planet unsuitable for living. "Human society necessarily exploits the surrounding ecosystem in order to survive, but societies that flourish to the extent of over exploiting the ecosystem may destroy the basis of their own survival". The environment serves three distinct functions for human societies (Dunlap 2008). At first, it provides our homes or the space where we conduct our activities; second, it supplies us with the resources that are necessary for living and finally, acts as a "sink" for absorbing the waste products of modern industrial societies. The developing countries like India has its development strategy like a double sided sword, which has one side economic growth and other side minimizing ecological degradation. The mishandling leads to a long term effect (Rajaram, T, Ashutosh Das 2007). Even the developed countries are also victimized by the industrial pollution, transportation and petroleum sector notwithstanding whether it is a developing or underdeveloped country (Kenneth A. Reinert, G. Chris Rodrigo 2002).

Since the 17th century rapid change has taken place around the entire countries in the world by introducing various industries. The new technologies help the mankind to get optimal production compared to the traditional one. Furthermore, the introduction of new products increases the consumer culture in the common people. The modernization and westernization add fuel to the consumer culture. The market economy pulls the people to buy more products irrespective of its usage. The industries came up with diverse product to meet the people demand. The rising production simultaneously increases the pressure on natural resources and exhaust of surplus effluents into the environment. Beginning from small scale to large scale industries the present production system generates a large number of effluents that spoils the nearby environment (Buvaneware, G. 2012). Globally, we have adopted patterns of use of materials and energy that are simply unsustainable or non-renewable. The amounts of materials and energy we are consuming are such that we are rapidly depleting the world's available resources. At the same time, this consumption is leading to increases in waste and pollution which, in quantity as well as in toxicity, are overwhelming the assimilative capacity of the world's ecosystem (UNIDO 2010).

Importance of new industrial setting

Industries are the significant determinants of the economic standard of a nation. Most of the nations depend upon the industrialization to provide employment opportunity to the people, accelerating development and poverty reduction (Das-

gupta, C. 2011). For this reason every nation designs its policies to encourage the investment in industries and its related activities. At the global level, the World Bank estimates in 1992 - East Asian countries would spend up to \$ 20 billion a year during the 1990s to clean up environmental damage brought about by rapid industrialization and population growth.

The existing industrial setting is inefficient to coping with the limited resource and increasing environmental degradation. For the past five decades, the industrial technology primarily in relation to labour productivity. Only limited focus has given in the technological innovation for using the resources more effectively. The new technological production will address all the three dimensions of sustainability – protection of the environment, promotion of economic growth, and social development (Bleischwitz, R., Welfens, P.J.J., and Zhong Xiang Zhang 2009). In this situation the concept of 'Green Industry' made it significant in reducing the stress on natural resources, decreasing environmental degradation and helps to economic development.

Green Industry – exclusive way for sustainable development

The Green Industry vision grasps the potential for industries to decouple economic growth and revenues from excessive and increasing resource use and pollution. It foresees a world where industrial sectors minimize waste in every form, utilize renewable resources as input materials and fuels, and take every possible precaution to avoid harming workers, communities, climate, or the environment. Green industries will be creative and innovative, constantly developing new ways of improving their economic, environmental and social performance (UNIDO 2011). It has been prepared as part of the United Nations Industrial Development Organization (UNIDO) Green Industry initiative, which focuses on ways that developing countries can green their industries and accelerate growth in their environmental goods and services sector. The goal of the Green Industry is to promote the developing nations to utilize the new technologies which provide optimal production using less resource, raw materials and exit very low effluent. Green industry is industrial production and development that does not come at the expense of the health of natural systems or lead to adverse human health outcomes. Green Industry is aimed at mainstreaming environmental, climate and social considerations into the operations of enterprises. It provides a platform for addressing global, interrelated challenges through a set of immediately actionable crosscutting approaches and strategies that take advantage of emerging industry and market forces.

Developing nations find hard to accommodate with green industries, because of confusion in its technology and question on economic viability. Industries in developing countries are having the machinery depends largely on human force rather than modern technical applications. The machineries and production process are age old, lack of technological advancement

leads to dedicate large resource to produce comparatively low standard and low quantity goods. Hence, the implementation of the green industries is a multilevel task that requires contribution from various social systems.

Strategies for initiating green industry

The emergence of green industry depends upon the integrated framework which supports the greening of industries. The greening of industry by governments is a crosscutting exercise which involves the complex interplay of environmental, economic and social factors. Some of the important strategies are given below:

i. Formulating new industrial policies

Up to 1986 the industrial policies are only aimed to accumulate wealth for the nation by welcoming the foreign investment. After the 1984 industrial accident in Bhopal, India, most of the nation realizes the industrial pollution and its effects on human settlement. Further the developed nation came up with drastic changes in their industrial policies. Still the developing nation does not understand the importance of harmless industries in developmental activities. In a nation's development the role of policies is comparatively significant, so the policies are needed to be formulated under the basis of sustainable development. Every nation must give importance to promote the green industries by introducing new policies. Environmentally-motivated subsidies, stimulating investment in green production technologies, pollution taxes are some of the important things to be concentrating on policy making.

ii. Developing new technology

The technology must be upgraded to satisfy the needs of an increasing population and developing consumer culture. Very few nations give importance in conducting research on sustainable technology, renewable resources and eco-friendly products. The rest of the country is continuing ignorance in this aspect. Keeping the environmental threatening every nation should promote the research by funding research oriented areas and initiate new research institute to do research in this field. This helps to invent new technologies that will provide harmless development in the future.

iii. Change of peoples' attitude towards consumer culture

It should be the significant field that everyone must take into consider. No any government policies or new ideas are get victory without changing the individual attitude. In this consumer culture era, most of the individual prefer to buy the product without knowing their uses, this result in lakhs & lakhs of products are dumped into the market. Most of them are enemies of ecosystem in such a way by consuming large power, emitting radiation or other form of harmful gases. By education and providing awareness to the people, they come to utilize the product relatively Eco friendly. By introducing "The five star rating" everyone can know the energy consumption of the product, it helps to select a product having energy efficiency.

iv. Promotion of corporate social responsibility

Corporate Social Responsibility (CSR) is a voluntary initiative whereby companies go beyond the course of duty to integrate social and environmental concerns in their day-to-day business operations and external interactions. In a broad sense, CSR can be defined as the overall contribution of business towards achieving sustainable development goals (UN, 2007). Apart from profit oriented activities some companies are doing social service for the betterment of the people living nearby industry by providing housing, health and better infrastructure. In addition to that, it is very important to give them a harmless environment for their secure life. By providing the green industrial circumstance the companies offer a pleasant environment for the people living nearby.

Conclusion

Our environment has limited resources, i.e. the materials we convert into products, energy, water and air supply and the places where we dispose of old products, are limited. Our society uses these resources to improve the living standard. However, we also need to provide for a sustainable environment for the next generation. The future will be dangerous for not only humankind but also the species having its home in the earth when the current situation maintains. In this condition it is important to introduce harmless production technology for safeguarding the environment for the future. Hence, the green industry is the right option to preserve the remaining resources for the future generation.

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