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# Bridging the Ecological Gap in Business

Dr. Meenakshi Sinha Swami

## Abstract

Business rule for products for the last two centuries 'cheaper is better' is in for a paradigm shift. The new mantra which is gaining ground is, 'sustainable is better', 'healthier is better' along with 'humane is better'. Major decoupling from the earlier stance is required.

Lionel Robbins considered Economics as "the science which studies human behaviour as a relationship between ends and scarce means which have alternative uses". While Richard Lipsey was direct in stating "Economics is the study of the use of scarce resources to satisfy unlimited human wants." A paradigm shift is required from the capitalist and consumerist pathway. With natural resources depleting fast, there is an urgent need for businesses and policy makers to get to the insightful depth of environmental sustainability, to save the ecology and in turn the nation and its denizens.

This paper explores why a serious rethinking is required of the 'business as usual' platform. This study analyzes pathways for business to progress towards sustaining the environment and ecology. It looks into 'digital sobriety' as a call for all. It also studies progress of economic concepts for sustaining our ecological wealth.

**Key Words:** Environment, Sustainable Business, Ecosystem, Ecological Gap

## INTRODUCTION

*Death of Nature* (Merchant 1998) opened the floodgates for the world's transformation study. "The premodern organic view of a feminine natural world gave way to a mechanistic cosmology that perceived the green world of nature as inert matter, a machine available to human manipulation." It presented a thinking perspective of how transformation of the ancient philosophy of nature as a nurturing mother or "mother nature" which beneficently provides for the needs of mankind moved towards objectification of nature as a resource leading to its ominous exploitation. Traditionally accepted values for conservation and protection of nature (e.g., protection of trees and constraints against mining) have transformed into socioeconomic and cultural sanctions for "scientific, technological and economic exploitation of nature (e.g., in favour of mining, draining and deforestation)" (Warren 1998).

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