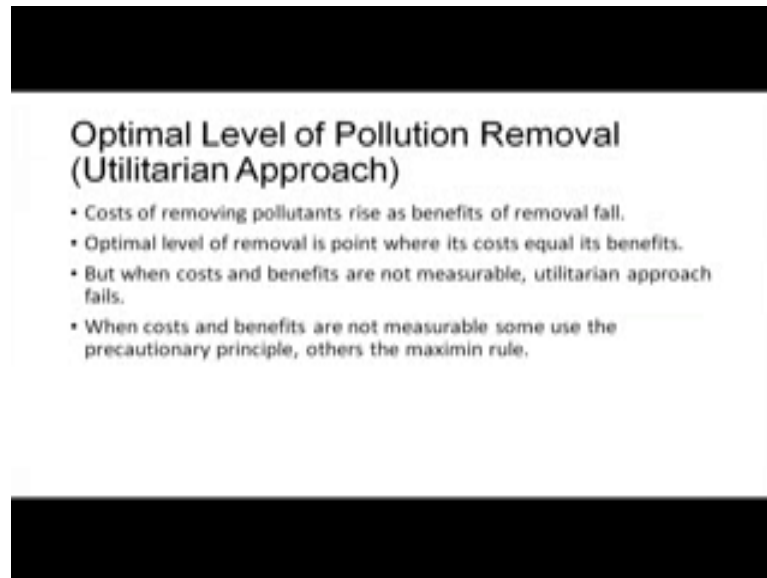


Business Ethics
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Lecture – 55
Ethics of pollution control

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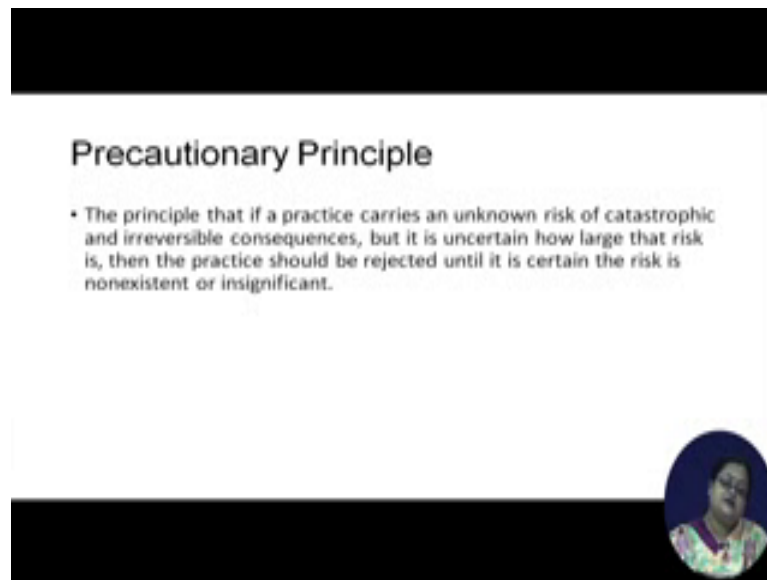
Optimal Level of Pollution Removal (Utilitarian Approach)

- Costs of removing pollutants rise as benefits of removal fall.
- Optimal level of removal is point where its costs equal its benefits.
- But when costs and benefits are not measurable, utilitarian approach fails.
- When costs and benefits are not measurable some use the precautionary principle, others the maximin rule.

So, while discussing about the optimum level of pollution removal in the utilitarian approach, we find that there is somewhat problem in actually determining, what is the cost involved, the true cost involved and whether all costs are measurable also. Like whether in give the social audit is properly done or not. Social audit is a report of the social cost and social benefits of the firms activities because this pollution control measures and the costs involved in a may be so high sometimes, it may out way the benefits produced.

So, when you are talking of like, what is the optimum level of pollution removal? So, it becomes very difficult to determine it. So, when this difficulty is there then, people take some alternate viewpoints or the precautionary principles in determining, how the organization is going to act, when there is no some clear idea of the risk involved in the project or the costs which are there. So, those we will discuss under the two headings when you are talking of the precautionary principle and the maximin rule.

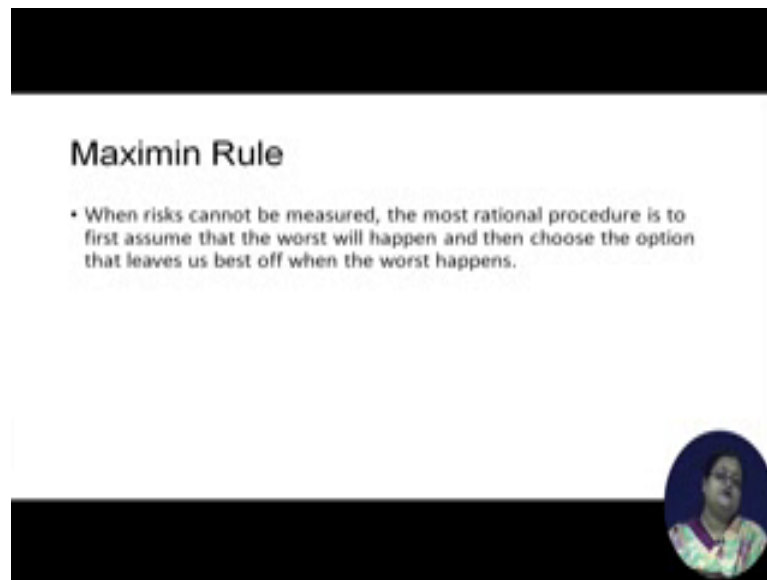
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So, in the precautionary principle it discusses; the principle that if a practice carries an unknown risk of catastrophic and irreversible consequences.

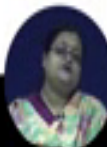
But it is uncertain how large that risk is then, the practice should be rejected until it is certain that the risk is nonexistent or insignificant. So, if it is understood like the practice carries an, like unknown risk, but and the risk is irreversible as having irreversible consequences and it is uncertain how big a risk it is. So, it should not the practice like should be rejected like whatever practice here, (Refer Time: 03:42) practice, your aim that should be rejected until it is certain about the amount of risk involved and the risk is becomes either nonexistent or insignificant.

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Maximin Rule

- When risks cannot be measured, the most rational procedure is to first assume that the worst will happen and then choose the option that leaves us best off when the worst happens.



So, when you are talking of the precautionary principle and we are focusing on the risks involved, but when it is also not possible to measure accurately the risk, the one of the principles is to start from the first by assuming that the worst is going to happen. And then choose the options that, gives a person better of when the worst is going to happen. So, this is like when we do not understand what the risk is, it is better to think of the worst of the conditions that may happen and then think of what are the measures that needs to be taken. So, that it can make my life a somewhat better condition.

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Alternative Approaches to Pollution

- Social Ecology
 - Get rid of social systems of hierarchy and domination
- Ecofeminism
 - Change male pattern of dominating nature and women
- Other feminists
 - Extend the ethic of care toward nature



So, this is the maximin rule. The alternative approaches to pollution and why people go for population, the basic understanding of those reasons like are grouped under the alternative approaches to pollution. So, like there are certain inherent difficulties in the cost benefit analysis that you have seen. In the rights based approaches to the ethical issues we will raised by like absolute balance and all. So, that is why some have focus towards an alternative approach of looking into the fact why in, why environment needs to be protected?

So, it is somewhere argued like in the cost benefit and the right based theories, it takes it is a kind of a calculative and rationalistic ways of thinking of understanding, why the businesses should be made responsible made for the environmental crisis. And cost benefit analysis it assumes that nature is to be measured and they used efficiently whereas, rights based approach sees humans and other entities in having a right from the in terms of individualistic terms and ignores the relationship that the human being may have it nature.

So, these ways of thinking. So, it has been argued like they, people live arise from the type of society that people live in. So, when you are talking of the alternative approaches to pollution, we have to get the feedback from the societal viewpoints of, how the relationship dynamics is present in the society? From the social ecology view point it tries to defend in the sense; it is the environmental crisis that people face are routed in the social systems of hierarchy and domination, that character is a society. So, the cultural norms of like which exist in this family between generation between genders racial and ethnic groups.

So, in political scenario, economic scenario and social management so and including also the way we expect our experience have reality has a whole. So, it includes both also the nature and non human life forms. So, the system of hierarchy and domination as book (Refer Time: 10:00) suggested facilitate the rise of broad cultural mentality and encourages domination in many forms, including the domination of nature. Success here becomes identified with dominance and control. The power and status and the more successful the person is, the more the power and status more the wealth it is considered more successful the person is. So, success gets synonymous in the form of how the domination of the nature of the society comes into identity.

So, like in a, increasing ability to control nature and to dominate it. So, here in this perspective when the different stakeholders join hand like the science, technology and the agriculture all join hands in the attempt to dominate and control nature. So, when the attempt is to dominate and to control nature, then the when the cost and benefits of destroying nature is inevitable over here. So, the widespread nature of destruction of nature that results in cannot be halted until and analysis the pattern of the society is also becomes less hierarchical, less dominating and less oppressive. So, the ideal society is one, where there is no operation, no forces and where all power is decentralized.

The agriculture and technology would be restricted to those kinds that are sustainable and will allow humans to live in harmony with nature. Some feminists, so this social ecology talks of because there is a ingrain picture in our mind where, there is social hierarchies and people get differentially twitted amongst this social hierarchies. So, it is very (Refer Time: 13:53) and it is where in this hierarchy may be you find the environment is at the level which like it has to serve all other people ways there in the upper level has compared to the environment and. So, when you talking of social ecology it tries, to do away with the system of hierarchy and domination.

So, that the, so that it rejects all domination and like everybody respects each other's rights that the human beings also respect the non human entity, not only the animal, but also the sorry biotics the plants are taken also in to consideration. The ecofeminism there of the view, this hierarchy in the society mainly focuses towards the; difference in status given to the woman and men in the particular society. And this is this male domination which has given rise to the problems as mentioned in the social ecology view point where there is a difference in status. The ecofeminism tells like the women in the society are generally more exploited and they are given the second status, they are like dominated by the men who makes the women subordinate to them and so this belief has given rise to the feeling like; yes, the environment is sort of my sort of slave, sort of who are in the second category and we can exploit them as and when required.

So, this ecofeminism view point have demanded the change in male pattern of dominating nature and woman. So, the other feminist have told like the women, the problem of ethics of caring, it would the environment should be focused from the area of ethics of caring. Where the destruction in the nature that is happened due to these male hierarchies of domination must be replaced by with caring for nurturing our relationships

with not only with the amongst the human part, but also with the non human part. So, and this when we are extending the ethics of care like towards the non human part, it becomes very important. And may be this we can link to the specific virtue that people not just that develops which talks of like reverence for life.

So, it is the value which is guiding me not whether I am doing this for a human or a non human entity and well to whom I will be doing more or to whom I will be doing less. So, if you are guided by the virtue of reservation of life, like the life by itself, is important whether it belongs to a human or non human entity may not be the question. If someone possesses life the life has to be respected itself and taken care of. So, that the person is able to express himself further and. So, like when we are discussing this ethics of care, this is a feminist touch where we are caring for people like it is as if I am taking care of the needs, desires, aspirations of the person that I care for. Similar when I am taking care of the environment, which is also taking care of the nature, the environment; what are its dangers, Hazards? How it needs to be taken care of? What are its specific needs and all these things?

So, and it gives the ecofeminism is the central role to like the concepts, to the virtues like care, love, relationship, then friendship trust and appropriate reciprocity. So, these ecofeminism has a major role to play when, we are defining the ethics of care to the environment. So, this is again a very new form and like the, to what extent it is going to? To what extent, it is actually going to yield result needs to be again verified because may be the different ways to take care for how you do it, all these have not been articulated very clearly till the present time.

So, it is a new concept where, we are taking care of the organization and the environment. The organization taking care of the environment, the non human part of the existence like, because with care, love and, the mutuality of the relationship, trust, these factors become very important when you are talking from the other feminist prospective of ethics of care. So, where we are trying to chase the dominant pattern of male domination to bringing a balance in status between the male and the women and in analogy with the non human part of the existence and the human part of the existence, we want to balance it properly. So, when we are discussing the ethics of care, this can be extended to also the how what care should be taken and from what perspective starting from when. So, that there is less of wastages of resources and the depletable resources

are conserved properly. So, this we will take up in the next section when we are discussing ethics of conserving depletable resources.

Thank you.