



# Exploring the Role of Environmental Ethical Consideration in Advancing Green Growth: Perspectives from India

Akanksha Choudhary <sup>a\*</sup> and Ankita Sharma <sup>b</sup>

<sup>a</sup> Centre of Distance and Online Education, Manipal University Jaipur, India.

<sup>b</sup> IJHMR University, Jaipur, India.

## Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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## ABSTRACT

**Aims:** The current study explores the intricate nexus between environmental ethical considerations and green growth in the context of India, a country grappling with dual challenges of rapid industrialization and environmental sustainability. As India seeks to balance rigorous economic growth, ecological preservation and integration of ethical principles into environmentally friendly policy design it is necessary to understand the meaning of ethical consideration and green growth relationship.

**Theoretical Framework:** The research aims to understand the interrelationship and implication of the of environmental ethical consideration into driving green growth, by exploring the challenges and prospects in context of India- a rapidly developing economy. This paper is structured in the form of exploration of available literature and through providing a vast perspective and strategic framework in regards of Indian policy makers and scenario in context of countries socio-economic and cultural structure.

\*Corresponding author: E-mail: [dr.akankshac14@gmail.com](mailto:dr.akankshac14@gmail.com);

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**Methodology:** The study explores the available literature in the field and synthesizes the challenges available in the path of green growth management. Analysis of barriers to green growth in developing country framework is done by identifying chances of market failure, underinvestment in green technologies, and the lack of clear ethical guidelines present in the Indian developmental structure.

**Results:** The findings of this paper suggest the possibility of enhancing current scenarios to achieve what is needed to follow the path of green growth in economic context and coming future challenges. The findings are supported by rational policymaking and strategic investment, which can significantly advance India's green economy, ensuring long term benefits and environmental well-being.

*Keywords: Ethical considerations; green economy; green growth; sustainable development; SDGs.*

## 1. INTRODUCTION

The interplay between environmental ethics and green growth has garnered significant attention in recent years, particularly in developing nations like India. As one of the world's fastest-growing economies, India's developmental trajectory presents a unique opportunity to examine how environmental ethical considerations can influence and drive green growth [1]. This research transcends into the vital role of environmental ethical considerations addressing its relationship with green growth. The trajectory of ethical consideration in safeguarding the environment has been studied in past years particularly in context of developing economies, those who are facing problems of environment pollution, poverty, income inequality, etc. the problem that this research wants to address is the lack of understanding when it comes to environmental ethical considerations and the green growth associated with this [2]. Though philosophically ethical considerations are a very abstract concept wholly reflected as something more connected to religious beliefs or traditional/cultural concept. However, some research areas have also shown that the concept adheres to the belief of ethnic groups that may still survive on forests directly. These groups are certainly associated with the ethical considerations, environmentally friendly attitudes in their day-to-day life [3]. Thus, environmental ethical consideration is much more a practice than being subject domain. Recent studies show dynamics among developed and developing nations on the nexus of environmental ethical considerations. The study dwells deep into the insights giving various conditions such as over dependence on natural resources for consumption, not following the environmental guidelines for most environmental problems faced by the developing countries. Hence the reason is that more ethical considerations are needed for green growth and sustainable

development. India being on developmental pathways mostly adheres to sustainable development goals to achieve green growth. However, overreaching population and poverty standards has been increasing with time, resulting into several challenges in sustainability.

Environmental ethics foster ethical conduct in addressing the environmental challenges which is essential for a green and sustainable growth. Several studies show that tough ethics correlates with higher green growth, especially in developed countries, [4] which points out to the importance of ethical considerations as a means for getting good economic and environmental results simultaneously [5]. The importance of ethical dimensions in public policy analysis is increasingly emphasized as a necessary counterbalance to the drive for economic growth, articulating our responsibility not only towards future generations, but also regarding environmental degradation. Environmental ethics assist in urging on individuals and societies to make choices that protect the environment, leading confirmation of ethical considerations while corporations' taking decisions toward recreation of eco-justice balanced with existing challenges.

The subject matter of green growth is not different from environmental ethics considerations but also includes economic aspects also. There are economic components that are considered to ensure the 360 degrees growth of environmental, societal and economic aspects [6]. The studies popularly account for the triple bottom line approach. Insights from the latest available literature ensure that the attainment of green growth requires innovation in geographic context. However, there are ample challenges that are stuck in the way of green growth name's sake of environmental sustainability [7].

The term environment ethics, involves widely the moral principles guiding human interaction with the environment. Its focal point is the intrinsic value of nature and the responsibility to protect the balance and maintain it widely for present and future generations. India is among one of the most accustomed countries that follows traditional philosophies like Jainism, Buddhism and Hinduism broadly that ensures the harmonious relation of human and environment that can be understood as environmental ethical consideration. The nexus between environmental ethics and green growth needs to be explored to find a balanced relation and sustainability [8].

The sustainable development goals classified by UN advocates for the development that needs to meet present and future generational requirements. This protective blueprint is helping developing nations to plan their growth strategies that can sustain in the longer run. Another theory suggested by literature confirms that human existence is one of the major forces accentuating the problem of environmental degradation [9]. The ecological modernization theory states that the environment is degraded not only due to mass production, as consumption is also one of the biggest concerns [10]. Contemporary literature follows the idea of mindful production, however the concern for minimal consumption resides on the back seats. Lifting population size is continuously exerting pressure on consumption patterns, whereas economic contributors such as income inequality also play an enigmatic role in this [11]. For example, richer sections of society can purchase leads them to purchase blindly without being concerned about the consumption patterns and reluctant shopping behavior. This is not only suppressing the demand and supply balance and prices but also forcing the producers to produce ambitiously higher than requirements. Since the age of influential marketing is creating a little backdrop but eventually a huge change in consumer behavior, in buying unnecessary items, it is very difficult to rein in the hardship of accounting for over consumption.

Developing countries are majorly facing economic and environmental challenges in terms of growth while steadfastly increase in production and consumption are unmanageable. Rest other economic instability and challenges like poverty and unemployment stay put and additional challenges are coming in the way [12]. This drive is fueled by both domestic and global demand of goods and services. Rapid industrialization,

urbanization and the expansion of global trade have further accelerated production often without adequate environmental considerations. Overproduction is often driven in the pursuit of economic growth, however environmental challenges are backfiring the growth and development of the world economy [13]. Companies in the developing nations seek maximum profits, frequently engage in mass production and leads to overuse of available resources. The compounded interests due to consumer behavior that prioritizes quantity over quality, driven by growing middle class with an increasing purchasing power and mass exposure to global consumerism [14].

Overconsumption in the Ecological theory is not the only concern, the excessive use of goods and services beyond what is necessary for a comfortable life is also changing dramatically. This phenomenon is also creating a major cultural and social shift within developing economies. Where overconsumption and fashion are mostly western driven [13]. The loss of cultural touch is now being bigger concern with a lot of hybrid culture being adopted. The result is a vicious cycle of demand and supply that places enormous pressure on natural resources and creates landfills due to dumps and unprocessed waste in the outskirts.

India being a developing country is also facing severe environmental calamities resulting from over production and consumption, reducing the value of natural resources and over waste production [15]. The impact of deforestation, soil degradation and pollution will be creating a lot of pressure in future public policies as the majority of the budget is getting wasted in replenishing the environmental threat that can be seen during extreme climate changes taking place in the country. Monsoon 2024 has been very severely impactful on Indian coast and other urban as well as rural location. The rehabilitation of destruction and re designing all the living places will again demand budget allocation which actually is needed to withhold already existing problems of economic instability like that of income inequality, poverty, unemployment, etc. hence the problem of not considering environmental ethics before moving on economic growth will be a longer-term challenge for developing countries to cross the bar and become developed in near time [16].

The social and economic costs after environmental degradation caused by

overproduction and overconsumption have a significant social and economic costs as well. These include the loss of livelihoods for communities dependent on natural resources, increased health care costs due to many problems rising from over environmental consumption and degradation. The long-term consequences of these will affect severe climatic conditions and will result in the loss of innocent lives.

The forward-looking path is sustainable development as given by the UN sustainable development goals, SDGs the blueprint is readily available. However, the main challenge is to adhere to it while developing or creating a pace with economic development [17,18]. Setting unattainable targets will yield no opportunity for future pathway. As suggested by many studies, ethical considerations need to be given the front line while making public policy decisions and strategic planning for the future with immediate effect. The current world condition is testament to understanding the severity of environmental attention that needs to be given. Hence the requirement is to work strategically onto the front line by targeting green growth patterns and ethical considerations.

Environmental ethical considerations are crucial in the context of green growth, as they shape the policies and practices aimed at sustainable development. [19] emphasizes the need for ethical frameworks that prioritize ecological integrity and social equity, arguing that green growth must not only focus on economic metrics, but also on the moral implications of environmental degradation. [20] highlighted the importance of integrating ethical perspective into green growth strategies, suggesting that such integration can enhance community engagement and foster a sense of responsibility towards environmental stewardship. [21] discusses the potential conflicts between economic growth and environmental sustainability advocating for a balanced approach that respects ethical boundaries while pursuing development goals.

Businesses also can effectively incorporate environmental ethics into their operations by adopting a multifaceted approach that integrates sustainability into their core strategies [22]. This involves prioritizing ethical business practices that limit environmental impacts and enhance corporate social responsibility initiatives, as highlighted by previous research on management trends [23]. Engaging all

stakeholders in decision-making processes as suggested by studies is crucial for balancing human and environmental interests, particularly in the context of climate change. Moreover, companies should focus on innovation and the development of environmentally friendly products, which not only align with consumer expectations but also improve economic performance through enhanced reputation and market reach [24]. To guide ethical decision-making businesses can adopt frameworks of ethics which emphasize relational actions and another oriented approach.

Integrating environmental ethics into business practices offers numerous benefits, enhancing both corporate responsibility and economic efficiency. Firstly, it fosters a culture of sustainability, which is increasingly demanded by consumers and stakeholders, thereby improving a company's public image and trustworthiness [2]. Companies that adopt ethical practices such as reducing their carbon footprint and supporting biodiversity not only comply with legal standards but also build stronger relationships with stakeholders, enhancing risk management and long-term stability. Moreover, environmentally responsible practices can lead to significant cost savings through energy efficiency and waste reduction as businesses increasingly invest in renewable energy and ecofriendly technologies [25]. This strategic alignment with environmental ethics not only addresses moral obligations but also positions companies favourably in competitive market ultimately contributing to sustainable development and economic growth. Thus, the integration of environmental ethics is not merely a compliance issue but a strategic imperative for modern growth.

Mudambi et al. [26] Cultural perspectives significantly influence environmental ethics studies by shaping individual and collective values, practices and understandings of the environment [27]. Research indicates that religious and spiritual teachings, particularly from diverse cultural backgrounds, play a crucial role in forming eco-ethical frameworks that promote environmental sensitivity and responsibility among students. Additionally, the integration of biocultural ethics highlights the importance of local ecosystems and socio environment justice, suggesting that cultural elements must be considered in environmental governance and practices [2]. East Asian cultural perspective offers alternative approaches to western environmental ethics emphasizing the

interconnectedness of humans and nature, which can address shortcomings in Western frameworks [28]. Furthermore, the everyday practices of individuals reveal that environmental ethics are deeply embedded in cultural context and personal histories, suggesting that ethical considerations are not universally applicable but rather shaped by specific cultural narratives. Thus, cultural perspectives are essential for developing nuanced and effective environmental ethics that resonate with diverse populations.

The literature on environmental ethics [29] reveals several significant gaps that warrant further exploration. Firstly, there is a contextual and methodological gap in integrating ethical principles into sustainability practices, as many existing policies prioritize short term economic gains over ecological health, highlighting the need for comprehensive frameworks that blend ethics with practical strategies. Additionally, the ethical implications of environmental policies often overlook the principles of justice and equity, particularly regarding marginalized communities affected by environmental degradation [30]. Moreover, the emerging field of environmental robotics lacks a thorough examination of ethical concerns, with existing studies focusing narrowly on specific technologies rather than the broader implications of these innovations [31]. The attitude behaviour gap in pro environmental actions also remains inadequately addressed, particularly regarding the moral dimensions influencing this disconnect. Addressing these gaps is crucial for advancing both theoretical discourse and practical applications in environmental ethics.

The literature on green economic growth reveals several significant gaps that warrant further investigation. Firstly, there is a notable lack of research on the impact of oil price volatility on green economic initiatives, particularly in export-led growth economies and the role of agriculture in environmental mitigation strategies [32]. Additionally, while the green growth discourse is optimistic about decoupling economic growth from greenhouse gas emissions there remains a substantial gap between current mitigation efforts and the required actions highlighting uncertainties in technological advancements [33]. Policy effectiveness is another thrust area where huge amount of work is required in context of green growth. Lastly there is a need for more quantitative analyses and cross-country comparisons to better understand the

effectiveness of green growth policies, as current assessments are often qualitative, and case study based. Addressing these gaps is crucial for advancing the field and informing effective policy making.

## 2. METHODOLOGY

Current research in Indian perspective plays a vital role in understanding the relation of environmental ethical standards and its contribution in advancing green growth. The study is exploratory in nature, it synthesizes the impact through recent empirical studies highlighting the key elements such as, corporate environmental responsibility [34]. Indian corporations adopting environmental ethics in their operations have shown improvements in energy efficiency, waste management and pollution control. Studies indicate a positive correlation between ethical business practices and financial performance [35]. Community led initiatives is another grassroot movement led by inspired members to ensure environmental ethics. This has successfully promoted sustainable agricultural practices, water conservation and biodiversity preservation. Also, the policy implications such as the National Action Plan on Climate Change (NAPCC) and various state level green initiatives reflect an ethical commitment to sustainable development.

Research shows that these policies have contributed to renewable energy growth, reduction in carbon emissions, and enhanced resilience to climate change. As it has been highlighted above that the domain of ethical considerations lacks in proper conceptualization, the current study aims to understand the concept and its possible inversion in the aspect of Indian growth and developmental challenges. It is understandable to explore the descriptive data available as past literature to assess the ethnographic implication of the research domain. Hence, the current research adheres to ascertain the meaning and implication of ethical consideration in context of Indian cultural and socio-economic structuring. The domain of developmental economics explores possibilities of different structural changes that may enhance the impact of strategic framework on economic growth and development. Hence the current research digs into the problems and prospects of the respective area of research to suggest some possible outcomes.

### 3. CHALLENGES FACED BY DEVELOPING COUNTRIES

**Lack of ethical awareness:** There is a huge barrier when it comes to understanding how green growth can be achieved, and what ethical behavior is about. This lack of awareness among businesses, consumers and policymakers affects the medium of public goods that hides the balance of biodiversity in the earth surface. Many individuals and organizations do not fully understand the long-term impacts of unsustainable practices on the environment and society. This results in bad management of natural resources available in the world and creation of mass wastage.

**Lack of ethical innovation:** development of environmentally friendly behavior requires innovation in the field of manufacturing goods, services and business models that prioritize environmental sustainability and social responsibility. However, there is often a lack of investment in such areas due to the vicious circle that originates due to lack of awareness and usage of such products. Many companies prioritize short term profits over long term sustainability, leading to a deficit in ethical innovation. This results in a slower transition to greener practices and technologies as there are fewer innovative solutions that address both ethical and environmental concerns.

**Market Failure:** due to so many costs of environmental degradation, market failure takes place in both production and consumption which is unethical and leads to unsustainable practices. This failure is due to poor price mechanisms that reflect the true cost of environmental degradation. For instance, pollution and resource depletion are often not factored into the cost of goods and services, which discourages green practices. Additionally, markets may undervalue sustainable goods, making them less competitive compared to traditional alternatives, further stalling green growth.

**Demand pattern:** consumer consumption patterns lead to high productivity of the products available in the market. Demand is a very crucial factor that is driving growth. Hence to initiate green growth consumer demand needs to shift pragmatically. Current demand patterns often favor cheaper, unsustainable products over more expensive, ecofriendly alternatives. This is partly due to a lack of consumer education and awareness about the benefits of sustainable products. Additionally due to a lack of demand

sustainable products are slightly inclined to high prices and making costs is also very high.

**Rationale policymaking:** effective policymaking is essential for fostering green growth. However, there is often a lack of rational policies that support ethical and sustainable practices. Makers of public policies may be influenced by short term economic goals or political pressures, leading to policies that do not adequately address environmental concerns. This lack of coherent policy frameworks can result in fragmented efforts and missed opportunities to promote green growth on a larger scale.

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#### 3.1 Distribution of Resources

The developing nations are fully dependent on natural resources, which also poses a significant challenge to green growth. Developing countries may lack the resources needed to invest in sustainable technologies and practices. The disparity can lead to a situation where only wealthier nations or regions can afford to pursue green growth; while others continue to rely on unsustainable practices due to economic constraints. This unequal distribution hinders global progress toward sustainability.

#### 3.2 Under Investment

Green growth requires substantial investment in sustainable infrastructure, research and innovation. However, there is often a significant underinvestment in these areas, particularly in the developing regions. This underinvestment is also partly due to the perception of green technologies as risky or unprofitable in the short term. Without adequate financial support, it becomes challenging to scale up green practices and technologies, slowing the overall progress toward sustainable development.

#### 3.3 Strategic Front Failure

There is a very lacking front line strategic management, with lacking vision and

coordination among various stakeholders can lead to failures in promoting green growth. Governments, businesses and civil society organizations often work in silos, with little collaboration or alignment of goals. This fragmented approach results in inefficiencies and misses opportunities for synergistic efforts that could drive sustainable development. Strategic failures can also arise from short term planning that does not consider the long-term benefits of green growth.

### 3.4 Problem of Double Externalities

The meaning of double externalities refers to the simultaneous occurrence of both positive and negative externalities in the adoption of green technologies. For example, while the use of renewable energy sources greenhouse gas emissions (a positive externality), the production and disposal of renewable energy equipment, such as solar panels, may lead to environmental harm (a negative externality). Addressing double externalities requires careful consideration of the full lifecycle impacts of green technologies, which can complicate the adoption process.

### 3.5 Lack of Importance Given to Research and Development

R&D are critical for advancing green technologies and practicing, with advancing challenges great innovative solutions are required. However, there is often lack of emphasis on R&D when it comes to sustainability actions, ethical considerations leading to slower pace of innovation. This lack of focus on R&D can result from insufficient funding, a shortage of skilled researchers, or a general undervaluation of the importance of sustainable innovation. Without robust R&D efforts, solutions of green growth are certainly ineffective hence the long-term development will be hindered.

### 3.6 Clear Guidelines and Follow Up for Ethics and Environmental Degradation

Studies says the absence of clear guidelines and strict enforcement mechanisms for ethical and environmental standards is a major obstacle to green growth, even when regulations exist, they may not be adequately enforceable. Leading to continued environmental degradation and unethical practices. Effective guidelines need to be coupled with rigorous monitoring and

enforcement to ensure that businesses and individuals adhere to sustainable practices, without these the impact of ethical consideration on the green growth remains limited.

### 3.7 Creation of Niches

The development of niche specific technological support in wiring the network of ethical and mindful growth is crucial for fostering green innovation. However, creating and sustaining these niches can be challenging due to the dominance of established industries and the high cost associated with new tech development. Additionally, niche markets may struggle to gain traction if they lack support from public policy and public investment. Overcoming these challenges requires targeted efforts to create conducive environments for ethical tech innovation and mindful growth.

Solutions for India as a developing nation towards Integrating Environmental Ethics and Green Growth: The balance between economic growth and environmental sustainability is a dual challenge for India, since it is a developing nation. Therefore, the following can be some feasible solutions that India can consider in effectively integrating environmental ethical consideration into its green growth strategy:

**Promote Ethical Education and Awareness:** Perhaps the most basic step that India may consider is increasing environmental ethical awareness among its citizens, businesses, and policymakers. It would, therefore, be very important to integrate environmental ethics into education from the school level right up to universities. Public awareness programs will also go a long way in educating the citizens on the role of sustainable practices and the ethical consequences of environmental degradation. In nurturing a sustainable society, the country lays a very firm foundation for green growth.

**Foster Ethical Innovation and Sustainable Technologies:** Innovation, therefore, should be 'green' and contributive to environmental ethics. For that, promotion of R&D in renewable energy, waste management, and eco-friendly manufacturing processes is highly essential. This can be plugged with ecological solutions as well as reviving the strength of traditional handcrafted textile or other products that consider ethical contribution towards consumption. This can also be incentivized for local businesses through tax breaks, subsidies, and grants to invest in green

technologies. Supporting small and local startups and entrepreneurs with a focus on ethical innovation will move faster in the adoption of sustainable practices across various industries.

**Robust Environmental Policies and Regulations:** Successive policy formulation and implementation would thus help ingrain environmental ethics within the development architecture of India. Clear, enforceable regulations by the government would further promote sustainability and hold accountable those practices that defeat the very environmental concerns. This shall involve setting high standards in relation to pollution control, resource use, and waste management. Additionally, policies should ensure regional peculiarities are viewed against the green growth divide to make growth inclusive and equitable across different parts of the country.

**Facilitate Green Finance Access:** Financial assistance is indispensable for the wide adoption of environmentally friendly technologies and practices. The country can move ahead in stimulating green growth through development of financial mechanisms to ease investment in sustainable projects by businesses and communities. It may consider creating green banks, providing low-interest loans for projects that benefit the ecology, and issuing green bonds. Access to these financial instruments should, therefore, be made easy, especially for SMEs and the poorer sections of society. This will be very critical to pro-poor green growth.

**Promote Collaboration Among Stakeholders:** Green growth can only be achieved with an active contribution on the part of several stakeholders, namely government, private sector, civil society, and the local community.

India can provide a platform for consultations and collaborations where the above groups come together to design and deliver sustainable solutions. Public-private partnerships can leverage resources and expertise in large-scale green projects. Besides, the involvement of local communities in decision-making allows for context-specific and culturally appropriate solutions that increase effectiveness.

**Promoting Sustainable Consumption and Production:** The necessity to take a course in tune with environmental ethics makes the adoption of sustainable consumption and production patterns imperative on the part of

India. This would include incentives for firms to adopt the circular economy principles where the generation of waste is reduced, and resources are being reused and recycled. Consumers can also be encouraged through incentives, such as subsidies for buying sustainable products or penalties for goods with a high carbon footprint.

The government should lead by example. Green procurement policies by the government ensure that procurement is based on sustainability criteria including products and services.

**Strengthen Monitoring and Enforcement Mechanisms:** This, of course, calls for India to put in place mechanisms for monitoring and enforcement: periodic auditing of environmental performance by industries with severe punishment in case targets for environmental protection are not met. More importantly, this requires making data on environmental protection publicly available so that civil society can demand accountability from both public and private actors. This means strengthening institutions that are in charge of environmental governance, like control boards for pollution. In this light, support towards green jobs and skills development will help ensure that environmental ethics are upheld.

**Support Green Jobs and Skills Development:** The workforce should be suitably equipped with the relevant skills and knowledge in the transition to a green economy. India must invest in training programs in green jobs that prepare workers for employment in renewable energy, sustainable agriculture, and eco-friendly manufacturing. By developing a skilled workforce, India can support green growth and help ensure that its fruits will be widely shared, reducing poverty and promoting social equity. These solutions, if adopted, make sure that environmental ethics are well threaded into the green growth strategy, pursuing economic development in harmony with ecological sustainability. This also includes reducing environmental degradation and positioning India as a global leader in sustainable development.

#### 4. CONCLUSION

The relationship between ethical considerations and green growth has an advancing relationship. As supported by the previous literature as well, the world's economic growth needs to complement environmental concerns for present and future generations to come. The facts that



several studies have confirmed that the majority of the environmental destruction is caused by developed nations who are directly working on their industries. The other side of the world that still acknowledging natural resources are depleting present conditions but still have a scope to innovate strategic ethical considerations that may help environmental deterioration. As proven empirically in [36] the relationship between ethical considerations and green growth is positive. However, the study also highlights the higher contribution developed nations in unethical contribution towards environmental sustainability. The challenges highlighted in the present study can be addressed through policymaking and strategic use of ethical standards that can lead a path towards green growth of the developing nations such as India. The impact of ethical standards on green growth has been proven to be more pronounced in developed economies, especially those who have adopted sustainable development in early stages.

The findings underscore that while India has made strides towards sustainability, significant challenges remain, [37] particularly in raising ethical awareness, fostering innovation and addressing market and policy failure. Proper awareness and safety guidelines may help in retrieve the undue pressure of degradation over environment and will lead to inclined green growth resulting from sustainable utilization of resources. As most countries do not adhere to the environmental guidelines for operating businesses, resulting in inadequate regulation. One must also not be quick to forget that short-term profits will lead to long-term consequences for environmental degradation. Hence focusing on green growth is a much more optimum option for developing countries. Thus, instilling ethical value about the importance of safeguarding the environment in the form of policies will greatly help the participating developing countries create a sustained environment and improve green growth [38,39].

**Theoretical Implications:** The pragmatic relationship between ethical environmental considerations and green growth in India offers fertile ground for theoretical exploration, studies that can dwell deep into fields of sustainable solutions for environmental and economic problems specific to India. The interplay among ethical values and economic development, especially in a rapidly growing economy like India, raises important questions about how

theoretical frameworks can be adapted and overall developed for better understanding and model development to guide the practical pathways.

One of the primary implications revolves around the need to integrate ethical advancements in growth ecosystems and economic development models. Traditional economic models often emphasize profit maximization and growth metrics that may overlook the longevity of sustainability and ethical concerns. However, when ethical concerns are factored in, the challenges reverse the conventional paradigms of economic component. This necessitates the shift from anthropogenic models, that prioritize human economic benefits, to more eccentric or biocentric frameworks that consider the intrinsic value of natural resources and rights of non-human entities. Another bigger challenge pertaining to double externalities, where green technologies produce both positive and negative environmental impacts. Traditional externality accounts for the complex outcomes associated with green growth. This requires a nuanced understanding of how environmental benefits and harms are distributed across different stakeholders and ecosystems, particularly in a diverse and socio-economically stratified country like India.

Furthermore, the accentuating relationships between environmental ethics and green growth challenges the conventional views on resource allocation and equity. Theories of distributive justice need to be revamped in the context of sustainability, where the equitable distribution of resources must also account for the needs of future generations. This implies that environmental ethics in India must address not only the current inequalities in resource allocation but also the long-term impacts of these distribution on sustainability and social equity. Indian philosophy specific to that of Gandhian, dwells on simple living, minimalist approach that aligns with the community and environmental ethical consideration. This somewhat resembles the principles of prioritizing the environment where the human race resides, living in harmony with the resources one person is actually depends upon and having culturally ethical framework such as worshipping forests and trees. The approach aligns with contemporary sustainable solutions to the growing problems that countries like India are facing. However, adoption remains a challenge due to over dependence on western thoughts and lifestyles.

This influence in the age of social media persuasion creates a little more challenging situation for realizing the importance of Indian cultural and societal norms. On contrary age of social media can also be a positive subaudition if utilized in a proper manner in a direction that can enhance and emphasize on adopting old and traditional resource utilization as well as optimum production and consumption.

Another work of ethics talked in institutional theory that suggests that for green growth to be sustainable, there must be strong institutions that uphold and enforce ethical standards. India is among one institution which faces challenges such as corruption and weak governance often impede environmental policies, the theoretical framework must consider the role of institutional ethics and governance structure in promoting green growth. Strengthening these crucial institutional bases in the research and development, governance structures in promoting green growth can be beneficial for all rounds. Strengthening these institutions is crucial for ensuring that ethical considerations are not only acknowledged but are also effectively implemented in practice. Hence, the theoretical implications of the relationship between environmental ethical considerations and green growth in India suggest a need of multidimensional approach that integrated ethical principles into economic, environmental and social theories. It's possible to develop more comprehensive understanding of how green growth can be achieved in a way that is both ethically sound and economically viable, particularly in a country as complex and diverse as India.

**Practical Implications:** The integration of environmental ethical considerations into India's green growth strategy has profound implications across various sectors. Firstly, businesses sector in India need to reevaluate their operational practices to align with ethical and sustainable standards. This involves adopting cleaner technologies, reducing waste, and ensuring that supply chains are environmentally responsible. Companies that prioritize sustainability not only contribute to environmental preservation but also have a competitive edge in a market that is increasingly valuing ethical practices.

The role of policymakers is also important in terms of putting more emphasis on environmental ethics and necessitates the

creation of more comprehensive and enforceable regulations that encourage sustainable practices. This includes implementing strict environmental regulations that offer incentives for green innovation and ensure that the policies are designed with long term sustainability goals in a strategic manner. Policymakers must also address market failures by introducing mechanisms that internalize environmental costs, such as carbon pricing or pollution taxes, thereby driving both business and consumers towards greener choices. On the consumer front the promotion of ethical awareness can lead to a drastic shift in demand patterns with more people opting for ethically made products the demand for mass production can be reduced, impacting the environmental waste management directly. This behavior can push consumers towards local and innovative ideas to adopt sustainable practices to meet the growing demand for ecofriendly products. Educational awareness and campaigns may run through school children that can target small kids and may alter their purchasing habits in early stages, this will also impact hugely to what their parents are focusing on as consumers.

In the agricultural sector, ethical considerations might translate into the adoption of organic farming practices, reduced reliance on chemical fertilizers and pesticides, and the promotion of biodiversity. For the energy sector, it could mean a more aggressive shift towards renewable energy sources and the phasing out of fossil fuels. Such changes are not just environmentally beneficial but also crucial for ensuring long-term food security and energy sustainability in India.

Furthermore, the focus on ethics in environmental practices encourages investment in research and development (R&D) for green technologies. By prioritizing R&D, India can develop homegrown solutions tailored to its unique environmental challenges, such as water scarcity, air pollution, and land degradation. These innovations can then be scaled and exported, positioning India as a leader in the global green economy.

Lastly, the practical implications extend to social equity. Ensuring that green growth strategies are inclusive and equitable means addressing the needs of marginalized communities who are often most affected by environmental degradation. This involves providing access to sustainable livelihoods, clean energy, and safe

water, thus linking environmental ethics with social justice. Thus, the practical implications of integrating environmental ethical considerations into India's green growth strategy are far-reaching, influencing business practices, policy formulation, consumer behavior, and social equity. By embracing these ethical principles, India can pave the way for a more sustainable and equitable future.

The study concluded that ethical considerations must be at the forefront of India's green economic growth strategy. And more profound commitment to environmental ethics- manifested through rational policymaking, strategic investments and equitable resource distribution- that can accelerate the transition to sustainable development. The successful integration of environmental ethics into India's development framework will require coordinated efforts from all stakeholders including the public and private sector and civil society. By giving priority to ethical consideration and fostering a culture of sustainability, India can not only achieve green growth but also required to set a precedent for other developing economies facing somewhat similar challenges.

#### **DISCLAIMER (ARTIFICIAL INTELLIGENCE)**

Author(s) hereby declares that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of this manuscript.

#### **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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