

## CONCEPT OF ENVIRONMENTAL SUSTAINABILITY IN THE ERA OF GLOBALIZATION

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"The world today is economically richer and environmentally poorer than ever,"

— Lester R. Brown

### Introduction to Globalization

A global perspective Globalization – The growing interdependence of national economies through trade, technology, and communication is a key feature of today's economic life. Globalization is not only an economic phenomenon; it has cultural, social, and political dimensions, which link people more closely together. It is primarily an economic process of integration that involves natural aspects. It involves goods and services, and the movement of capital, technology, and data. Attaining sustainability is a major task with increasing population every second the task of attaining sustainability increases. Self retaining property of environment and humans impact on environment is vast and wide.

The phenomenon of globalization has led governments and individuals to realize the international and trans-boundary dimensions of environmental issues, which later led to recognize the concept of sustainable development. The WTO, which is considered as an apex institution in matters of international trade also aims to protect the environment while encouraging the international trade. The Rio Declaration brought together some concepts like polluters pay principle, inter-generational equity, etc., to reserve and preserve the environment for future generation with sustainable growth of the industries. But self-awareness of protection of environment and preserving it for future generation is the need for the hour.

Globalization and Industrialization, together are polluting our environment as various chemicals have been thrown into the soil which have resulted into the growth of many noxious weeds and plants. This toxic waste has caused a lot of damage to plants by interfering in their genetic makeup. It has put pressure on the available land resources.