

# CLIMATE CHANGE : DELIBERATE REDEFINING OF WANTS

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## **Abstract**

The relentless pursuit of economic growth promotes the unsustainable consumption patterns that underpin the climate crisis. Only a clearer understanding of the causes and greater public engagement can finally urge governments to act on climate change. This paper claims that to combat climate change, the 'wants' have to be redefined deliberately by not just motivating the people to curb utility but to adequately supply green gadgets by the government. Large scale production if do not effectively and adequately cut costs, a Keynesian pump for money may be used.

## **1. Introduction**

Unrestricted appropriation of nature for the need and greed of mankind has been a dominant feature from the pre-historic era. But that was yesterday. Nature's fury and environmental disasters today do not discriminate amongst races, creeds, financial status and development levels and thereby leave us remain with no option than to initiate rectification measures in form of protocols, meets, conferences and agreements. In spite of the scientific consensus on the urgent need to address the causes of climate change, a stubborn attachment to economic growth by policymakers threatens to disrupt any effective response to the ever growing environmental crisis. Interim updates in the run up to December's major Climate Conference in Copenhagen revealed that emissions and temperatures are accelerating more rapidly than expected - leading many to ask why governments and political leaders are doing so little to reduce emissions and mitigate climate change. This long-standing gulf between government rhetoric and action was preoccupying scientists attending the International Scientific Congress on Climate Change in the Danish capital during March, and many of these specialists have since engaged in activism of a kind not seen since the period of nuclear proliferation during the 1950s and 1960s. Acknowledging the failure of governments to date, experts at the meeting urged world leaders to resist the influence of vested interests and act decisively to avert a series of devastating ecological and social consequences. But governments need 'growth' and the danger of continuing such a 'growth at all costs' approach is amplified when only financially profitable solutions to the climate crisis are pursued. In most industrialized countries the largest and most influential businesses are oil corporations and car manufacturers that wield significant lobbying power over governments, and a responsibility to their shareholders before any commitment to reduce CO<sub>2</sub> emissions.