



## **A Study of Environmental Awareness of Higher Middle class people**

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### ***Abstract***

*Conservation and improvement of Environment are vital for survival and well-being of mankind. So the ultimate goal of Environment Education is to create awareness among the citizens of the country. Hence the researcher decided to conduct the research on "A Study of Environmental Awareness of Higher Middle class people". The objectives of the Research were to find the overall Environmental Awareness of the people above the age of 18 yrs. and also to compare the Environmental Awareness of males and females above the age of 18 yrs. The researcher decided to use the Survey method for this purpose. Out of all the adults living in higher middle class families in Pune city, the researcher selected 30 people by convenient sampling method. The researcher developed Multiple Choice Questionnaire (MCQ) for collecting the responses on Environmental Awareness. After collecting the data the researcher analyzed that general environmental awareness among the adults in higher middle class families is not much satisfactory.*

### **INTRODUCTION**

Environmental Education, Awareness & Training play a significant role in encouraging and enhancing peoples' participation in activities aimed at conservation, protection and management of the environment essential for achieving sustainable development. It is extremely important that each individual realizes his responsibility for preserving the environment to make it a part of daily life and create the same attitude in their family members.

We use environmental resources in our day- to- day life. These resources are renewable or non-renewable. We have to be very cautious in consuming non-renewable resources like coal and petrol which are prone to depletion. Rapid population growth and improvement in Science & Technology have reduced the quality of environment and caused its degradation. So conservation and improvement of Environment are vital for survival and well-being of mankind.

So the ultimate goal of Environment Education is to create awareness among the citizens of the country.

## **1.1 Significance of the research**

### **1.1.1 Need:**

1. In today's age of Globalization, positive awareness of people towards environment will help to keep pace with the changing times.
2. Need to understand the awareness will help to know how deeply the adults are involved in finding the causes and solutions.
3. This study is essential to suggest solutions to improve Environmental awareness.

### **1.1.2 Importance:**

1. This article will provide research base to make environmental study effective.
2. It will improve the awareness about the environmental problems among the adults.
3. It will build a positive outlook towards Environmental awareness.
4. The views and knowledge provided by the research will be helpful to organize various programs and activities related to Environmental awareness.

After the study of need and importance the researcher decided to conduct the research on "A Study of Environmental Awareness of Higher Middle class people".

## **1.2 Statement of the problem**

**To study the Environmental Awareness of Higher Middle class people.**

## **1.3 Operational Definitions**

1. **Awareness:** The quantum of information lying with the individual when he is exposed to a new idea or practice.
2. **Environment:** The physical and biological factors in the surroundings along with their chemical interactions that affect the individuals.
3. **Higher middle class people:** People above the age of 18 yrs. and living a standard of living with an average income of at least Rs. 40,000/- each per month.

## **1.4 Objectives of the Research**

1. To find the overall Environmental Awareness of the people above the age of 18 yrs.
2. To compare the Environmental Awareness of males and females above the age of 18 yrs.

## **1.5 Assumptions**

1. The higher middle class people have a little information about Environmental issues.
2. They are actively participating in some of the Environmental issues.

## **1.6 Research Questions**

1. What is the overall Environmental Awareness of the people above the age of 18 yrs?
2. What is the difference between environmental awareness of males and females above the age of 18 yrs?

## **1.7 Scope, limitations and delimitations**

### **1.7.1 Scope:**

1. The findings of the research will be applicable to Higher middle class people
2. The findings of the research will be applicable to the people above the age

of 18 yrs

3. The findings of the research will be applicable to Pune city.

#### **1.7.2 Limitations:**

1. Conclusions of the research will be totally based on the responses given by the respondents.
2. Their responses will be dependent on the understanding of the questions about environmental issues.

#### **1.7.3 Delimitations**

1. The present research is delimited to only Pune city
2. The present research is delimited to only 30 higher middle class adults.
3. The present research is delimited to only the current academic year 2013-14.

### **1.8 Method of Research**

The researcher decided to use the Survey method as it is the study of finding awareness of the people.

### **1.9 Sampling**

#### **1.9.1 Population:**

All the adults living in higher middle class families in Pune city is the Population for the present research.

#### **1.9.2 Sample:**

Sample consists of 30 adults living in higher middle class families in Pune city. The researcher will use non-probability convenient sampling method.

### **1.10 Tools of Research**

#### **1.10.1 Tools for data collection:**

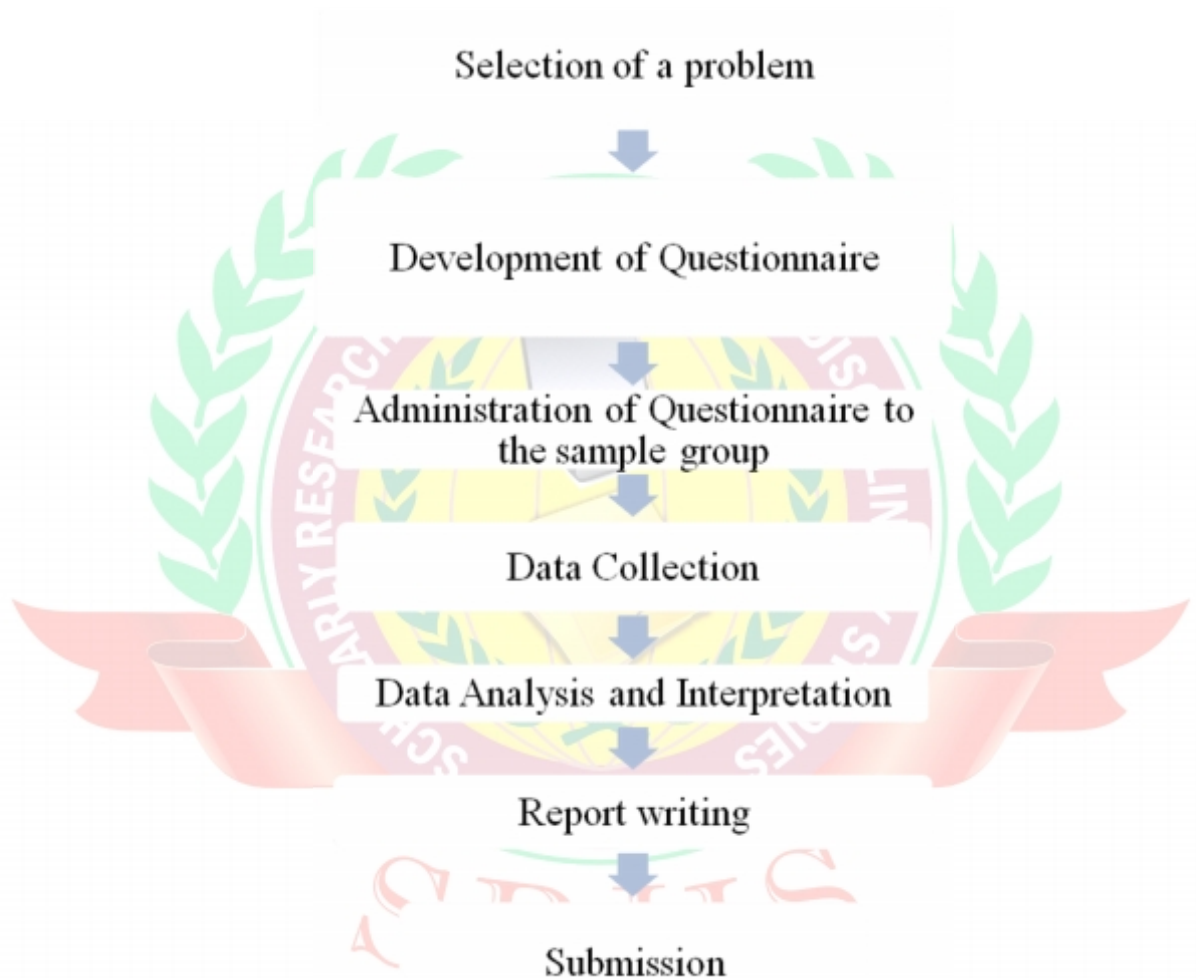
The researcher has used Multiple Choice **Questionnaire** (MCQ) for collecting the responses on Environmental Awareness.



### **1.10.2 Data Analysis tool**

The researcher has used the **percentage technique** by assigning scores to each of the options for the 15 questions in the Questionnaire.

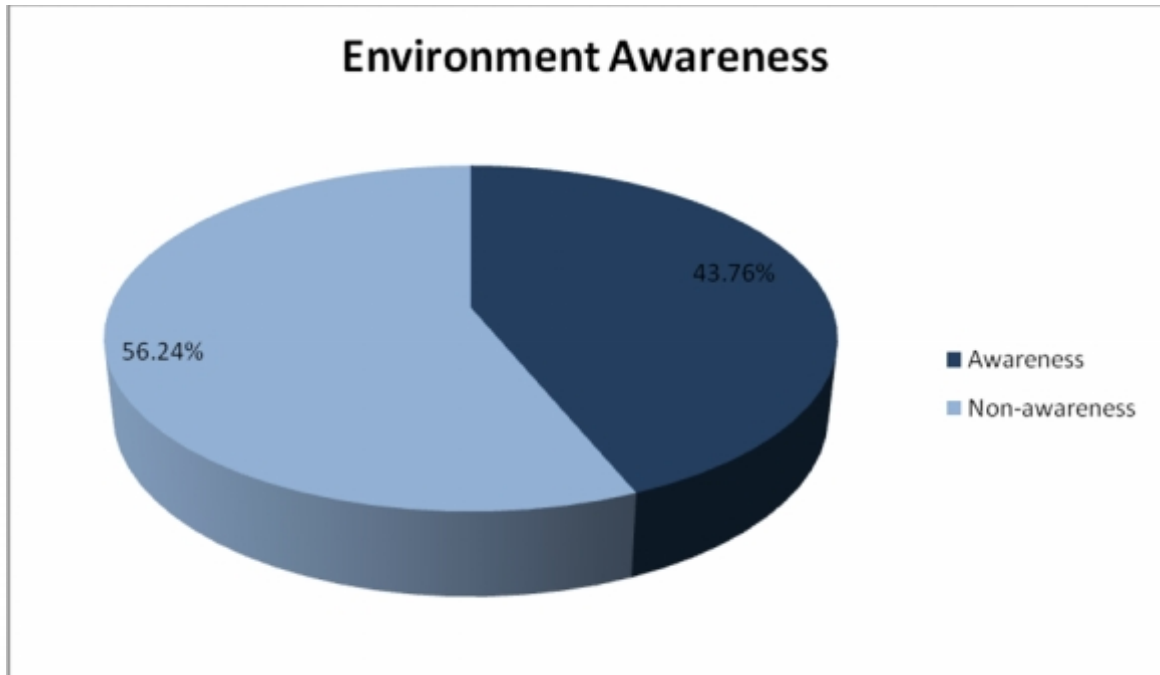
### **1.11 Procedure**



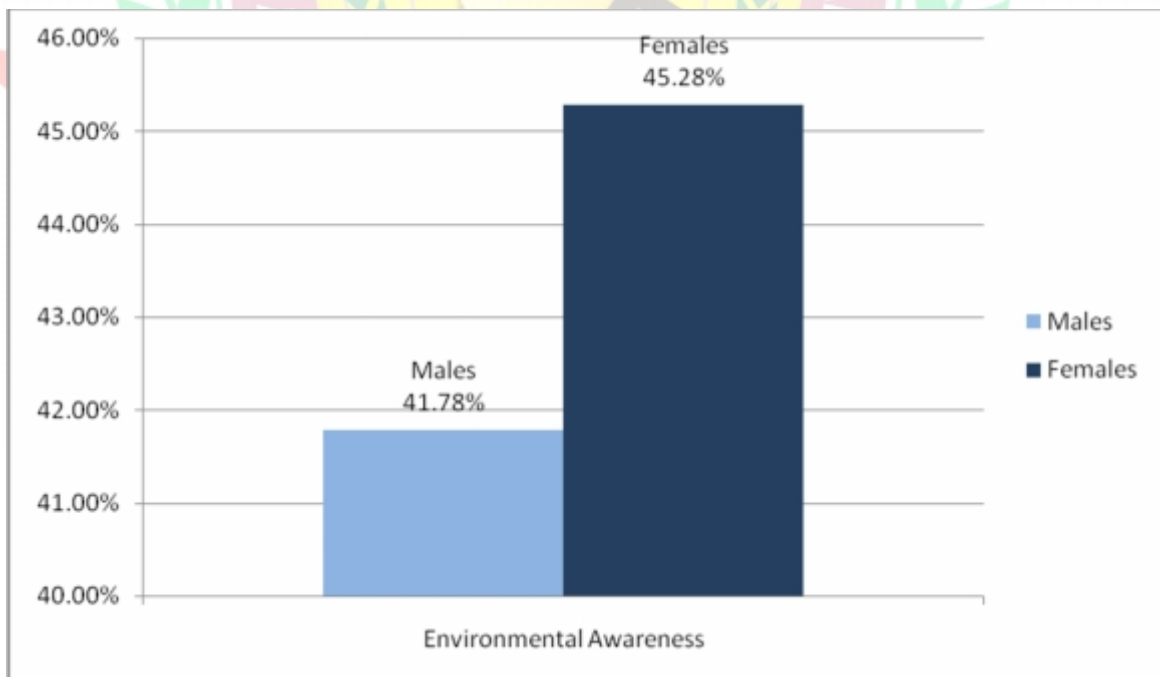
### **1.12 Results**

1. The mean of all the scores is 26.26 out of 60. It means that general environmental awareness among the adults in higher middle class families is 43.76%.

2. Among the males, environmental awareness is 41.78% and among the females it is 45.28%
3. Question-wise environmental awareness:
  - i. Awareness about segregation of waste/garbage is 60% with action.
  - ii. Awareness about the impact of Global climate change is 76.6%.
  - iii. Awareness about Urban Diversity Parks is only 30%.
  - iv. 50% people have heard about benefits of car-pooling/civic transport facilities but only 6% actually use it.
  - v. 76.6% people are interested in using organic food products but only 16% use them.
  - vi. Eco-friendly labels on consumer products are observed by only 40% people.
  - vii. Reuse, Reduce and Recycle is used by almost 53% people.
  - viii. Awareness about Genetically Modified Species is as low as 22%
  - ix. 43.3% people are aware about threatened and endangered species but do not give much importance to this issue.
  - x. 47% people have heard about the Bhopal Gas Tragedy but do not know how to avoid its replication.
  - xi. Only 43% people believe that there are laws and policies related to Environment Impact Assessment in India.
  - xii. Almost 56% people know that participatory urban governance is strongly linked with improved urban environment but do not know how to actually go about it.
  - xiii. 43% are aware that household electrical equipments pollute indoor atmosphere and are taking steps towards it.
  - xiv. 86% know about the limits of sound/noise pollution levels in the residential areas but only 43% take action against it.
  - xv. As high as 87% insist on recyclable plastic bags or paper bags.



**Graph for General Environment Awareness**



**Graph for Gender-wise Environment Awareness**

### **1.13 Discussion**

From the above results it can be said that the environmental awareness among the adults in higher middle class families is comparatively low. So there is a need to organize activities and programs related to environmental awareness.

In spite of higher rate of education among males, environmental awareness among the females is greater. So programs can be arranged at the industry level to create awareness about environmental issues and their prevention and cure.

Extra efforts have to be taken by the govt to make it compulsory for the people to segregate the waste. There can be a common distribution system for organic food products made available at a reasonable rate. Some legal action can be taken against the use of non- recyclable plastic bags. Through media people can be assured about the action due to the participatory urban governance linked with improved urban environment so that people will opine about the same.

Even though the results of the above research are based on comparatively a smaller sample it can be strongly affirmed that a govt. action as well as role of the NGOs is necessary in this aspect.

### **1.14 References**

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