

● **What is meant by environmental education? Suggest different ways to create environmental awareness among the secondary school students.**

OR

What are the different ways to propagate environmental awareness among adults? Explain.

Ans: Meaning of environmental education

Environmental education is a new area of study of the discipline of education. It is a new concept introduced in the educational system which is virtually a source of concern for educators, students as well as policy makers. It can be considered as a process of recognizing the value and conceptions of protection

and conservation of environment. According to environmental specialists any solution to the problem and crisis of environment is called environmental education which aims at developing an awareness and understanding of environmental problems and protection of environment among the people of the society. It helps in developing skills and attitudes needed to play a productive role in the society.

Environmental Education and Awareness

Environmental education should not be limited to the classroom only and it should engage people from all sections. Environmental education should be an essential part of the socio-economic development that can lead to equal opportunity and an enhanced worth of life for all. Environmental education deals with 'biophysical environments along with their social, cultural, economic and political aspects. Hence environmental education should extend front increasing awareness through communication to improve the individual's skill to actions that can lead to sustainable environment.

To create awareness on environmental aspects, communication campaigns should be planned along with developing messages and producing suitable resources and media to reach the audience. The aim of environmental awareness should focus on creating awareness in people about specific issues related to their environmental settings including living and non-living elements, e.g., land, soil, plants, animals, air, water and other humans in addition to awareness of the social and economic surroundings, and the impacts of our connections to them.

Environmental Awareness and the Community

In order to understand the environmental consequences and its effects on the community, education and public awareness should become an integral part of sustainable development programmes.

If the community member doesn't have awareness it may lead to the degradation of the environment. The empowerment of the people in the community on environmental issues not only enriches them with the environmental issues but it also helps them in realizing their faulty actions and the strategies to be adopted to conserve and protect the surrounding environment.

The community should be able to recognize the environmental problems and values and its effects on the socio-economic development and on the quality of the life of the people. This can be achieved through personally examining the environmental settings surrounding the community. Hence creating awareness and participation is fundamental to achieve sustainable development. “

Attitude and Behaviour

Attitudes and behaviour have their roots in poverty which go along with urbanization, unemployment and population growth. The basic points of Maslow's hierarchy of needs will be suitable here. Any individual will think about the issues which are beyond their existence only when their basic needs are fulfilled (food, shelter, water). In the implementation of environmental education programmes, a holistic approach should be followed; with an emphasis that healthy environment is a basic necessity.

Communication Strategies for Environmental Awareness and Attitudinal Change

Communication strategies for environmental awareness include preparing messages, resources and media to reach the public. Though the two disciplines are interlinked in communication campaign on environmental education, the process should not be confused. The behaviour of the people can be modified by awareness and changes in behaviour through communication campaigns. However, they cannot achieve the wider educational vision.

Environment and Attitude Change

Schultz (2000) believes that people's attitudes towards the environment and the type of concern they develop towards the environment, are associated with the degree to which they view themselves as interconnected with nature. People's attitude towards the environment relies on the importance that a person places on oneself, other people, and the natural environment. We can say that the attitude of the individual towards environment is based on his or her principles which will have varied value orientations and that eventually will have diverse attitudes towards the environment.

Forming Environmental Attitudes

According to Newhouse (1990), environmental attitudes are formed as a result of life experiences and not necessarily due to educational programmes designed to change attitudes. Attitudes can also be formed due to life experiences that include initial predisposition to certain behaviour together with further activities concerning that behaviour. Information is another factor which may lead to attitude change.

Strategies to Raise Environmental Awareness in the Community

Environmental awareness in the community can be promoted through strategies involving communication with community members and other related stakeholders to encourage neighbourhood environmental projects and initiatives, mobilizing the students' awareness and capabilities, recommending monetary assistance via grants, schemes for projects / initiatives that elevate community awareness and that support positive advantage on their local environment. Awareness can be developed by spreading enlightening resources and fact sheets to safeguard water, prevention, garbage disposal, climate change and biodiversity. Sustaining environmental programmes and competition, environmental talks and information, seminars that

aim on the community can be organized for creating environmental awareness. Strengthening the Environment Public Awareness includes raising environmental awareness among policy makers; providing environmental information through existing mass media; strengthening the capacity of journalists; encouragement of the private sector in the development of environmental programme development. Private companies must be encouraged to have environmental education programmes as a component of company policy.

● **How environmental awareness can be developed through education? Explain.**

Ans: Environment education should strive to change the environmental behaviour of the people by increasing knowledge on environment. Thinking and approach of the people towards the environment determines their attitudes towards it. The aim of environmental education strives to change the outlook of people towards environment rather than creating awareness for solving environmental issues.

Role of Education in Promoting Environmental Awareness

Education helps to change the beliefs and attitudes; however, it cannot change ethics or values. Education that leads to attitudes that contradicts with the people's ethics and values will not work. To have a safe environment if some people have to make sacrifices on financial security, food, or spending time with their families then those people who value those things highly reject it. But the message that doesn't require the people to reorganize their values will be easily accepted. Hence, the educational efforts which are against the ethics of the people will not succeed. Education, including formal education, public consciousness and guidance should be recognized as a process by which human beings and societies can reach their full potential. Education is significant for promoting sustainable development and improving

the attitude of the people towards on environment and developmental issues. To be effectual, education should deal with the interface of both physical, biological and socio-economic environment and human development. It should be incorporated in all disciplines, and should make use of both formal and non-formal methods and effective means of communication.

Education that is needed for sustainable environment should enable people to understand the interdependence of life on ecological aspects, and the repercussions of their actions and decisions. It helps in increasing people's awareness of the economic, political, social, cultural, technological and environmental forces which impede sustainable development; Education develops people's awareness, competence, attitudes and values, enabling them to be effectively involved in sustainable development at local, national and international level, and to work towards a more equitable and sustainable future.

Though education can bring change in the behaviour there are limitations on what it can achieve. In the short run educational approaches work only when the barriers to action are internal to the individual. Education is effective mainly with 'cheap and easily practicable behaviours. Such actions help, however, more permanent actions will have greater damage. If high cost is involved in protecting the environment there is no proof that that education alone will help to do so.

Educational programmes are more successful when they are planned according to psychological values of communication and when they openly concentrate on the relations between attitudes and actions. Even when people are being asked to act according to their attitudes, and inclined to use information, it is essential to make special efforts to get their attention and involve the recipients of the information. The external barriers such as cost, and accessibility keeps educational programmes from

reaching their goals. Education works greatest when combined with extra strategies of interventions. Hence education and other measures can proceed in synergy. The effects of both collectively are greater than from their separate effects.

Though public awareness on environmental issues is increasing, shortage of enough environmental knowledge can be an obstacle for achieving a sustainable future for mankind at both international and neighborhood levels. Hence education for environmental awareness should include,

- Knowing about the relationship between mankind and the environment, the need for natural, social and economic systems for sustainable development.
- Appreciation of the desires and right of prospective generations.
- Approving the importance of multiplicity.
- Accepting the value of life, fairness and justice issues related with the sustainable development process.
- An understanding of the earth's carrying capacity.
- Appreciation of the need for preventative measures.

Both formal and non-formal forms of education are essential in altering people's attitudes so that they have the aptitude to review and concentrate on their sustainable development issues. It is also significant for achieving ecological and moral understanding, principles and attitudes, skills and actions reliable with sustainable development and for successful participation of the people in decision-making.

● **Short note "Role of NGO's in promoting environmental awareness."**

Ans: Role of Non-Government Organizations (NGO's)

The role of NGO's in creating public awareness on environmental safety is recognized universally. A number of steps have been taken by NGO's to promote debate about environmental issues.

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Many NGO's are involved in advocacy and awareness, especially in promoting concepts such as sustainable environment, natural resource management and the renovation of ecosystem. Non-governmental organizations can also interact with the government about local environmental issues as they normally deal with the grassroots problems. They can also sensitize the policy-makers about the local needs and resources. They can operate both as an 'action group' or a 'pressure group'. NGO's by creating environmental issues can also organize public actions for safeguarding environment. They can also update the policy-makers about the interests of both the deprived and the ecosystems. NGO's can also play a significant role in providing training facilities, both at community and government levels. They can also be actively involved in research and publication on environment and development associated issues. It is essential to uphold and support authentic, small, community level NGO's in different parts of the country which can present much needed institutional support precise to the local needs.

NGO's are also concerned about organizing environmental awareness programmes in fact-finding and investigation, filing public interest litigations, novelty and experimenting in new areas, providing knowledge and policy study, providing accurate and consistent information with a system of skilled professional team, passing pertinent information to the community and governmental agencies and unity and assistance to environmental protectors.

The NGO's have played a significant role in taking initiatives for sustainable growth. NGO campaigns are the key drivers in inter-governmental dialogues, ranging from the regulation of hazardous wastes to prohibition on landmines and the abolition of slavery. Some of the environmental NGO's in India are successful the field of environment protection, conservation and sustainable development. The 'Chipko Movement' for

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preservation of trees by Dasholi Gram Swarajya Mandal in Ganeshwar and the 'Narmada Bachao Andolan' organized by Kalpavriksh, are some of the examples where NGO's have played a significant role in the society for protection of environment.

The Bombay Natural History Society (BNHS), the Worldwide Fund for Natural India (WWF, India), Kerala Sastra Sahitya Parishad centre for Science and Environment (CSE) and many other agencies are playing a major role in creating propagating environmental awareness through research as well as outreach work. CSE created awareness all over the country about the violation of permissible limits of pesticides in the Cola drinks. NGO's will have an important role to develop the patterns of growth and protecting the environment with a variety of news and actions made by the organization.

However, NGO's are facing certain challenges in disseminating knowledge on environment like shortage of trained personnel in the field of environment protection, lack of research and development facilities, financial constraints, lack of cooperation from the governmental agencies, difficulties in the mobility on account of lack of j transport facilities and environmental NGO's are facing integrity crisis with many j instances of misuse and scandals.

• **Short note "Role of media in environmental education.**

Ans: ROLE OF MEDIA IN ENVIRONMENTAL EDUCATION

The role of media in promoting environmental education is vital since the newspapers, magazines, radio, and television help people in achieving awareness. Awareness is an important process in environmental education. Through formal and non-formal education awareness about the interests of vulnerable communities can be improved. In a developing country like India,

environmental awareness can be created through elements like mass media, art, and traditional knowledge.

The media may play a major role in emphasizing on environmental issues such as sharing, governing power, lucidity, responsiveness, wider agreement, justice and comprehensiveness and answerability. It can promote superior environmental governance. The role of media is massive in meeting the necessities of the inclusive environment, and it can also operate:

- To transmit the thought and information and way of life from everyplace in the world
- To make sure the information and traditions sharing from the developed countries to the developing countries
- To persuade the people at all levels
- To reassign thoughts and culture resulting in a homogenization of commercial culture that threatens to disturb and modify the native values

Media can play a vital role to inform the masses on environmental issues through articles, environmental rallies, plantation campaigns, street plays, real eco-disaster stories and success stories of protection. In order to provide information on environmental issues to public we can see more environmental magazines, newsletters and journals, besides TV and radio programmes. Now-a-days, the programmes of radio and television consist of programmes on topics like science and natural world, plays, music and dance, besides diverse areas of concern. It has an enormous delivery time to reach audiences in homes, schools and public places.

Radio, Television, Print Media and Maps

The power of mass media to influence knowledge gain, public attitude and behaviour has been well recognized these days. Mass media (electronic and print media) are vital in creating environmental consciousness and in spreading information

amongst the people. Different information tools like radio, television and newspaper are spreading awareness related to climate change and environment protection among the people at a faster rate than personal contact. The production and distribution of printed materials such as book, magazines, newspaper and brochure may help in transfer of new information's and technologies whereas radio and television are the important tools for dissemination of quick information. Radio is even more popular among the poorest and distant communities. It is exceptionally good in disseminating messages to large audiences at cheaper prices. The information provided by the radio can highlight the issues thereby bringing positive and significant change in the people. The use of this media is very effective in producing an intellectual platform for the people. Creating sensitivity to the surrounding environment is very important as we depend on the nature to fulfill our needs.

Television can be used to improve many essential aspects of everyday life. In a country like India where there is a prevalence of high illiteracy media can play a critical role. Majority of the population feels that both radio and television as reliable and in promoting information. In India there are approximately 45 million television sets and they can act as influential means of providing information. A vast majority are having cable and satellite connections. Television has turned out to be a necessity even in poor communities. Television videos and serials can be a valuable source in the spreading environmental awareness amongst the people.