INTERNATIONAL JOURNAL OF RESEARCH IN
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       NEED/IMPORTANCE OF THE STUDY

       STATEMENT OF THE PROBLEM

       OBJECTIVES

       HYPOTHESES

       RESEARCH METHODOLOGY

       RESULTS & DISCUSSION

       FINDINGS

       RECOMMENDATIONS/SUGGESTIONS

       CONCLUSIONS

       SCOPE FOR FURTHER RESEARCH

       ACKNOWLEDGMENTS

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

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GREEN CONSUMERISM: AWARENESS OF ENVIRONMENTAL ISSUES AMONG CONSUMERS IN TAMILNADU

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ABSTRACT

Green consumerism can be described as either a highly democratic strategy to save the planet or exploitative marketing. The idea of green consumerism is very much important in this decade to popularize among all sections. More and more business and industries are joining in the green movement either out of a real interest in saving the planet or out of a desire to capitalize on the growing consumer demand for greener ways. But, however, the movement is growing at snail's pace because of lack of support from the government and people. The time has come for the people across the country to become green to save our mother earth. The government, non – governmental organization and marketers could formulate strategies to promote green consumerism only upon knowing how far the consumers are green to – day. As the greenness of consumers cannot be measured directly, their levels of awareness on major environmental issues and level grants have to be analysed objectively. The present paper is an attempt in this direction aiming to measure the level of awareness of consumers of Tamil Nadu over major environmental issues which are paramount significance to the state.

KEYWORDS

Green consciousness, Green consumerism, Green consumers, Green Products.

INTRODUCTION

Green consumerism can be described as either a highly democratic strategy to save the planet or exploitative marketing. The idea of green consumerism is very much important in this decade to popularize among all sections. Green consumerism refers to the production, promotion, and preferential consumption of goods and services on the basis of their pro- environment claims. The idea of buying eco – friendly products by the consumers is catching up to-day. The people have started buying organic vegetables and foods, ayurvedic medicines, natural dyes, natural textiles, bio – fertilizers, bio-pesticides, herbal cosmetics and green paints. As a result, more and more business and industries are joining in the green movement, either out of a real interest in saving the planet or out of a desire to capitalize on the growing consumer demand for greener ways. *But, however, the movement is growing at snail's pace because of lack of support from the government and people.* During the past few years, despite a lot of hype over the environmental issues in India, the awareness and deliberations of environmental issues is mostly confined to some areas and regimes especially metros. Soil erosion and land degradation continue to worsen and are hindering the economic development in rural India. Many areas once covered by dense forest have turned into desert due to centuries of over grazing and agricultural production. Nearly 5.3 million hectares of forest had been destroyed. India is the second highest polluted country in the world and the air pollution especially industrial pollution is increasing the public health risks and the extensive use of coal has put heavy amount of green house gases into atmosphere. The abatement efforts are also consuming a significant portion of Government's exchequer. Ministry of Environment and forests estimates that the annual cost of environmental degradation in India in the past few years is averaging about 4.5 percent of GDP.

It is an undenying fact that the people of some areas are well aware of environmental issues and take every effort to preserve environment, while others give scant respect to these issues. In the long run it is not only grievously injuring the economic development but it retards the growth of 'Green Consumerism'. The time has come for the people across the country to become green to save our mother 'earth'. The Government, non Governmental organizations and marketers could formulate strategies to promote green consumerism only upon knowing how far they are 'green' in their attitude and behaviour. As the greenness of consumers cannot be measured directly, their levels of awareness on major environmental issues and developments have to analyse objectively. The present paper is an attempt in this direction aiming to measure the level of awareness of consumers of Tamil Nadu over major environmental issues which are paramount significance to the state.

GROWING ENVIRONMENTALISM IN INDIA

Consumer organizations, civil society groups and non- governmental organizations emerge in a large number across the country with the objective of protecting environment. There have been many agitations to conserve natural habitats when dams were constructed like the Narmada Bachao Andolan. Not only this, American Enron project at Maharashtra had to face agitations for storing hazardous chemicals. The Reliance Jamnagar refinery had to face similar protest. The effect of Bhopal gas tragedy is still nagging the minds of Indians. Till date, demonstrations are going on in major cities seeking compensation for the victims. Air pollution is most severe in urban centers, but even in rural areas, the burning of wood, charcoal, and dung for fuel, coupled with dust from wind erosion during the dry season, poses a significant problem. Industrial air pollution threatens some of India's architectural treasures, including the Taj Mahal in Agra, part of the exterior of which has been dulled and pitted by airborne acids. 'Save Taj Mahal campaign' by civil society groups and environmentalist have forced the Government of India to initiate steps to protect this architectural marvel. Nano car project, a dream project of Tatas had to face similar protest in Singur, West Bengal. The project was abandoned half way and shifted to Gujarat, owing to the stiff opposition of the farmers of the area against their forceful agricultural land acquisition. 'Clean Yamuna Campaign' and violent protests of tribal people with the support of Maoists in Chhattisgarh and Jharkhand are some of the indications that whenever the actions of either Government or MNCs are detrimental to environment. Falling in line with the mainstream trend, the state of Tamil Nadu is also witnessing protests on major environmental issues. The people of coastal region of Kanyakumari are on the war path against the functioning of Kudankulam Nuclear Power Project (KKNPP). The chemical effluents from the tanneries of Ambur, Vaniyambadi and Dindigul are polluting the water, air and land. The hazardous chemical waste released by dying units in Tripur is polluting the ground water and land in and around twenty villages. Public Interest

Litigation (PIL) petitions were moved on these issues and people got temporary relief from courts. The Sterlite Copper unit in Tutocorin also got closed because of the ire of people of the area. The project of laying oil pipelines through Agri lands in Coimbatore district also met similar fate. 'Save Western Ghats' movement is gaining momentum in the state, as the Western Ghats mostly stretching across the region is being subjected to all forms of deforestation. All these are of positive signs that the environmental awareness has shot up dramatically in Tamil Nadu.

REVIEW OF LITERATURE

Allport (1935) defined environmental attitude as a mental and neutral state of readiness which exerts a directing influence upon the individual's response to all objects and situations with which it was related. Douglas J. Darymple and Leonard J. Parsons (2002) believed that the "green" movement was an answer for business to produce more environmentally safe products. The study by Henry Assael (2006) observed that in U.S., companies had taken actions to promote environmental controls towards green marketing; He pointed out that companies like Reynolds Wrap promotes recycling , while Crane Papers advertises the natural content of its products, McDonald's switched from plastic to paper wrapping and uses recyclable products to build its restaurants. Bhaskaran and Suchitra Mohanty (2008), in their research work observed that the concept of organic agriculture was very wide and holistic which was close to sustainable agriculture. Michael R. Solomon (2009) identified that firms that adopt the philosophy to protect or enhance the natural environment moved towards a segment of consumers who practice LOHAS – an acronym for "Lifestyles of Health and Sustainability". The study by Varsha Jain and Subhadip Roy (2010) addressed the concept of Ecoism from the consumer perspective. It was found that Eco-friendly products are still in a nascent stage in India (such as organic food). It is difficult for the consumers to comprehend about eco-friendly products across all categories. The study conducted by Sourabh Bhattacharya (2011) stated that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products. Selvakumar and Ramesh Pandi (2011) noted that Green Marketing was not all about manufacturing green products and services but encompassing all those marketing activities that were needed to develop and sustain consumers' eco- friendly attitudes and behaviours in a way that helped in creating minimal detrimental impact on the environment. Michael Smith (2012) stated that the Green Consumer Day was a day intended to build awareness around how even the smallest actions we take as individuals could help – or harm – the planet. Chan and Lau (2012) examined the consumers' environmental concern and explored their level of awareness about the environmental issues and found that their awareness of green issues was uneven.

STATEMENT OF THE PROBLEM

The protests and agitations in some parts of Tamil Nadu on environmental issues seem to be sporadic and hence it could not be taken for granted that the people of the state embraced greenness altogether. Despite efforts from all quarters, the Western Ghats mostly stretching across the state is subjected to all forms of deforestation. Hunting of wild animals and rare species are continuing unabated in the region. Raw sewage caused by lack of civic amenities and runoff from agricultural pesticides make water pollution alarming. Air pollution and soil erosion are threatening the healthy living of people. The prevalence of all these issues manifest the ignorance of a majority of people over environmental concerns in the state. The time has come for the people to become green. Therefore, it is a need not only to explore whether people are aware of environmental issues but also to identify the issues they are aware or unaware of. This would help the interested groups to frame policies and strategies to educate people about the environmental impacts of their actions. The pilot study undertaken in cities of Trichy and Madurai had brought to the fore the ungreenness attitude of consumers of the state. Based on the outcome of the pilot study, it is aimed to assess the level of awareness of consumers over major environmental issues and to suggest ways to bring the green movement forward.

OBJ ECTIVES OF THE STUDY

The major objectives of the study are :
1. To take stock of the major environmental issues of to-day, with the specific focus to Tamil Nadu state.
2. To know the socio – demographic characteristics of sample respondent -consumers.
3. To measure the level of awareness of consumers over the selected environmental issues and to identify the specific reasons for their poor awareness on such issues.
4. To study the association between the socio demographic variables of consumers and their level of awareness on environmental issues.
5. To offer suggestions based on the findings of the study to make the consumers of the state more green - conscious.

HYPOTHESES OF THE STUDY

The age, gender, educational status, community, occupation, family income, family size, and place of residence of the sample respondents do not influence their level of awareness on environmental issues.

METHODOLOGY

It is an empirical study aims at measuring the level of awareness of consumers over the major environmental issues in the state of Tamil Nadu. The environmental issues which are currently identified at global level are numbering 57 (Zimmer et.al). Out of these, only 25 environmental issues relevant to Indian context are taken for the present study. They are 1. Air pollution, 2. Light pollution,3. Deforestation, 4. Noise pollution, 5.Radio active contamination, 6. Forest preservation, 7. Global warming, 8. Waste control, 9. Waste disposal, 10. Eco – friendly product, 11.Resource depletion,12.Energy efficient bulbs,13.Water pollution, 14. Alternative energy resources, 15.Recycling, 16. Visual pollution, 17. Harmful household discharges, 18.Soil pollution, 19. Bio pollutants, 20. Resource conservation, 21. Depleting ground water level, 22. Nuclear pollution, 23. Species preservation, 24. Discharge from industries and 25. Reuseable containers. Both primary and secondary data are collected and used for the study.

SAMPLING

For the purpose of the study, a sample of 250 respondents are selected from the study area by following convenient sampling method. The respondents were chosen randomly from the 10 districts of the state based on their socio-economic setting.

COLLECTION OF DATA

The primary data were collected from the sample respondents by using a well structured questionnaire. The secondary data were collected through books, journals, newspapers and websites.

TOOLS FOR ANALYSIS

The statistical tools used for the study are

1. **PERCENTAGE ANALYSIS**

It is used to study the socio demographic characteristics of sample respondents.

2. **3 – POINT SCALE RANKING ANALYSIS (OVERALL)**

Three point scale ranking analysis was used for measuring the overall awareness level of respondents over environmental issues taken for the study. The scale designed as having three responses, namely 'Fully Aware', 'Somewhat Aware' and 'No idea' . the points assigned for these responses were 3,2 and 1 respectively. The maximum score was stood at 750. Based on the scale of awareness, the issues were classified into three categories namely 'Higher level' (500 and above), 'Moderate level' (between 375 and 499) and 'Poor' (below 375).

3. **FACTOR ANALYSIS**

The technique has been adopted to identify and analyse the specific reasons for the poor awareness of people over the environmental issues. There are several methods available for Factor Analysis. But the Principal Factor Method with Orthogonal Varimax Rotation applied as it is mostly used and widely available in Factor Analysis Computer Programme (FACP).

4. CHI – SQUARE TEST

To study the association between the select socio demographic characteristics of the sample respondents and their awareness on environmental issues chi – square test was used. The formula used for the study is :

$$\text{Chi Square Value} = \Sigma \left(\frac{(O - E)^2}{E} \right)$$ With (c-1) (r -1) degrees of freedom

Where, O = Observed Value
E = Expected Value

$$E = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

5. CRONBACH'S ALPHA OF RELIABILITY TEST ESTIMATES

The overall reliability of variables used in the study had been tested with the help of Cronbach Alpha model.

PERIOD OF STUDY

The sample respondents were contacted and their responses recorded during the period of January - March 2013.

LIMITATIONS OF THE STUDY

The limitations of the present study are:

1. The researcher by considering her constraints in time, cost and efforts, had selected only 250 respondents across the state, that too from 10 districts only. Therefore, the results of the study may lack replication elsewhere.
2. Samples were chosen at random by following convenient sampling method. It has its own defects too.
3. Environmental issues taken for the study area are only 25. But however International level, the issues currently identified are more than 57. The present study by confining to only twenty five, ascertaining the level of awareness on environmental issues in the study area may not be a full - fledged one.

RESULT OF DATA ANALYSIS

The results of data analysis are given in following tables.

Table 1 shows the socio- demographic characteristics of sample respondents.

TABLE 1: SOCIO - DEMOGRAPHIC CHARACTERISTICS OF SAMPLE RESPONDENTS

S.No	Socio Demographic Characteristics	Category	Number of Respondents	Percentage
1	Age	Upto 25	53	21.20
		Between 26 and 50	120	48.00
		Above 50	77	30.80
2	Gender	Male	134	53.60
		Female	116	46.40
3	Educational qualification	No formal education	77	30.80
		Schooling	84	33.60
		College	51	20.40
		Professional	38	15.20
4	Community	Forward	46	18.40
		Backward	75	30.00
		Most backward	70	28.00
		SC/ ST	59	23.60
5	Occupation	Housewives	73	29.20
		Students	57	22.80
		Self employed	67	26.80
		Govt. employed	53	21.20
6	Family Income	Less than Rs.20000	75	30.00
		Between Rs.20000 and Rs.40000	113	45.20
		Above Rs.40000	62	24.80
7	Family size	Upto3	70	28.00
		Between 3 and 5	114	45.60
		Above 5	66	26.40
8	Place of residence	Urban	116	46.40
		Rural	134	53.60
9	Source of information	Media/ advertising	60	24.00
		Local bodies	81	32.40
		Non-governmental organizations	29	11.60
		Others	80	32.00
10	Ability	Not so able	87	34.80
		Some-what able	83	33.20
		Fully able	80	32.00

Source: Primary data

Table 2 exhibits the overall awareness level of respondents over the selected 25 environmental issues.

TABLE 2: OVERALL AWARENESS LEVELS OF RESPONDENTS OVER ENVIRONMENTAL ISSUES (3 – Point Scale Analysis)

S.No	Environmental Issues	Fully Aware (n x 3)	Somewhat Aware (n x 2)	No Idea (n x 1)	Total Score	Awareness Level
1	Air pollution	549 (183)	84 (42)	25 (25)	658	H
2	Light pollution	75 (25)	76 (38)	187 (187)	338	L
3	Deforestation	528 (176)	68 (34)	40 (40)	636	H
4	Noise pollution	102 (34)	62 (31)	185 (185)	349	L
5	Radioactive contamination	12 (4)	14 (7)	239 (239)	265	L
6	Forest preservation	156 (52)	112 (56)	142 (142)	410	M
7	Global warming	213 (71)	190 (95)	84 (84)	487	M
8	Waste control	522 (174)	62 (31)	45 (45)	629	H
9	Waste disposal	486 (162)	56 (28)	60 (60)	602	H
10	Eco –friendly product	207 (69)	170 (85)	96 (96)	473	M
11	Resource depletion	105 (35)	112 (56)	159 (159)	376	M
12	Energy efficient bulbs	162 (54)	134 (67)	129 (129)	425	M
13	Water pollution	537 (179)	80 (40)	31 (31)	648	H
14	Alternative energy sources	129 (43)	94 (47)	160 (160)	383	M
15	Recycling	171 (57)	70 (35)	158 (158)	399	M
16	Visual pollution	36 (12)	52 (26)	212 (212)	300	L
17	Harmful household discharges	483 (161)	50 (25)	64 (64)	597	H
18	Soil pollution / erosion	531 (177)	70 (35)	38 (38)	639	H
19	Bio pollutants	15 (5)	8 (4)	241 (241)	264	L
20	Resource conservation	141 (47)	134 (67)	136 (136)	411	M
21	Depleting ground water level	114 (38)	102 (51)	161 (161)	377	M
22	Nuclear pollution	57 (19)	48 (24)	207 (207)	312	L
23	Species preservation	153 (51)	84 (42)	157 (157)	394	M
24	Discharge from industries	462 (154)	54 (27)	69 (69)	585	H
25	Reusable containers	123 (41)	126 (63)	135 (135)	384	M

Source : Primary data

(L – Low, M - Medium, H – High)

Table 3 shows the result of the test of reliability of variables used in Factor Analysis.

TABLE 3: RELIABILITY TABLE

Number of Scale Variables	Cronbach's Alpha
15	0.984

Source: Computed data

Reasons for poor awareness of sample respondents over environmental issues

The results of factor analysis used for ascertaining the specific reasons for the poor awareness of respondents on environmental issues are given in Table 4.

TABLE 4: ROTATED COMPONENT FACTOR MATRIX

S. No	Factors for poor awareness	Variable	Factor loading	Reliability coefficients	Eigen value	Percentage of variance
1	Lack of Individual factor	Not aware of Eco- Friendly products	0.975	0.998	4.371	29.140
		Not realizing the benefits of being Eco Friendly	0.972			
		Not advising people found to be poor in maintaining environment	0.972			
		Not reporting the environmental hazards found nearby to local authorities	0.967			
2	Business and industry factor	Abnormally using plastic materials	0.838	0.899	2.814	18.760
		Discharging excessive sewage and waste	0.838			
		Not much caring of smoke, chemical effluents , odour etc.	0.734			
		Not much knowing the effect of industrial units on health of humans and environment	0.734			
3	Local bodies factor	Representatives of local bodies not much aware of environmental issues	0.952	0.799	2.597	17.312
		Waste and garbage disposal mechanism ineffective	0.952			
		Complaints are not attended properly	0.531			
4	Poor media campaign factor	Not seen much local advertisements in protecting environmental issues	0.971	0.996	2.302	15.347
		Not much coverage given by state and national level media	0.971			
5	Ineffective laws factor	Laws protecting environment not known to me	0.871	0.973	1.381	9.208
		Law enforcing authorities are mostly negligent	0.613			
Cumulative percentage of variance						89.768

Source: Primary Data

The association between the socio – demographic variables of respondents and their level of awareness on environmental issues was studied using Chi – square test. Relevant null hypotheses were framed and the final results arrived are presented in Table.5.

TABLE 5: RESULTS OF CHI – SQUARE TEST

Socio Economic Factors	Calculated value	Degrees of freedom	Table value	Results
Age	2.805	4	9.49	Accepted
Gender	0.861	2	5.99	Accepted
Educational status	1.556	6	12.6	Accepted
Community	23.781	6	12.6	Rejected
Occupation	2.735	6	12.6	Accepted
Family income	9.500	4	9.49	Rejected
Family size	32.478	4	9.49	Rejected
Place of residence	9.917	2	5.99	Rejected

Source: Computed data

FINDINGS AND INTREPRETATIONS

From Table 1 it is evident that the respondents belonging to the category of age between 26 and 50 (48.00) , male (53.60), schooling (33.60 percent), backward (30.00 percent), housewives (29.20 percent), family income between Rs.20,000 and Rs. 40,000 (45.20 percent), Family size of between 3 and 5 (45.60 percent), rural (53.60 percent), local bodies (32.40 percent) and ability to discuss 'not so able' (34.80 percent) were dominating the sample.

Table 2 shows that in respect of issues such as 'air pollution', 'deforestation', 'waste control', 'water pollution', 'soil pollution', 'waste disposal', 'harmful household discharges' and 'discharge from industries', the awareness level of respondents were at higher level as their scores were fell above 500. In respect of issues such as 'global warming', 'eco – friendly products', 'energy efficient bulbs', 'alternative energy uses', 'resource conservation', 'depleting ground water level', 'forest preservation', 'reuseable containers', 'recycling' and 'species conservation', their level of awareness was at moderate level, as their scores fell between 375 and 500. In respect of remaining issues such as 'light pollution', 'noise pollution', 'visual pollution', 'bio – pollutants', 'radio – active contamination' and 'nuclear pollution', their level of awareness was at poor level, as their scores fell below 250 and 375.

Table 3 shows that the Cronbach Alpha Co- efficient of variable stood at 0.984. As it is greater than 0.7, it is assumed that the variables used in the factor analysis were reliable.

It is known from Table.4, that the rotated factor matrix of Factor Analysis had given five factor solutions with the cumulative percentage variable of 89.768. The First Factor (F1) (variance 29.140) contains four variables, namely 'Not aware of Eco – Friendly product', 'Not realizing the benefits of being Eco- Friendly', 'Not advising people found to be poor in maintaining environment' and 'Not reporting the environmental hazards found nearby to local authorities' and it was named as "Lack of Individual Factor". The Second Factor (F2) (Variance 18.760) contains four variables, namely 'Abnormally using of plastic materials', 'Discharging excessive sewage and waste', 'Not much caring of smoke, chemical effluents, odour etc'. and 'Not much knowing the effect of industrial units on health of humans and environment' and it was named as "Business and Industry Factor". The Third Factor (F3) (Variance 17.312) contains three variables, namely 'Representatives of local bodies not much aware of environmental issues', 'Waste and garbage disposal mechanism ineffective' and 'Complaints are not attended properly' and it was named as "Local Bodies Factor". The Fourth Factor (F4) (Variance 15.347) contains two variables, namely 'Not seen much local advertisements in protecting environmental issues' and 'Not much coverage given by State and National level media' and it was named as "Poor Media Campaign". And the last Fifth Factor (F5) contains two variables, namely 'Laws protecting environment not known to me' and 'Law enforcing authorities are mostly negligent', and it was named as "Ineffective Laws Factor". It is finally inferred from the analysis that these five factors were responsible for the poor awareness of respondents over environmental issues of the state.

From the Table 5 it is clear that the profile variables of respondents such as age, gender, education and occupation did not influence their level of awareness of environmental issues, whereas the variables such as family income, family size, community and place of residence did influence their level of awareness.

SUGGESTIONS AND CONCLUSION

The people of Tamil Nadu both at aggregative and disaggregative level were unevenly aware and knowledgeable of the various environmental issues and developments considered for the study. The Western Ghats which is mostly stretching across the state is facing serious environmental threats from four major issues such as deforestation, poor species preservation, increasing human habitation and soil erosion. Truthless laws, disconcerted efforts of government and local bodies and ineffective acts of NGO's had failed to take forward the environment - protection movement on a mass scale. It is also evidenced that the so called societal organs like local bodies, business and industry and mass media who had to play a crucial role in protecting environment failed miserably in educating and preventing public from their unmindful actions which grievously injuring environment. All these hamper the growth of green consumerism in the country.

As a species, we are doomed if we continue our current way of life of giving scant respect to environment. But it is not too late if we take responsibility individually. The government, non-governmental organizations and corporates should take efforts in their own way influencing all the sections of society by their genuine environment protection initiatives. Especially the time has come for corporates to prove their social responsibility by marketing green ideas more intensively to make people fully aware and knowledgeable of environmental problems and issues. In the words of Iain Stewart, "we are locked in a death struggle with our mother, and there is going to be only one victor, and we all know who it is".

The words of Prof. Vasant Natarajan (IIM - Bangalore) could be aptly recalled to conclude this article; he says 'We have to do something. The very survival of humankind is at stake now… Every civilization in human history has died for one reason or another, but it has atleast thrived elsewhere the conditions were different. But there is no second earth to go to when we make our planet uninhabitable.

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