

Note: - Various books of **Environmental Economics and other subjects** also available **free of cost** on **Libgen**. Students can download.

M.Com (Applied Economics)

Semester- IV

Paper- Environment and Resource Economics

Topic: Public Awareness on Environment

Introduction

As we know public awareness is the most effective and fruitful to protect our environment and it's always better than laws, rules and regulations. Because of without awareness and support of human beings, any law can't give good result. The environment sensitivity in our country can only grow through a public awareness programmes. This has several tools like- the electronic media, the press, schools & college education, adult education which are all essentially complimentary to each other green movements can grow out of small local initiatives to welcome major players in advocating environmental protection to the government.

Policy makers will only work towards environmental preservation if there is a sufficiently large bank of voters that insist on protecting the environment. Several advertising programs frequently have messages that are negative to environmental preservation. For example – several days of special environmental significance which can be continuously organised and celebrated in the social and also can be used for creating environmental awareness are as -

1- Feb 2 – World Wetland Day:

World Wetland Day is celebrated to create awareness about wetlands and their value to mankind on February 2nd 1971, the Ramsar convention on wetland international importance was signed at Ramsar in Iran. Everyone can initiate a campaign / programmes for the proper use and maintenance of wetlands in the vicinity of your city and village.

2- March 21 – world forestry Day:

This day can be used to initiate a public awareness program about the extremely rapid disappearance of your forests. Basically the program must be action – oriented and become an on - going process with activities such as tree plantation.

3- April 7 – world health day:

The WHO came into existence on this day in 1948. A campaign for personal sanitation and hygiene to understanding issue of public health, occupational health etc. can be carried out. The World Health Day is a global health awareness day celebrated every year on 7 April, under the sponsorship of the World Health Organization (WHO), as well as other related organizations. 7 April 2020 is the day to celebrate the work of nurses and

midwives and remind world leaders of the critical role they play in keeping the world healthy.

4- April 18 world heritage day:

World heritage day can be used to arrange a visit to a local fort or museum or historical buildings and our environment also includes our cultural monuments like Kumbh Mela festival / Puskar Mela so students and other people could use this opportunity to create awareness among the local people about their very valuable heritage sites / place .

5- April 22- Earth day:

Earth day was first celebrated in 1970 by a group of all people in the USA to draw attention to increasing environmental problems caused by humans on earth. Earth Day led to the passage of landmark environmental laws in the United States, including the Clean Air, Clean Water and Endangered Species Acts. Many countries soon adopted similar laws, and in 2016, the United Nations chose Earth Day as the day to sign the Paris Climate Agreement into force. This day is now celebrated all over the world with rallies, festivals, clean up, special shows and lectures also.

6- June 5 – World environment day:

World environment day is celebrated as the anniversary of the Stockholm conference on human environment in Sweden in 1972. World environment day is celebrated on 5 June every year, and is the United Nations' principal vehicle for encouraging awareness and action for the protection of our environment. First held in 1974, it has been a flagship campaign for raising awareness on emerging environmental issues to marine pollution, human overpopulation, and global warming, to sustainable consumption and wildlife crime. On this day many nations/ countries of the world gathered to share their concerns over human progress at the cost of the environment.

7- July 11 World population day:

On this day the world total population reached 5 billion on July 11, 1987. World population day is a day when the vital link between population and environment could be discussed in seminars held at colleges and other NGOs. The event was established by the governing council of UNDP in 1989. On World Population Day, advocates from around the world are calling on leaders, policymakers, grassroots organizers, institutions and others to help make reproductive health and rights a reality for all. The world population had reached 7.7 billion on year 2019.

8- August 6 – Hiroshima Day:

This day when an atomic bomb was dropped by America on the Japanese city Hiroshima during the 2nd world war. On 9th August again America dropped an atom bomb on Nagasaki. The two bombings killed between 129,000 and 226,000 people, most of whom were civilians,

and remain the first and only uses of nuclear weapons in armed conflict. It's till today negatively effect to humans and environment.

9- September 16- World ozone day:

World ozone day was organised by the United Nations as the international day for the preservation of the ozone layer. This day makes the Montreal protocol signed in 1987 to control the protection and consumption of ozone – depleting substance. The closure of the hole in the ozone layer was observed 30 years after the protocol was signed. Due to the nature of the gases responsible for ozone depletion their chemical effects are expected to continue for between 50 and 100 years.

10- September 28- Green consumer day:

Green consumer day used to create awareness among consumers about various products. The Green Consumer Day is celebrated globally on 28th September every year and it highlights the problems of consumerism and its impact on the environment. This is an area of major concern in today's global market orientated world. So students and other could talk to shopkeepers and consumers about excess packaging and a campaign or programs to use articles which are not heavily package could be carried out.

Note: *This is brief information about various environment protection days while also students advised to collect more information for the same from other sources like text books, reference books and internet search.*