APPENDIX - I

GREEN MARKETING: ECOLOGICALLY CONCERNED CONSUMERS AND THEIR CONSUMERIST BEHAVIOUR OF ENVIRONMENTALLY FRIENDLY PACKAGING WITH SPECIAL REFERENCE TO PONDICHERRY.

Interview schedule for the respondent

INSTRUCTIONS: Kindly tick the appropriate box. Kindly answer all the statements.

<table>
<thead>
<tr>
<th>SDA</th>
<th>DA</th>
<th>NO</th>
<th>A</th>
<th>SA</th>
</tr>
</thead>
</table>

SDA - STRONGLY DISAGREE; DA - DISAGREE; NO - NO OPINION; A - AGREE; SA - STRONGLY AGREE;

1. Demographic particulars

1. Name (Optional)
2. Address

3. Residence
   - Town
   - Village

4. Education
   - i) Upto H.Sc.
   - ii) Graduate
   - iii) Post - Graduate
   - iv) Others

5. Sex
   - Female
   - Male

6. Occupation
   - i) Govt. Employee
   - ii) Private Employee
   - iii) Professional
   - iv) Agriculture
   - v) Business
   - vi) Others (Specify)

7. Income per month
   - i) Below 5,000/-
   - ii) 5001/- - 10,000/-
   - iii) 10,001/- - 15,000/-
   - iv) 15,001/- - 20,000/-
   - v) 20,001/- - 25,000/-
   - vi) Above 25,000/-

8. Age
   - i) Upto 20 years
   - ii) 21 to 30 years
   - iii) 31 to 40 years
   - iv) 41 to 50 years
   - v) 51 to 60 years
   - vi) Above 60 years

9. Marital status
   - Married
   - Un Married
10. Nationality: Indian

ii. Awareness

1. Nature is the major supplier of raw materials.
2. Earth is a living organism and must be treated as such.
3. Environment has become a serious Problem.
4. Climate structure of the earth has been changing.
5. Packaging is a major contributor to the Solid Waste stream.
6. Our consumption pattern dealing with packaging degrades the environment.
7. Excess packaging is a concern on solid waste stream.
8. Scrapped durables and packaging material are the two major compounds which increase solid waste.
9. Packages thrown after consumption becomes waste and waste creates pollution.
10. Effect of Pollution is not immediately known.
11. Increasing the size and decreasing the range of package reduce solid waste.
12. Recycling the packaged materials reduces waste.
13. People suffer increasingly from dust allergy and skin eruption.
14. People’s health is affected by the remains of harmful substances in the Air.

Arrange the environmental Problem according to the order

i). Respiratory Problems.
ii). Fog
iii). High Temperature.
iv). Noise,

v). Dust wave,

vi). Air, Water, Soil contamination,

vii). Species vanishing,

viii). Global Warming

iii. **Attitude**

1. Seeing streets and Public places littered bothers me.

2. It is more important to reduce Pollution than to build up the Economy.

3. Pollution control is the responsibility of the Government.

4. I prefer to purchase environmentally friendly Products.

5. If I have an opportunity, I buy products with package which could be recycled.

6. I often recycle the products which could be recycled.

7. It is alarming that many environmentally damaging products are still finding a place in shopping and consumption.

8. I am in favour of leaving extra packaging at the check-out counter.

9. I prefer that milk and oil should be sold exclusively in refill bottles.

10. I believe my environmentally friendly action will make a change.

11. I really get worried when I see people in the super market carrying a lot of products with plastic
packages.

iv. Conservation

1. I switch off the fan, light when I leave my office.

2. I prefer Public Transport to go long distances.

3. I switch off my vehicle when I wait for a change in the signal.

4. I use minimum amount of water for my washing, and tell my servant and my children also to do the same.

5. I use a refrigerator which is CFC Free.

6. I use a washing machine which consumes less water.

v. Cultural values

1. I usually purchase more durable consumer goods to improve my status.

2. Maintaining my status is my right.

3. I have a passion for luxury, style and exclusiveness.

4. I am afraid of my position, if I do not have more no of goods.

5. I often change to new products from the old products.

6. Status and position are important for me than to save the environment.

vi. Social responsibility

1. When I buy products, I consider how my consumption
will affect the environment.

2. I am more interested in social activities which relate to social responsibility.

3. Whenever an opportunity comes I get into a Bus than an Auto (or) a Taxi, though I can afford.

4. I don't consider the environment problem as my problem.

5. Nature is an instrument to further my position.

6. Industries should redesign the packaging practices to minimize waste.

vii. Alienation & Locus of control

1. I feel shy of carrying cloth bags.

2. It is the duty of the manufacturer to provide goods with Bio-degradable packages.

3. I cannot intervene in the practice of the members of my family though it leads to environmental issues.

4. When others buy products in a harmful package I cannot restrict it.

5. My action alone will not make any qualitative change.

6. I cannot change my habit though it leads to minimize the waste.

7. I cannot change unless every one changes.

8. Nature has its own mechanism which will balance any damage done by human beings.

9. I am helpless to do anything good for the present
**Place of residence**

1. People living in urban areas are more concerned about environmental Problems.

2. I would like to keep my sourroundings clean.

3. I spend more time in leisure / outdoor activities.

4. I live in the area where the people are environmentally conscious.

5. There is a dumpyard near my residence which gives rise a lot of mosquitoes.

6. There is a pool of stagnant water near my residence.

7. I segregate the waste at the source it-self.

**Purchase intention**

1. I would purchase a product in a bio-degradable package rather than in a non-degradable package.

2. I would purchase a product with a recyclable package rather than with a non-recyclable package.

3. I buy in bulk to avoid too many packages and less frequencies.

4. I would purchase a Product with a non-traditional package design, if it meant creating less solid waste.

5. I would not bother buying a Product with less attractive package even if it leads to minimize the waste.

6. I would purchase the products in packages which are environmentally safe.

7. I would not mind switching over to other brands
products if the package reduces the waste.

8. I usually carry a cloth, nylon and string bag to market.

9. I try to avoid Products with package of polyester, virgin plastics.

10. I try to buy packages made from recycled materials.

11. I would not mind spending more for environmentally sound packages.

x. Purchase behaviour

1. Before buying, I make sure the packages I buy are labeled as environmentally safe.

2. I hesitate to change my well-tried soap just because another one is environmentally less damaging.

3. Before I buy, I look for information about the packages that are minimally damaging the environment.

4. For the sake of convenience, I carry lightweight container while traveling.

5. I abstain from using non-returnable bottles.

6. Non-availability of environmentally safe packages forces one to purchase plastic packages.

7. Before I buy, I observe the nature of packaging and I don’t mind rejecting if the product is lavishly packaged.

8. I purchase those packages which are strictly environmentally safe.

9. I strictly take tea and coffee in paper cup or glass cup.

10. I strictly use cloth bags to carry the things I buy.

Opinion and suggestion

1)
2)
3)
4)
**APPENDIX - II**

**THE MUNICIPAL SOLID WASTES MANAGEMENT AND HANDLING RULES - 2000**

**Schedule – I**

**Implementation Schedule**

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Compliance Criteria</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Setting up of waste processing and disposal facilities</td>
<td>By 31.12.2003 or earlier</td>
</tr>
<tr>
<td>2.</td>
<td>Monitoring the performance of waste processing and disposal facilities</td>
<td>Once in six months</td>
</tr>
<tr>
<td>3.</td>
<td>Improvement of existing landfill sites as per provisions of these rules</td>
<td>By 31.12.2001 or earlier</td>
</tr>
<tr>
<td>4.</td>
<td>Identification of landfill sites for future use and making site(s) ready for operation</td>
<td>By 31.12.2002 or earlier</td>
</tr>
</tbody>
</table>

**Schedule – II**

**Management of Municipal Solid Wastes**

**Collection of municipal solid wastes**

Littering of municipal solid waste shall be prohibited in cities, towns and in urban areas notified by the State governments. To prohibit littering and facilitate compliance, the following steps shall be taken by the municipal authority, namely:

- Organizing house-to-house collection of municipal solid wastes through any of the methods, like community bin collection (central bin), house-to-house collection, collection on regular pre-informed timings and scheduling by using bell ringing of musical vehicle (without exceeding permissible noise levels);

- Devising collection of waste from slums and squatter areas or localities including hotels, restaurants, office complexes and commercial areas;

- Wastes from slaughter houses, meat and fish markets, fruits and vegetable markets, which are biodegradable in nature shall be managed to make use of such wastes. Bio-medical wastes and industrial wastes shall not be mixed with municipal solid wastes and such wastes shall follow the rules separately specified for the purpose;
Collected waste from residential and other areas shall be transferred to community bin by hand driven containerized carts or other small vehicles;

Horticultural and construction or demolition wastes or debris shall be separately collected and disposed off following proper norms. Similarly, wastes generated at dairies shall be regulated in accordance with the State laws;

Waste (garbage, dry leaves) shall not be burnt;

Stray animals shall not be allowed to move around waste storage facilities or at any other place in the city or town and shall be managed in accordance with the State laws.

The municipal authority shall notify waste collection schedule and the likely method to be adopted for public benefit in a city or town.

It shall be the responsibility of generator of wastes to avoid littering and ensure delivery of wastes in accordance with the collection and segregation system to be notified by the municipal authority as per para 1(2) of this schedule.

2. Segregation of municipal solid wastes:

In order to encourage the citizens, municipal authority shall organize awareness programmes for segregation of wastes and shall promote recycling or reuse of segregated materials. The municipal authority shall undertake phased programme to ensure community participation in waste segregation. For this purpose, regular meetings at quarterly intervals shall be arranged by the municipal authorities with representatives of local resident welfare associations and non-government organizations.

Storage of municipal solid wastes:

Municipal authorities shall establish and maintain storage facilities in such a manner as they do not create unhygienic and in sanitary conditions around it. Following criteria shall be taken into account while establishing and maintaining storage facilities, viz:-
Storage facilities shall be created and established by taking into account quantities of waste generation in a given area and the population densities. A storage facility shall be so placed that it is accessible to users.

Storage facilities to be set up by municipal authorities or any other agency shall be so designed that wastes stored are not exposed to open atmosphere and shall be aesthetically acceptable and user-friendly.

Storage facilities or 'bins' shall have 'easy to operate' design for handling, transfer and transportation of waste. Bins for storage of bio-degradable wastes shall be painted green, those for storage of recyclable wastes shall be painted white and those for storage of other wastes shall be painted black;

Manual handling of waste shall be prohibited. If unavoidable due to constraints, manual handling shall be carried out under proper precaution with due care for safety of workers.

Transportation municipal solid wastes:

Vehicles used for transportation of wastes shall be covered. Waste should not be visible to public, nor exposed to open environment preventing their scattering. The following criteria shall be met, namely:-

The storage facilities set up by municipal authorities shall be daily attended for clearing of wastes. The bins or containers wherever placed shall be cleaned before they start overflowing;

Transportation vehicles shall be so designed that maniple handling of wastes, prior to final disposal, is avoided.

Processing of municipal solid wastes:

Municipal authorities shall adopt shall suitable technology or combination of such technologies to make use of wastes so as to minimize burden on landfill. Following criteria shall be adopted, viz.:
The biodegradable wastes shall be processed by composting, vermin composting, anaerobic digestion or any other appropriate biological processing for stabilization of wastes. It shall be ensured that composed to any other end product shall comply with standards as specified in Schedule-IV.

Mixed waste containing recoverable resources shall follow the route of recycling. Incineration with or without energy recovery including pelletisation can also be used for processing wastes in specific cases. Municipal authority or the operator of a facility wishing to use other state-of-the-art technologies shall approach the Central pollution control board to get the standard laid down before applying for grant of authorization.

Disposal of municipal solid wastes:

Land filling shall be restricted to non biodegradable, inert waste and other waste that are not suitable either for recycling or for biological processing. Land filling shall also be carried out for residues of waste processing facilities as well as pre-processing rejects from waste processing facilities. Land filling of mixed waste shall be avoided unless the same is found unsuitable for waste processing. Under unavoidable circumstances or till installation of alternate facilities, land filling shall be done following proper norms. Landfill sites shall meet the specifications as given in Schedule-III.

Schedule-III
Specifications for land fill sites

In areas falling under the jurisdiction of 'Development Authorities, it shall be the responsibility of such Development Authorities to identify the landfill sites and hand over the sites to the concerned municipal authority for development, operation and maintenance. Elsewhere, this responsibility shall lie with the concerned municipal authority.

Selection of landfill sites shall be based on examination of environmental issues. The Department of Urban Development of the State or the Union territory
shall co-ordinate with the concerned organization for obtaining the necessary approvals and clearances.

The landfill site shall be planned and designed with proper documentation of phased construction plan as well as closer plan.

The existing land fill site shall continue to be used for more than 5 years and improved in accordance of the specification given in the schedule.

The land fill site shall away from habitations cluster, forest area, water bodies, monuments, parks, wetlands and places of important cultural, historical or religious interest.

A buffer zone of no development shall be maintained around land fill site and shall be incorporated in the town planning departments land use plans.