INDIA : THE GOAL AHEAD

The current state of environment in India is but an indicator of the crucial juncture that the nation stands for its development, progress and prosperity. Not only has the ecological balance been disturbed by the unabated destruction of nature due to ever growing human activities, in fact development itself is symbolized by enormous pollution from various mobile and immobile sources poisoning the atmosphere at large.

In the tropical regions of the planet, mostly the developing countries like India, the problem is more acute, for it is coupled with poverty, growing population and the developing stage of industrialization and technological uplift. In such third world countries, the evergrowing rural population settled in rural as well as the urban areas (slums) depending on the burning of fossil fuel, or burning forest woods clearing land for grazing and cultivation, release more carbon dioxide into the air. Thus, deforestation has led to rapid accumulation of poisonous gases creating some kind of a dangerous window over the planet enhancing
the penetration of the hazardous ultra violet (UV) rays of the sun causing global warming (green house effect). ¹

The issue of environment could be examined in two different ways. While the environmental problems of the developed countries are primarily due to pollution caused by resource wasteful life-styles, those of the developing nations like India, are caused by pressures on natural resources for satisfying the basic needs of the large and rapidly growing population. In fact, the environmental problem of India can be clearly categorized into two parts -

- (i) problems arising from poverty, economic backwardness and underdevelopment; and

- (ii) problems arising from the hazardous or negative impact of development process. ²

The first one relates to the impact of the ever-growing pressures on natural resources, due to poverty, inadequate availability (for a large section of population) of the means of basic livelihood. The second type includes the distortion of natural resources -- raw

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² Ibid., p. ix.
materials for industrial development -- caused by low-technology based, poorly planned development programmes and the neglect on the part of vested and commercial interest group, of the long-term environmental concerns. Thus, all human activities have to be guided by the principle of environmental conservation as the integral part of the overall effort towards development.

The poverty and economic backwardness thus constitute major hurdles of growth in the third world countries. Unless these nations are aided by the developed world in terms of transfer of sophisticated technology, rapid progress based on environmental conservation would remain a distant dream.

On the energy front, of late, the developed countries are experimenting in the uses of renewable sources. In the third world nations, the principal forms of energy are solar, hydel-power and bio-energy. While solar energy can be tapped through different methods - photosynthesis, photo-voltaic and photo-thermal applications for meeting energy needs, the bio-energy

helps through the bio-gas plants\(^4\)

The ecologists in India find that land-degradation is an important environmental problem. According to a monograph of Indian Institute of Ecology and Environment, it has been mentioned that—

nearly 100 million hectares of land, almost one-third of the total area, have been affected by land-degradation caused by soil erosion, salinity, alkalinity, wind-erosion etc.

Out of 300 million hectares of land available in the country only about 150 million hectares is cropped. The productivity of the land has to increase from the present 150 MT to 275 MT in order to feed the population by the year 2000. \(^5\)

Experts are also of the opinion that deforestation and cultivation of marginal lands have led to a loss of 6,000 million tonnes of soil annually resulting in loss of productivity. It is estimated that about 13 million hectares of land has been classified as pastures but there has been a gross diversion of agriculture by poor and the rest of the land has been degraded. Fallow lands are on the increase and over-grazing has led to further degradation. \(^6\)


\(^6\) Ibid., p. 2.
On the other hand, deforestation appears to add to another problem of India's ecology. An area of about 75 million hectares of land is occupied by the forest in India. It has been source of timber, fuel-wood and minor forest products. The demand of wood has increased, deforestation has taken place and the land has been converted for agricultural purposes. Besides, the development projects such as hydro-electric and industries have depleted land resources. The estimates are that these causes have led to the depletion of forest-cover by about 19 per cent between 1971 and 1982.7

Deforestation has led to the disappearing of water availability. The "average annual water resource" of India is estimated to be about 400 million hectares metres (MHM). Further -

Out of this, however, about 300 MHM is received by rainfall during the four months of monsoon. The vegetation cover which existed in earlier times used to hold back the monsoon waters and release them steadily after augmenting the ground water. 8

Industrialization has posed a threat to water quality through effluents discharged from industries. Untreated human wastes from towns and cities have also affected the quality of surface and ground water.

7 Ibid., pp. 2-4.
8 Ibid., p. 2.
problem of air pollution is also becoming one of the severest ecological problems in India. A survey of the Indian cities has revealed problems of excessive sulphur-dioxide. Automobile pollution is becoming a problem in metropolitan cities viz., Delhi, Bombay and Calcutta. Recent updated surveys are not available to show further proliferation of the intense pollution in other cities of country. Modern scientists and ecologists are at pains to explain the remedial course for suitable technological improvement to reduce the air pollution in the cities. Various other measures have been suggested so that there is a provision for clean and healthy working conditions in factories and other industrial units.

ENVIRONMENTAL MOVEMENT IN INDIA IN TERMS OF 'MANAGING ENVIRONMENT'

Despite various sacrifices and efforts made by people of India in earlier times for protecting the environment in different ways, the environmental movement, in the literal sense of the term, for all practical purposes, had its beginning in India, in 1972.

The movement was inspired by the Stockholm Conference held in 1972. Taking stock of the progress made by the movement and the kind of challenges it faced for the future, it would be appropriate to assert that one of the major gains made during the period was the emergence of a consensus regarding the primary issues of
environment, to be tackled by the nation. In fact, our environmental thinking took its clue from the developed countries. It perceived the control of the mobile-immobile sources of pollution, and preservation of the threatened species of flora and fauna as the major environmental objectives. Two more objectives were added by the Tiwari Committee of 1979-80 and the National Committee on Environmental Planning of 1981-83, namely the prevention of any further degradation of the country's natural resources including land, water and vegetation and provision of clean drinking water and minimum sanitation level to all human settlements. These two issues became greatly relevant to India and the developing nations in general.

Indeed, the progress of the environmental movement had been marked increasingly by the growing realization that the environmental programme is no more a luxury but some thing vital for protecting the long-term survival and well-being of the nation.

In other words, it was a widely acknowledged fact that the conservation of species was not merely based on cultural and aesthetic considerations, but also


10 Rajashekhara, n. 1, p. 39.
that the preservation of genetic-diversity ensured human health and general well-being. The growing belief in the essential inter-connection of every thing in the planet, had been further strengthened by the recent advances in biotechnology.  

Another factor marking the furtherance of environmental protection has been the slow but steady evolution of institutional arrangement giving significant vent to the movement at large. The institutional arrangement could be categorized into two groups -

- (i) the governmental institutions and agencies;

  (ii) the non-profit, non-governmental, voluntary organizations.  

Among the first group are the former National Committee for Environmental Planning and Coordination formed in 1972 but later replaced by the National Committee for Environmental planning around 1984. In 1972 was created the Central and State Pollution Control Boards. Ultimately in 1980 was set up a separate Department of Environment - a product of the Tiwari Committee, formed by the former Prime Minister of India, Mrs Indira Gandhi. The movement


12 Rajashekhara, n. 1, p. 39.
had also much credibility and strength due to implementation of a number of programmes on environmental management some of which were the **Project Tiger** initiated in 1973 to save threatened species, promoting ecological balance of national parks and sanctuaries. The saving of the **Silent Valley** from being submerged by irrigation-cum-hydel project and the protection of the Taj Mahal of Agra from air pollution caused, particularly by the Mathura Refinery, and other local industries.

The ongoing environmental movement received a significant boost from two more national environmental programmes of tremendous importance, announced by the late Prime Minister Shri Rajiv Gandhi. In 1985, the cleaning of Ganga project highlighted the immediate need to control industrial and municipal pollution and the massive afforestation campaign stressing the need to make better use of natural resources. In addition, mention should be made of the late Prime Minister's extraordinary zeal to keep all the ministers well informed about the vital importance of environmental protection in ensuring the welfare of the nation.

Since 1972, the environmental movement in India had grass root orientation at large. Nevertheless,

13 Ibid., p.40.
14 Ibid., pp. 40-41.
it has over the past few years shown tremendous popular awareness regarding environmental issues not only in urban but also in the rural areas. However, for this growing ecological awareness among the people and activating them in protecting the environment, the government-departments and agencies have been largely assisted by a great many non-governmental, non-profit voluntary interest groups that have devoted their time and energy to the creation of environmental consciousness and education across the length and breadth of the country.

The environmental movement faces greater challenges as it moves ahead. The immediate ecological disaster requires the launching of a three point programme at once at war footing, in cooperation with all political parties, namely:

- stopping illegal felling of trees to preserve whatever natural vegetation the country has been left with;

- putting a halt to uncontrolled grazing of animals which not only destroys growth of young plants and grass but also leads to soil conservation; and

- conservation of water and soil to help natural regeneration and save the nation from droughts and floods.  

However, solving these problems would necessarily require immediate and active effort on the part of the government, primarily, to control unabated population growth and influx of immigrants from across the borders, which have further contributed to the nation's poverty and economic backwardness. The literacy campaign will have to be activised and broadened further including environmental education at all levels.\(^ {16}\)

A major change in strategy is necessary to halt movement of rural inhabitants into urban areas seeking gainful employment. For this, variety of rural development schemes, employment generation schemes, or development schemes, poverty alleviation schemes and a consolidated and sincere effort has to be made alongwith proper channelization of funds flow.\(^ {17}\)

A new culture for creating environment awareness has to be initiated. The traits so acquired need to be addressed to:

- Means should be kept in tune with the ends to keep in harmony;

- A readiness for change as required and for self-evaluation at each step;

\(^{16}\) Trivedi, et al., n. 5, p. 17.

\(^{17}\) Rajashekhara, n. 1, p. 203.
- An openness to criticism and evaluation by others;
- Readiness to learn from other's experiences; and
- Efforts should be made to change the mode or style of working for the people to working with the lot. 18

In India, the environmental movement seems to have climbed quite a height in recent years as compared to what it was twenty years back. This is evident from the general awakening among the public if not masses as yet, and from the activities of government as well as non-governmental organizations stepping towards the new culture. Thus right from the 'Chipko' (UP), 'Silent Valley' (Kerala), 'Appiko and Bedthi dam' in Karnataka, the fisher folk's movement in Goa, Mitti Bachao Andolan in Madhya Pradesh to the nationwide protest against the Forest Bill, a marked progress of the environmental protection, is appreciable. 19 Among major governmental activities may be included the Employment Guarantee Act of 1978 in Maharashtra - scheme for afforestation of bare forest lands by poor and unemployed people. 20

19 Shiva and Bandyopadhyay, ibid., pp. vi-viii.
20 Ibid., p. 205.
The Act provided for programmes guaranteeing employment within fifteen days of being demanded by an adult villager. It also provided for the setting up of an Employment Guarantee Fund through special taxes levied on the already employed citizens. Thus the scheme aimed not only on helping people meet their basic needs but also to increase greening of the region. The major aspects of the scheme have been:

- Providing two hectares of forest land and Rs. 150 per month for five years to the poor and unemployed for undertaking afforestation;

- On the felling of the timber (the ripe product), half of the profit to be shared with the person involved in plantation. 21

All governments must provide their citizens with a legal right to a clean, healthy environment. It is vital that every citizen in the world should have a right to challenge any decision affecting his/her immediate surrounding (environment).

In India, a major step was undertaken when environmental litigation was permitted as a matter of fundamental right to all Indian citizens. The vital contribution of the Supreme Court of India during 1980s

21 Ibid., pp. 203-04.
was to recognize that all individual and public spirited groups have a right to file cases of public interest in a law court and secondly drawing strength from constitutionally guaranteed Right to Life (Art. 21) to extend it to include a legally guaranteed right to a clean and healthy environment (Justice P.N. Bhagwati's contribution). This has greatly strengthened the right of citizens to appeal against projects threatening them. Given these systems, a number of cases have been filed in India dealing with environmental problems, created by mining, urban development, encroachment of green spaces, construction of dams, deforestation and clients to national parks. 22

India, since independence, has in the name of development through industrial growth, may have added to economic health of the nation, but at the same time has led to the infinite addition of people to the "tragic list of the absolutely impoverished". 23

The issue centres around survival. Today not a single major river in the country contains safe drinking water. The Ganga, Sabarmati, Cauveri, Jamuna, Damodar are all 'glorified sewers'.


24 Ibid., p. 12.
Most of the irrigated soils of India are contaminated by pesticides and toxic salts, the air of most Indian cities are unfit for breathing, every single dam is prematurely dying due to release of silt from deforested slopes choking the reservoirs.

The fact is that India's monitoring and enforcement systems are so lax that not only violations go unrecorded but some businessmen and politicians have gone to the extent of condemning environmental concerns as being a luxury that poor nations like India cannot afford.

Long-standing contradictions exist between the communities demanding clean environment on the one hand, and business groups asking for the right to exploit locations on the other. The effort to strike a balance on the part of planners and promoters has often shown action not following intent.

The country lacks enough responsible policy-planners and thinkers at the levels of business houses, government and voluntary sectors to understand indepth the sad story as to how the Indian technologists and agro-scientists have effected marked increase in food production to feed the ever increasing mouths of Indian population.25

The fact remains that the industrial farming techniques adopted by the country have thoroughly destroyed the rich natural resources. In fact, seven percent of the world's oil is lost through large scale farming methods and the application of synthetic fertilizers and pesticides lead to more than half of water pollution.

The 'New Economic Policy' of India has been criticized by many for being "weighted against environmental protection than ever before". The primary reason behind this is the fact that growing competition between the overseas corporations and empowered local communities at home have pushed the former to discover India as the dumping ground for industries, poisoning the nation. The tragic state of affairs exists due to choking flow of information and the vested interests (bribable) of pollution control officers.

The Union Environment Minister, Kamal Nath, thus made the following statement, regarding the unabated degeneration of the environment:

There is an increasing trend in environmental pollution...ambient air quality... in major cities indicate that...suspended

26 Ibid.
particulate matter are higher than the prescribed standards...the levels of nitrogen dioxide are increasing in urban centres...the state of environment continues to deteriorate.... 27

The Ministry of Environment and Forest began insisting on environmental impact assessment process, whereby each development agency would be forced to look into the environmental aspects of its programme and projects.

It was under Article 253 of the Constitution that the Centre enacted the Environment (Protection) Act, 1986, and Air (Prevention and Control of Pollution) Act, without consultation with the States.

The Water (Prevention and Control of Pollution) Act had been passed on request of the special states under Article 252 of Indian Constitution. The responsibility to implement Water and Air Acts rested with the Pollution Control Boards of States in coordination with Central Board. 28

Regarding hazardous chemicals (produced in the form of finished item by-products or as feed-stock)

27 Government of India, New Delhi, Document No. H 11013 (2)/90-CPW.

the Environment (Protection) Act 1986, had been given a legal basis for regulation of hazardous chemicals (explosives, petroleum, inflammable substances, arms ammunition, insecticides and atomic energy).  

Though adequate legislation had been effected for protecting the environment, integrated and requisite policies in several areas were yet to emerge - conservation and preservation of bio-diversity - more stern regulation of use of renewable (water, trees, fisheries etc.) and non-renewable (minerals, fossil fuels etc.) resources in terms of growth pattern, pricing and imports required special attention (policy measures).

All this required an urgent national consensus through creation of awareness among masses regarding environmental policy.

However, the Forest (Conservation) Act 1980, was enacted to check indiscriminate deforestation/diversion of forest land for other use. Moreover, in order to check the violation of the Act, it was further amended making the provisions more stringent in the following manner:

- No state government or any other authority can issue orders assigning any forest-land or any portion thereof by way of lease to any private person or authority, corporation, agency or organisation, without prior approval of Central Government.

- The scope of the term 'non-forest purposes' has been widened to include cultivation of tea, coffee, spices, rubber, palms, oil-bearing plants, medicinal and horticultural plants.

- Violation of the Act would be punishable with simple imprisonment for a period extending to 15 days.

- In order to reduce pressure on forests for fuel-wood, townships consisting more than 5,000 population falling in the vicinity of forests have been identified with a view to supplying them with LPG and adequate supply of kerosene oil to the towns concerned.

- The National Forest Policy 1988, envisages public involvement - NGOs and village communities - for protection, afforestation and development of degraded forests. The Indian Forest Act 1927, has been the principal legislation regulating the management of forests by the states. However, the conceptual changes in forestry over the
years has brought out the new National Forest Policy 1988, taking into account new imperatives of conservation.

- People's involvement in managing the forests as an imperative (indicated in National Forest Policy 1988) to attain forest conservation, extension of tree-cover and meeting their needs has been duly recognized. Accordingly, guidelines have been issued to State Governments envisaging schemes involving village communities, voluntary agencies in protecting, preserving and regenerating the degraded forests on the basis of sharing the forest produce. Under the scheme, eleven states have been issued usufruct orders - West Bengal, Orissa, Bihar, Madhya Pradesh, Rajasthan, Gujarat, Maharashtra, Tripura, Haryana, Jammu Kashmir and Andhra Pradesh. 30

- A new scheme has been launched to include the rural poor and scheduled tribes in regenerating the degraded forests, aiming at improvement of biomass resource base on usufruct sharing and

gainful employment basis, thereby providing a sustainable economic base to the people living therein.

The Government of India in the realm of forests adopted a few significant measures for their conservation and protection. Initially an advisory committee was set up with the amended Forest Conservation Act (1980) which was further reconstituted.

Another step was also effective in which there took place an identification of more than 5,000 population which lay within the vicinity of forests. The LPG was also supplied to various states which would reduce the pressure on forests for fuelwood.  

Guidelines were also issued to the state governments with a view to involve village communities and voluntary agencies for the regeneration of degraded forest lands. These lands were to be utilized on usufruct sharing basis.

Simultaneously modern methods of technology to control forest fire were launched. How to prevent

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such fire prone forests from being engulfed and devastated were also considered. 32 The Government of India also provided some assistance to the state governments under the scheme of "development of infrastructure for protection of forests from biotic-interference". 33 This in turn, provided protective measures against illegal felling, encroachment and grazing of cattles. Meanwhile thoughts were also given to the problem of air, water and land in some statutory fashion.

Government statement on policy for pollution abatement and measures to be taken were suggested:

- A scheme for promoting the treatment of effluents and solid waste generated by small scale industries.

- Efforts on way to fix catalytic convertors to the existing and new vehicles for curbing vehicular pollution.

- The Central Pollution Control Board has launched the programme of 'Operation Pollution Control in Delhi' for curbing pollution caused by industrial units within the state. 34

32 Ibid.
33 Ibid.
34 Ibid., pp. 7-8.
These protection measures involved:

(i) **Land**

- Protection of soil from degradation of any kind, i.e. erosion, salinisation and pollution etc.
- Conservation of land-based resources like minerals, natural resources, fossil fuels, vegetation etc.
- Conservation of land based ecological systems - hilly and mountaineous regions, streams, rivers and wetlands, forests, islands etc.
- Conservation of bio-diversity sanctuaries to enhance ecological equilibrium and future development.

(ii) **Water**

- Conservation of standard utilization of both surface and ground water to the extent of regeneration.
- Protecting the quality of water from both human and industrial sources of pollution.
- Conservation of fresh water quality from pollutants from the sea and river etc.
- Conservation of water systems like marine water, coastal water, wetlands etc.
(iii) Air

- Protection of air quality from pollution to safeguard human health and to ensure climate oriented security.

It thus appeared that in India and the United States, the social justification for preserving ecological standards had been felt with all their ramifications. Consumerism had been highlighted as one area in which environmental consciousness permeated. In the month of March "World Consumer Day" was advocated and duly observed. Various measures to streamline the consumer items had been adopted. In India a lot of debate had ensued among administrators, scientists, manufacturers and consumers regarding the specifications for consumer items. The Ministry of Environment had also mooted several schemes to standardize the 'eco-mark'.

Meanwhile, governmental efforts had successfully combined with societal ventures to evolve common strategy for ecological balances. They related to forests, population, land, consumer items and flora and fauna. Prime Minister P.V. Narasimha Rao suggested that population and its increase should be controlled for protecting the environment and other natural resources. 35

35 Times of India (New Delhi), 19 February 1992.
The conflict between men and forests and other natural resources has been the result of unchecked rise in population, said the Prime Minister.  

Hence, it was believed that dual-strategy was necessary to checkmate the degradation of environment, first, control and apply effective measures to prevent increase of population to preserve the forest and other natural resources. It had been, however, argued that sometimes environmental protection may lead to stunted-development of the society. But such arguments were based on fragile assumptions. Scientists and ecologists had proved beyond doubt that both were compatible and even complementary.

In another area where the alkaline-land had to be brought into category of green lands efforts were being directed by the governmental machinery. As one expert said, "afforestation in barren, alkaline ('user') land is like carrying a pitcher of water on one's head. One wrong step and every thing is gone".  

Plantations, fruits and other vegetation grown on such lands were illustrations of men's efforts in

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36 Ibid.  
37 Rajeev Bhartari, Head of the Bulandshahr Social Forestry Division, as reported in Times of India (New Delhi), 16 April 1992.
evolving its natural resources which lie in wasteland in abundance. The forest division was encouraging villagers on such soil for growing more trees, developing grass and such other vegetations which might serve their day-to-day requirements.

It was due to the pressure of the social forces in India that the government took some necessary steps. Indian government introduced compulsory environment auditing for industry in 1992. This was to be submitted to the State Pollution Control Board. Consumer companies are advised to carry the environment aspects in their annual report.

Another step towards the Green Consumerism had been the introduction of 'eco-mark' as the symbol of environment, friendly products. The Bureau of Indian Standards will issue this mark for several categories of consumable goods. 38

The Earthen pot denotes 'from earth back to earth' and will designate apart from those products as eco-friendly that are careful with the environment right from the procurement of raw material, the processing, packaging, waste-management, distribution, usage and finally disposal and recyclability. 39

38 "Friends of the Earth", Indian Express, 11 March 1994. Some of the description on the above-cited material has been drawn from the source cited here.

39 Ibid.
It was assumed from the above description that the eco-mark products would serve the society in making them more and more conscious of the environment. Besides such consumer items would also have marketing advantages.

The Indian consumer, however, still not very environment conscious, the environment friendliness, therefore, became an essential aspect of the social dynamics. The private corporations were increasingly inclined to realize their social responsibility. They believed that they should restore part of the healthy environment to the consumer. These companies were adopting twin strategies. One, that they would believe in a wider advertisement. Two, that they ought to promote environment friendliness in their products. The idea being that they would be very much part of the Global Green Movement. The dire dimensions of the social movements carried through the NGOs and the voluntary organizations as well as the governmental agencies were having a significant impact on these corporations. The corporate advertising cannot escape such compulsions of today's life.

The companies which had declared themselves as 'friends of earth' have realized that it was not enough to release creative advertisement showing their global
concern but the need was to go beyond into action, especially on setting their own houses right. Some illustrations to the effect need to be cited:

**Shriram Refrigeration Industries**

It is endeavouring to develop environment friendly compressors. This is done to phase out chlorofluoro-carbon that harm the ozone-layer.

**Oil India Ltd.**

It is also directing its efforts towards better waste management. Experts tell us that the formation of water that is produced along with crude oil from the oil reservoirs, is a pollution hazard if disposed off at the surface. Therefore, the water clarification plants carry the necessary processing for avoiding impurities. This has brought about immense techno-economic benefits to oil. Besides, it has also introduced energy conservation. Oil has also given emphasis to the use of solar photovoltaics and bio-gas plants in order to promote the non-conventional sources of energy.

40 Ibid.
41 Ibid.
42 Ibid.
Steel Authority of India Ltd.

It has also managed to reduce its energy consumption by over 20 per cent for every tonne of steel. This has been done by optimizing raw material consumption, reducing air and water pollution, improving steel making process and reutilizing wastes.

The Hotel Industry is also picking up the lead in such environmental matters. It appears that eleven hotel chains with a million rooms have taken up the issue to practice and promote environmental aspects in their hotel business. This has come about on the initiative of Prince of Wales Business Leaders Forum.

Welcome Group Maurya Sheraton Hotel and Towers have also taken up the issue of environmental protection. Wheels have been set into motion and special environmental cell has been created. It is called "Welcomviron". They have succeeded in adding green corners, green-garden located in the primary spot of hotel lobby and creating a green ambience.

Other hotels like Oberoi Sheraton, Ashoka Groups, Holiday Inns, Taj Group of hotels and several smaller hotel operations are picking up identical initiatives in this regard.

43 See Hotel Maurya Welcome Group brochures.
D. IONIC India Pvt Ltd.

Likewise this company also is trying to control the air pollution and drinking water from getting polluted. They are well equipped to quell the menace in its manifestations -- be it water, air, noise or solid waste. Their advertisements would go to indicate "D. IONIC systems". All set to devastate the pollution challenge anywhere.44 Such advertisements are carried out to show the environment friendliness in technology.

The company is relatively new and has young management. It offers impressive gamut of services to its prestigious clientele. Their works include treatment of drinking water, waste water, sewage water, air pollution control system, effluence treatment, electrolyc process, de-mineralization, de-flouridation, rivers-osmosis, pool-filteration, sanitisers and de-salination.45

**DCM - Toyota**

This manufacturing company is also trying to promote environment friendly automobiles. Its vehicles have the emission level of 'Dyna' well below the 1995

44 From brochures of the House of D. IONIC India Pvt Ltd.

45 Ibid.
norms as advocated by the Government of India. Hydro-carbon emissions of 'Dyna' are 1.27 per cent, carbon-mono-oxide at 4.67 per cent, nitric-oxide at 8.92 per cent and smoke density at 55 to 58. Thus the company is engaged in promoting what it regards to be environment-friendly vehicle.\textsuperscript{46}

\textbf{EICHER}

A lot of wood-packaging material is used at Eicher plants. Its sole objective being the promotion of wastelands. They have already taken up 126 acres of wastelands of the Videsh Sanchar Nigam. They have planted 6,800 trees and adequate care is taken to keep them flourishing. Besides, there are regular tree plantation activities viz., schools, health centres, community-halls and such other activity centres. World-wide funds are also promoted for wild life.

All these activities bear an index to the facts that the Indian counterparts in consumer industries, agro-based industries and other related corporations have a total emphasis on ecology. Consumer movements may have not secured a great deal of momentum in all parts of India. It, nevertheless has made its debut in sophisticated and higher echelons of consumer activities.

\textsuperscript{46} \textit{Indian Express}, 11 March 1994.
Several of the NGOs are also engaged in promoting the environmental consciousness.

**Gandhi Peace Foundation**

It was established by eminent Indians like Dr Rajendra Prasad, first President of Indian Republic, Prime Minister Jawaharlal Nehru, Vice-Presidents - Dr S. Radhakrishnan and Dr Zakir Hussain - Dr C. Rajagopalachari, Acharya J.V. Kripalani, Mrs Sucheta Kripalani, Mr Morarji Desai, and Mr Jaiprakash Narain. The principal objective of the foundation is to "carry out studies and research on teachings and practices bequeathed...by Mahatma Gandhi and to determine their relevance with respect to the problems that mankind faces today".47

The foundation, in fact, emphasises the redressal of violence. For, it is counter-productive to the cause of nature and its environment. Modern development plans have added to the possibility of degeneration in standards.

The foundation, therefore, emphasises that science and ecology should indicate the possibility of a new holistic world view.48

47 *Gandhi Peace Foundation, Deen Dayal Upadhyaya Marg, New Delhi.*

48 Ibid.
India has thus been presenting its environment issues in a mixed baggage. While pollution of air, water and land has been creating grave concerns, on the part of the government and public, the resources and technology to control such evil effects are lacking considerably. The state coupled with NGOs and such other organizations has been providing guidelines for the upgradation of the environment. There is, however, a need for environmental education as much as there is a need for socio-economic and political framework.