

PEOPLE AND ENVIRONMENT

Concerns and Challenges



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DEVELOPING ECO-FRIENDLY BEHAVIOUR AMONG PEOPLE

*Sanjose A Thomas***Introduction**

Rachel Carson in her ever famous work 'The Silent Spring' deliberated on the necessity and dire need to develop eco-friendly behaviour and practices amongst people. The need becomes all the more evident especially when we hear about erratic and broken monsoons and unprecedented change in climate and its pattern. Carson voices the need for developing an alternate life style and of the unparalleled ways and means in which an effectual change can be initiated in this domain especially as we hear these days more about sustainable development and about adaptability. Absence of this 'alternate perspective' and lack of a common social will to adapt the same has created and has generated a wrongfully and wilfully misrepresented and misarticulated way of life over a period of time.

Eco-system

The neglect and ill-conceived concern about ecosystem and ecosystem practices created some euphoria of self - hypnotic articulation that nature and ecosystem is capable of self-correction and it is unnecessary and unwarranted that any efforts are to be made to substantially change and redesign our practices so as to make it sustainable. This notion got popularity till the mid 1970's and it was only by the latter half of this crucial decade that a serious and vital after thought developed over the need to conserve ecosystem and the potential of nature for self-correction exploded as a myth. Very soon the concept 'Sustainable development' became popular and accepted and it became the buzz word of that and the subsequent decades. Many International and National organizations and conferences were held on similar topics and the signatories were mandated to implement them on a continuous basis at their respective domains of action.

The Rio Earth Summit of 1992

The Rio Earth Summit of 1992 and its major COP's all mandated for the immediate need to address all major environmental issues in one go and to reframe the global platform so as to find permanent solutions to the major ecological issues that perilously hamper the sustainability factor and destabilizes our efforts to fix the ecological problem forever in one go.

This wide ranging process of consultation and discussion coupled with laying down of focus points completely left out a major aspect. This was the need to effect life style changes among people and to develop an alternate model of development based on inculcation of eco-friendly behaviour among people. This serious lapse and lacunae in approach was identified only at a later stage that a sincere and top to bottom approach became inevitable at this juncture to deal