

# A STUDY ON ASSESSMENT OF ENVIRONMENTAL PRACTICES AND AWARENESS LEVEL OF HOSPITALITY STUDENTS GENERATED BY TRAS PROGRAM#

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## ABSTRACT

**Background:** Major issues relating to environmental pollution and depletion of valuable natural resources vary in dimension from local, regional to global levels. Taking small steps of environmental practices at primary level will help us to make a bigger change in global level. With the pellucid help of government bodies and NGOs, we can create awareness programme involving participation of common person. The study deals with Think Responsible Act Sustainable (TRAS) campaign by IHM Pusa under LEADearthSHIP (a collaboration of TERI and Genpact) to increase the awareness level of students towards green practices for a sustainable future. **Objective:** 1. To find out the awareness level of Green Initiatives taken by college among the Students. 2. To examine the difference in knowledge and awareness on sustainable activities of students after LEADearthSHIP implementation. **Methodology:** In this study, quantitative research method was used and research data was collected by online questionnaire technique. The sample comprised of 300 students of IHM PUSA, New Delhi. **Results:** The subjects had an admirable awareness level of the sustainable programmes running in the college. **Conclusion:** The competition like LEADearthSHIP among colleges helps the students to increase the knowledge, skill and attitude towards the environment. The current generation is now aware of the fact that it is appropriate time to study and execute various practices that can lead to a sustainable environment.

**Key Words:** Awareness Level, Sustainable Development, Environment, Competition, Students.

## INTRODUCTION

Untenable development in the last three and four centuries has force us to think about the present and future condition of the Mother Earth. With the rapid industrialization in 17 and 18 centuries and endless hunger for resources of humans has created havoc for other flora and fauna. Human has become the major competitor for these resources. This has led to awareness of environmental practices among the new generation. As per Sengupta et.al (2010). term “Environmental Awareness” is a broad philosophy. It is a combination of various attributes, knowledge, skill and attitude in a responsible

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behaviour. Butin and John (1987) suggested that sustainable development is development that meets the needs and aspirations of the present without compromising the ability of future generation to meet their own needs.

In [wwfindia.org](http://wwfindia.org) it was retrieved that Environment awareness topics have been included in the curriculum of the some colleges, schools and universities of the country. In 1985, Hon ble Supreme court of India on the PIL of Lawyer M. C. Mehta ruled that Article 21 of Indian Constitution guarantees each citizen “right to life” which includes “right to a healthy environment”. Further in 2003, court ordered that green curriculum to be taught in all states. In [ecology.edu](http://ecology.edu) it was found that for higher education University Gant Commission is responsible to prescribe universities a course on environment. On 17/7/2014 National Green Tribunal (Principal Bench, New Delhi) in the matter of M.C. Mehta Vs. UGC and others directed for providing compulsory environmental education throughout the country.

According to Sengupta et.al. (2010) at school stage NCERT has been developing environmental sensitivity and awareness. At college level books by UGC like, environmental studies by Erach Bharucha, are helping in order to create a sense of duties and responsibility for environment among the college students.

From [delhi.gov.in](http://delhi.gov.in) it was retrieved that currently more than 2000 Eco clubs have been established in Government, Aided, Private, Public, Schools and Colleges of NCT of Delhi. Various activities are being done by these clubs such as Motivation of students towards the plantation, conservation of resources, minimum waste generation etc. The Department of Environment token grant at 20000 rupees for undertaking various eco-friendly activities.

According to Sivamoorthy et.al. (2013) As the time cannot be reversed so to make resources available for next generation as well as for other organisms we have to act now by creating awareness among schools and colleges. The sensitizations and practice of environmental issues will improve the current environmental conditions. To initiate this step TERI and GENPACT has created a youth initiative programme LEADearthSHIP in 2013 that aims at creating and empowering the next generation of youth leaders to contribute meaningfully to the achievement of sustainable development goals and play a proactive role in building a low carbon society.

TERI (The Energy and Resources Institute) is a not-for-profit research institution engaged in a number of research and awareness generation activities on environment, energy, climate change, education and communication. GENPACT (Generating Business Impact) is global leader in digitally powered business process management and services.

Institute of Hotel Management, PUSA, New Delhi participated in LEADearthSHIP programme under the name of TRAS (Think Responsible Act Sustainable) for which the objectives were: (a) To create awareness among students regarding sustainable consumption, (b) To optimize the usage of resources

in the Institute, and (c) To minimize the waste generation in the Institute. After the implementation of TRAS, IHM PUSA has taken or modified various green initiatives which include sewage treatment plant, rain water harvesting plant, solar water heating, vermin compost, noise free generators, recycling papers etc. In order to ensure that students are also aware of these green practices various programmes has been done like Training, Painting Competition, Debate, Posters, Inspection Teams etc.

The specific objective of this study was:

1. To find out the awareness level of Green Initiatives taken by college among the Students.
2. To examine the difference in knowledge and awareness on sustainable activities of students after LEADearthSHIP implementation.

## **METHODOLOGY**

The study was based on the exploratory survey as the students studying hotel management were identified as sample.

The method of sampling design was simple random probability. This research study was designed to examine the difference in knowledge and awareness on sustainable activities of students after LEADearthSHIP implementation.

Total 54 respondents (n=300) of Institute of Hotel Management, PUSA, New Delhi were approached to fill the questionnaire. The researcher identified and distributes the questionnaire link to the sample. The questionnaires were administered by the scholar himself. 35% were female students (105) out of total respondents.

The tools used for the data collection (structured and direct) were general Performa. The self prepared questionnaire was administered in a web-based format. Links to the survey, hosted on Google Docs, were messaged to participants either by the researcher.

The modified questionnaires were pilot tested to detect problems with coherence and wording of the survey. The pilot test group consisted of 10 students. The pilot testers were asked to complete the questionnaire as well as provide feedback regarding clarity. After analysis of the pilot test data, a few minor modifications were made with the formatting of the questionnaire, including a change of format for some directions, a redesigned webpage and addition of a progress tracking mechanism.

## **RESULTS AND DISCUSSION**

On the basis of data collected in questionnaire from 300 students, data was compiled and analysed to find out various results.

About 98.3% students are aware of the sustainable programme running in the college after the implementation of TRAS which was 53.1% before the implementation. A significant increase of in

the awareness level has been observed. About 96.3% of the respondents know the TRAS campaign name running LEADearthSHIP (under TERI and GENPACT). 87.1% of the respondents are aware of the notice board of the TRAS. About 96.6% respondents watched the presentation on sustainable consumption on E-notice board. Also with use of social media to create awareness, about 92.6% respondents are actively participating in the activity of Facebook page of the campaign. About 90.7% respondents are aware of the vermicomposting process. 88.1% respondents are also aware of the “walk and talk” activity (which basically saves electricity of hostel for one hour each day). 79.7% of the respondents are aware of the use of biodegradable products in laundry. Respondents are also aware of the Sewage Treatment Plant (100%) and Rain Water Harvesting plant. Respondents agree (83.1%) that the training session has benefitted them.

Kumar and Saha (2010) suggested that increasing number of teachers in the eco-clubs will significantly increase the awareness. Practical work should be incorporated with the curriculum. According to Sivamoorthy (2013) more practical oriented programmes must be designed for students.

## **CONCLUSION**

Training on the sustainable consumption of resources helps to improve the awareness level. So a proper approved training material is recommended for all the colleges and schools. Continuous brainstorming of the new ideas helps to create new horizon in this fields. Proper check on the wastage can also reduce the wastage very drastically. Taking lessons from case studies will help the institutions to build the various awareness programmes. A full subject such as environmental studies should be in the curriculum in the colleges and approved by UGC or governing body. Further Field visit and field work helps to create awareness. Collaboration with NGOs and green campaign by various organisations with college students will help them to further understand the nature in a practical approach and will create many innovative ideas.

The TRAS and LEADearthSHIP programme under TERI and GENPECT has increased the perception of the sustainable development within students due to an environment of competitiveness among different colleges for the optimum sustainable consumption. These type of competitions increases the awareness level among the students and thus this helps to protect the resources for our future generation. It should not be mere a study, rather it should become part of their life. It can be achieved through the help of NGOs who are working on environmental issues, social activists, government and Social Work professionals. That is to say students from various disciplines have to work together to create better environment. Now the study of environment education with moral philosophy should become a peregrination in order to reach a sustainable development step by step.

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