

**A STUDY ON PERCEPTION OF HOUSEHOLDS TOWARDS
ENVIRONMENTAL POLLUTION CONTROL MEASURES WITH
SPECIAL REFERENCE TO CHENNAI CITY**

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ABSTRACT

Environment is a complex subject its, components like, air, water and land are treated as freely available. It is quite complex to evaluate natural resources. The natural resources constitute the Lion's portion of the environment. The plentiful nature of the resources till now has made people take it for granted. But the growing population, and the increasing industrialization, slowly but steadily, have mounted the pressure of increasing the demand on these natural resources. This has resulted in a dramatic change of natural resources from abundance to scarcity. The present study was carried out to study about the perception of the household towards environmental protection measures taken by the Government in Chennai District

Keywords: Environment, Natural resources, Environmental Protection, Measures and Industrialization

INTRODUCTION:

Thus, rapid industrialization and a growing population exert pressure on the availability of natural resources and the natural cycles, which restore ecological and environmental balances. There are two types of natural resources viz., exhaustible balances and inexhaustible resources. The growth process causes continuous and inexhaustible resources. The growth process causes continuous depletion of exhaustible natural resources and degradation of the quality of inexhaustible natural resources. In so far as exhaustible natural resources (ENR) are concerned, the concept of sustainability is irrelevant, as with the use of these types of resources, the stock is

going to be exhausted sooner or later in the case of inexhaustible resources. However, the present generation can think in terms of maintaining its quality. There is a school of thought, which considers it the moral responsibility of the present generation to hand over their natural resources to the future generation in the same form and magnitude as has been inherited from their forefathers.

OBJECTIVES OF THE STUDY

The study is undertaken with the following objectives.

1. To study the factors leading to environmental degradation in the study area.
2. To study opinions of the general public about environmental pollution control measures.
3. To offer suggestions to overcome the problems of environmental protection.

SCOPE OF THE STUDY

The study was carried out in Chennai district. The study covers the public residing in this District. Care was exercised to include people from all walks of life. More particularly, residents near the industrial areas were selected to ascertain the effects of industrial pollution on households. However, people residing in the city as well as in rural and remote areas were also contacted. Suggestions are made based on the opinions given by the public and the industries and also based on observations made by the urban field researcher in the factory, areas near the industries visited and the urban and rural conditions prevailing. Even though, some of the green category of industries may be of a polluting nature, yet the pollution control board categorises them as non – polluting industries and, hence are not included in the study.

REVIEW OF LITERATURE

Zhou, Y., & Shen, H. (2019)¹ means to consider the new arrangement – talk for natural insurance – advanced in the second 50% of 2014 to be the exogenous occasion and embraces PSM and DID to confirm whether and how the focal government's instrument of supervision of ecological authorization improves firm natural execution and uncovers the small scale impact and working component of the supervision of ecological requirement. The analysts initially select sensible benchmark groups for target

¹Zhou, Y., & Shen, H. (2019). Supervision of environmental enforcement and corporate environmental performance: Evidence of quasi-natural experiment from talks on environmental protection. *Nankai Business Review International*, 10(1), 42-66.

locale by methods for PSM, at that point apply DID to contrast partnerships in the treatment gathering and those in the benchmark group for the difference in ecological execution when the discussion for ecological assurance, in order to assess the smaller scale level impact of such chats on corporate natural execution; from that point forward, the examination looks at the working component of such chats on corporate natural execution; at that point, it goes above and beyond to discover the ecological effect of such chats on enterprises of various natures of property right. It is found from the exploration that the discussion for natural security will successfully improve the ecological exhibition of enterprises in the objective locale, and the improvement of natural execution in state-possessed companies in the objective regions will be progressively clear. Be that as it may, such enhancements, to a limited degree, are accomplished by lessening the yield worth, and companies don't increment ecological speculations from a long haul point of view. To begin with, the objectives of the discussion for natural security are essentially principals of city governments; however the examination extends the extension to the entire region because of the little example at the metropolitan level. Regardless of confirmations demonstrating that such a weight of supervision impacts the entire territory, the outcomes acquired dependent on the information at the civil level will be precise. Second, the examination chooses a moderately short research period. Third, because of the restricted information on corporate ecological execution in China, the examination chooses just recorded organizations from key observed and controlled firms by state. In the first place, for the focal government, natural approach making isn't the finish of its activity; it will likewise manage neighborhood governments' work at ecological administration and appropriately handle its association with nearby governments. Second, for the nearby governments, over the span of executing ecological strategies, they ought reinforce law requirement as well as keep the progression of law implementation to abstain from moving law authorization. Third, over the long haul, enterprises must beginning from the wellspring of creation to upgrade ecological administration and make cleaner generation, in order to continue boosting corporate seriousness and their capacity of battling dangers. To start with, the examination imaginatively gives observational proof about the impact of China's supervision of natural implementation. Past examinations on this theme are for the most part hypothetical conversations just, while this exploration makes the discussion for natural security the exogenous occasion about the supervision of law requirement and accomplishes achievements in exact investigations of authoritative authorization supervision. Second, the exploration pushes the examinations on the usage impact of ecological arrangements from a medium level to a smaller scale level. Third, the examination accomplishes a few leaps forward in the information for estimating corporate natural execution.

Humphreys, D. (2016)² Strategy reconciliation is a procedure by which a specific arrangement, and the destinations, standards and qualities on which it is based, is purposefully coordinated into an entire – a more extensive and increasingly all encompassing arrangement of strategies – where the previous didn't beforehand exist. We may consider this entire the number, a term utilized in arithmetic for an entire number. The number indicates the more extensive arrangement of approaches of a country or political framework and the arrangement of instruments used to advance and actualize these strategies. We may call what is to be coordinated the integrant, a term used to mean a piece of an entirety. The integrant might be characterized as a specific arrangement and the arrangement of instruments used to advance and execute that approach which, it is proposed, ought to be coordinated into a number. So natural approach coordination is an arrangement procedure to incorporate a stipulated integrant (an ecological strategy) all through a whole number (a more extensive arrangement of strategies). Natural approach joining is above all else a standardizing venture that looks to move the regulating vector (the general regularizing 'pull') of the whole number on to an increasingly supportable premise. Be that as it may, the degree to which natural approach coordination can be effective in doing this is constrained when integrants are formed and impacted stomach muscle initio by the standards and estimations of the whole number. The paper contends that contemporary ecological approaches are commanded basically by neoliberal standards. The outcome is that while natural arrangement combination has accomplished some restricted triumphs it is a basically reformist methodology that takes as its place of flight standard strategies that routinely debase the earth.

METHODOLOGY

The following methods have been used in the present study:

- The study is based on both primary sources of data and secondary sources of data.
- Two types of questionnaires were designed and administrated with industrialists and the general public.

²Humphreys, D. (2016). Integers, integrants and normative vectors: the limitations of environmental policy integration under neoliberalism. *Environment and Planning C: Government and Policy*, 34(3), 433-447.

- The study has been, both, descriptive and analytical. Simple percentage analysis, chi-square tests have been used in the study. Chi – square technique has been used to test the hypotheses formulated for the study.

SAMPLING DESIGN

Public respondents numbering 70 were selected at random from the study area. Simple random sampling method was used to collect the data from the general public.

DATA ANALYSIS AND INTERPRETATION

Table 1: Descriptive analysis of Respondents

		Frequency	Percent
Gender	Female	34	49.3
	Male	35	50.7
Age	18-35 years	32	46.4
	36-55 years	22	31.9
	Above 55 years	15	21.7
Marital status	Married	67	97.1
	Unmarried	2	2.9
Occupation	House wife	2	2.9
	Business	23	33.3
	Employed	44	63.8

Source: Primary Data

From the above table, it can be concluded that 51% are male, 46% of respondents belongs to 18-35 years age category. It can also found that 97% respondents are married. 64% respondents are employed.

Independent T-Test

This is used to measure the association between the gender and perception towards environmental protection measures.

Ho: There is no significant difference between perception towards environmental pollution control measures by male and female respondents.

Table 2

GENDER	N	MEAN	Std. Deviation	T value	Sig. Value	Remarks
Female	34	2.441	0.899	0.133	0.716	Hypothesis is accepted
Male	35	2.589	0.890			

Source : Primary Data

Ho: There is no significant difference between male and female respondents and effectiveness of environmental pollution control measures.

Table 3

GENDER	N	MEAN	Std. Deviation	T value	Sig. Value	Remarks
Female	34	2.277	0.751	0.403	0.528	Hypothesis is accepted
Male	35	2.608	0.848			

Source : Primary Data

One way ANOVA:

One way ANOVA has been used to determine the statistical difference between Age group and perception towards environmental pollution control measures as well as Effectiveness of environmental pollution control measures.

Ho: There is no significant difference between the age of respondents and perception towards environmental protection measures .

Table 4

Age	N	Mean	Standard Deviation	F value	Significant Value	Remarks
18-35 years	32	2.544	0.819	0.566	0.570	Hypothesis is accepted
36-55 years	22	2.618	0.958			
Above 55 years	15	2.307	0.965			

Source : Primary Data

Ho: There is no significant difference between age of respondents and effectiveness of environmental pollution control measures.

Table 5

Age	N	Mean	Standard Deviation	F value	Significant Value	Remarks
18-35 years	32	2.308	0.690	0.853	0.431	Hypothesis is accepted
36-55 years	22	2.578	0.972			
Above 55 years	15	2.543	0.810			

Source : Primary Data

SUGGESTIONS

Based on the above analysis the following suggestions are offered for environmental pollution control measures by the respondents

- In every environmentally sensitive areas, industry public co-ordination committee may be formed which can seek the co-operation of the public and the industry for solving environmental issues of that area.
- Fines and penalties can be levied to the households to avoid usage of plastics and to protect the environment.

- Majority of the public responses indicates that, industries located near their residence are polluting. To avoid this, permission for sitting of industries near residential areas to be stopped.

CONCLUSION

The study covers the Environmental pollution control measures provided to households in the study area. Cleanliness of the environment is very important which helps the people from infections and diseases and the facility of clearing garbage's must be improved. Anyway they are not neglected to stick - pointing the zones which require further enhancement. It is emphatically felt that the discoveries of this examination will help the area to distinguish the quality and feeble spots of Environmental protection Measures and to enhance the equivalent in future. The discoveries, specifically, will encourage the Environmental protection measures to reinforce further in those zones where they are very much valued and cure the territories where they have fizzled. It is additionally trusted that the discoveries will positively help the other areas likewise to survey and adjust, if fundamental, will absolutely build the fulfillment of residents and furthermore the general public on the loose.

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