Environment and Society

Environment - Introduction

Environment as the term itself indicates is anything that surrounds or environs us. Environment in this sense is made of all those things which though distinct from us affect our life or activity in some way. It consists of all surroundings and influences, whatsoever that are present whenever an event occurs.

The relation between individual and society is very close. Essentially, “society” is the regularities, customs and ground rules of antihuman behavior. These practices are tremendously important to know how humans act and interact with each other. Society does not exist independently without individual.

Humans have needed to be sensitive to their surroundings to survive, which means that we have an innate awareness of our environment and seek out environments with certain qualities.

First of all, humans have a strong need for safety and security and look for those attributes in their environment. We also look for physical comfort, such as an environment with the right temperature. In addition, we seek an environment that is psychologically comfortable: for example, environments that are familiar, but offer the right amount of stimulus.

Environment can roughly defined as “the sum total of all conditions and influences that affect the life and development of organisms. Life originated and flourish on earth because of the environment. Every organism influences its environment and in turn gets influenced by it. We are an integral part of the environment.

Among all living organisms man influences environment the most and can also modify the environment to some extent as per his needs. Changes in environment affects us. Man has been influencing the environment since the beginning of human civilization through his activities.

Rapid population growth, industrialization, faster modes of transport, urbanization and increasing human activities has contributed to the pollution of environment. Environmental pollution has several impacts on society.

Environmental pollution causes serious problems like global warming, depletion of ozone layer, extinction of biodiversity etc. Large scale degradation of the environment not only causes pollution but may jeopardize the very existence of human society.

There is no end to human needs. Desire to develop is one of the basic need of human beings. To satisfy his increasing needs and to develop man has been exploiting nature vigorously which led to serious environmental degradation and pollution. This may have the following impact on society.

1. Environmental pollution resulted in increase of temperature of atmosphere which resulted in global warming.
2. Air pollution resulted in depletion of ozone layer which causes multiple health hazards.
3. It may lead to acid rain and smog.
4. It spreads different kinds of diseases in society.
5. It affects the fertility of soil and resulted in food shortage.
6. Environmental pollution is a formidable threat to the quality of life and put a check on development process.
7. It fosters environmental awareness among different sections of society.
8. It leads to climate change which affects production and life style.
9. It disturbs terrestrial ecosystems.
10. It led to frequent occurrence of environmental disaster and there by brings changes in society.
11. It puts renewed emphasis on non-conventional energy sources.
12. It creates need for proper planning and efficient environmental management.
13. Economic development is replaced by sustainable development.
14. It creates need for conservation or protection of environment for a healthy living.
15. It creates need for compensating afforestation on the patita or non-forest lands.

Crisis and Responses:

Life originated and exists on earth because of environment. Because environment provides all necessary conditions of existence. No living being can survive without its environment. All living organisms influence its environment and in turn get influenced by it. But man being the most intelligent creature interacts with the environment more vigorously than other organisms.

With the rapid growth of population demand for materials increases rapidly. Industrialization and urbanization further worsens the situation. It forces man to exploit nature mercilessly. He devastated forests by cutting trees, killed

animals, pollutes the air, water and soil and upset the ecological balance. All this resulted in pollution of environment and environmental crisis.

Environmental crisis refers to a catastrophic situation in which the normal pattern of life or ecosystem has been disrupted which needs timely interventions to save and preserve environment. It may be due to manmade causes, accident or negligence and result in substantial damage to or deflection of environment. Environmental crisis causes natural disaster and seriously affects life, economy, agriculture and food security. Hence it is one of the greatest concern of the world community. The cost of environmental crisis is too heavy to bear.

The threat to environment arises from different sources such as (1) the need to meet the increasing energy requirements (2) the impact of industrialization (3) the effect of expanding urbanization (4) the challenge of managing the huge quantities of solid waste. (5) to meet the increasing requirements of huge population.

Some of the environmental crisis of the present day are global warming, greenhouse effect, climate change, acid rain, ozone depletion etc.

Global warming

Global warming is one of the much talked about environmental crises of the recent years causing concern all over the world. Continuous increase in the emission of Co, from different sources into the atmosphere affects the heat balance of the earth. Continuous increase in the concentration of greenhouse gases in the atmosphere trap more heat and prevents the heat from the earth's surface to radiate back to the outer space.

This increases temperature of atmosphere. This increase in the global mean temperature is known as global warming. Global warming is an effect of continuous increase in the concentration of greenhouse gases. The increase of Co, concentration in the troposphere led to the increase of temperature. This phenomenon of increasing temperature of earth's atmosphere along with the increase in the concentration of $CO_2$is called as global warming.

Greenhouse Effect:

Greenhouse effect is another environmental crisis facing our world. Chlorofluoro carbons (Co_2) carbon dioxide, Methane (CH_4) and Nitrous oxide (N,0) are called as greenhouse gases. The increased concentration of greenhouse gases in the atmosphere has brought changes in the environment. The amount of heat trapped in the atmosphere depends on the concentration of greenhouse gases and the length of time they remain in the atmosphere.

The lower level of atmosphere traps heat by a natural process due to the presence of greenhouse gases or radiatively active gases. This is called greenhouse effect. The increasing concentration of greenhouse gases in the atmosphere would trap more and more long wave radiations or heat which resulted in enhanced greenhouse effect. This increased greenhouse effect increases the global temperature and resulted in global warming. The increasing concentration of greenhouse gases is now a global concern.

Climate Change:

Climate refers to the average weather condition of an area. It ordinarily refers to the changes in climate. It includes seasonal variations, atmospheric conditions and weather extremes averaged over a long period of time. It is a truism that any small changes in climatic condition may affect agricultural production, pattern of rainfall, wind flow and migration of animal. Increased human activities along with rapid population growth are mainly responsible for changes in climate. Increasing concentration of greenhouse gases and global warming upset the delicate balance between various components of environment and upset the hydrological cycle which resulted in climate change in different regions of the world.

Acid Rain:

Acid rain as the name implies is the acidic water received by the earth through rain. Lightning produce oxides of nitrogen naturally. Nitrogen oxides are a group of primary pollutants which are produced by automobile during combustion of petroleum. Oxides of nitrogen and sulphur and also produced during combustion of coal in industry.

Save the Environment

20 Easy Ways You Can Contribute To Save the Environment

We keep hearing about environmental pollutions, global warming every day; but very few of us take actions to protect our environment, our planet. Have you ever thought how you can contribute?

Here is a list of 20 ways you can contribute to save the environment:

1. Try to be careful using water, gas and electricity. Make sure you don't waste water, switch off electric and electronic machines when not necessary and use gas only as little as you need.
2. Consider installing skylights and solar tubes and switching to LED or compact fluorescent light bulbs.
3. Use air conditioning units as less as possible or consider not using at all because it uses a lot of electricity.
4. From time to time, check for leaks in your home's gas and water lines and repair as required to ensure no water and gas is wasted.
5. Try to use the products that can be easily recycled and avoid using products that generate a lot of waste. Consider avoiding disposable products.
6. Make a habit of recycling products and using products that are made of recycled materials.
7. Consider buying products from companies that have eco-friendly policies and avoid the ones without any such policies.
8. Try to use less packaging products because different packaging products are the largest contributor to our municipal solid waste stream.
9. Do not waste food. Make sure you cook only as little as you eat. Try conserving the leftover food and eat that in your next meal. This will allow you to keep your personal expenses low at the same time will lessen the pressure of producing more using our natural resources.
10. You can change your transportation habits as well. Consider walking and using bicycle for local trips. Consider using mass transports such as public bus instead of using a private car.
11. Consider making use of rainwater. Rainwater can be used effectively in different purposes.
12. Give a lift to one of your colleagues if you drive alone to your office.
13. Avoid air travel because it generates 3 times more carbon dioxide per passenger than rails.
14. Consider coloring your home's roofs white to ensure you need less energy to lightening your rooms.
15. Plant trees in your neighborhood as many as you can. Take care of the plants and make your neighborhood animal and wildlife friendly.
16. Join an environmental movement; make people aware of different negative environmental impacts of their activities. Join an environmental movement to make necessary changes to the national and global policies.

17. Teach and encourage people to conserve natural resources.
18. Try to use less paper because papers are made from trees. Re-use file folders and envelops. Copy or print on both sides of papers.
19. Consider using cloth diapers instead of paper diapers.
20. Try avoiding using electric exercise machines.

Waste Management

Solid Waste Management

Solid waste management is an alternate term for garbage management. As long as humans have been living in settled communities, solid waste, or garbage, has been an issue, and modern societies generate far more solid waste than early humans ever did.

Daily life in industrialized nations can generate several pounds of solid waste per consumer, not only directly in the home, but indirectly in factories that manufacture goods purchased by consumers.

The broad categories of garbage are:

i. Organic waste: kitchen waste, vegetables, flowers, leaves, fruits.

ii. Toxic waste: old medicines, paints, chemicals, bulbs, spray cans, fertilizer and pesticide containers, batteries, shoe polish.

iii. Recyclable: paper, glass, metals, and plastics.

iv. Hospital waste such as cloth with blood, syringes.

Effects of Solid Waste Pollution:

Municipal solid wastes heap up on the roads due to improper disposal system. People clean their own houses and litter their immediate surroundings which affect the community including themselves.

This type of dumping allows biodegradable materials to decompose under uncontrolled and unhygienic conditions. This produces foul smell and breeds various types of insects and infectious organisms besides spoiling the aesthetics of the site. Industrial solid wastes are sources of toxic metals and hazardous wastes, which may spread on land and can cause changes in physicochemical and biological characteristics thereby affecting productivity of soils.

Toxic substances may leach or percolate to contaminate the ground water. In refuse mixing, the hazardous wastes are mixed with garbage and other combustible wastes. This makes segregation and disposal all the more difficult and risky.

Various types of wastes like cans, pesticides, cleaning solvents, batteries (zinc, lead or mercury), radioactive materials, plastics and e-waste are mixed up with paper, scraps and other non-toxic materials which could be recycled. Burning of some of these materials produces dioxins, furans and polychlorinated biphenyls, which have the potential to cause various types of ailments including cancer.

Methods of Solid Wastes Disposal:

i. Sanitary Landfill

ii. Incineration

iii. Composting

iv. Pyrolysis

i. Sanitary Land Filling:

In a sanitary landfill, garbage is spread out in thin layers, compacted and covered with clay or plastic foam. In the modern landfills the bottom is covered with an impermeable liner, usually several layers of clay, thick plastic and sand. The liner protects the ground water from being contaminated due to percolation of leachate.

Leachate from bottom is pumped and sent for treatment. When landfill is full it is covered with clay, sand, gravel and top soil to prevent seepage of water. Several wells are drilled near the landfill site to monitor if any leakage is contaminating ground water. Methane produced by anaerobic decomposition is collected and burnt to produce electricity or heat.

Sanitary Landfills Site Selection:

a. Should be above the water table, to minimize interaction with groundwater.

b. Preferably located in clay or silt.

c. Must not be placed in a rock quarry, as water can leech through the cracks inherent in rocks into a water fracture system.

d. Must not be located in sand or gravel pits, as these have high leeching.

e. Must not be located in a flood plain. Most garbage tends to be less dense than water, so if the area of the landfill floods, the garbage will float to the top and wash away downstream.

Adverse impacts from landfill operations.

* Fatal accidents (e.g., scavengers buried under waste piles).

* Infrastructure damage (e.g., damage to access roads by heavy vehicles).

* Pollution of the local environment (such as contamination of groundwater and/or aquifers by leakage and residual soil contamination during landfill usage, as well as after landfill closure).

* Off gassing of methane generated by decaying organic wastes (methane is a greenhouse gas many times more potent than carbon dioxide, and can itself be a danger to inhabitants of an area).

* Harboring of disease vectors such as rats and flies, particularly from improperly operated landfills.

ii. Incineration:

The term incinerates means to burn something until nothing is left but ashes. An incinerator is a unit or facility used to burn trash and other types of waste until it is reduced to ash. An incinerator is constructed of heavy, well-insulated materials, so that it does not give off extreme amounts of external heat.

The high levels of heat are kept inside the furnace or unit so that the waste is burned quickly and efficiently. If the heat were allowed to escape, the waste would not burn as completely or as rapidly. Incineration is a disposal method in which solid organic wastes are subjected to combustion so as to convert them

into residue and gaseous products. This method is useful for disposal of residue of both solid waste management and solid residue from waste water management. This process reduces the volumes of solid waste to 20 to 30 per cent of the original volume.

Incineration and other high temperature waste treatment systems are sometimes described as “thermal treatment”. Incineration is carried out both on a small scale by individuals and on a large scale by industries. It is recognized as a practical method of disposing of certain hazardous waste materials. Incineration is a controversial method of waste disposal, due to issues such as emission of gaseous pollutants.

iii. Composting:

Due to shortage of space for landfill in bigger cities, the biodegradable yard waste (kept separate from the municipal waste) is allowed to degrade or decompose in a medium. A good quality nutrient rich and environmental friendly manure is formed which improves the soil conditions and fertility.

Organic matter constitutes 35%-40% of the municipal solid waste. This waste can be recycled by the method of composting, one of the oldest forms of disposal. It is the natural process of decomposition of organic waste that yields manure or compost, which is very rich in nutrients.

Composting is a biological process in which micro-organisms, mainly fungi and bacteria, convert degradable organic waste into humus like substance. This finished product, which looks like soil, is high in carbon and nitrogen and is an excellent medium for growing plants.

The process of composting ensures the waste that is produced in the kitchens is not carelessly thrown and left to rot. It recycles the nutrients and returns them to the soil as nutrients. Apart from being clean, cheap, and safe, composting can significantly reduce the amount of disposable garbage.

The organic fertilizer can be used instead of chemical fertilizers and is better specially when used for vegetables. It increases the soil’s ability to hold water

and makes the soil easier to cultivate. It also helps the soil retain more of the plant nutrients.

Vermi-composting has become very popular in the last few years. In this method, worms are added to the compost. These help to break the waste and the added excreta of the worms makes the compost very rich in nutrients. A vermi-compost pit can be easily made in schools or in the gardens at homes. To make a compost pit, a cool, shaded corner of the garden or the school compound can be selected and a pit can be dug, which ideally should be 3 feet deep. This depth is convenient for aerobic composting as the compost has to be turned at regular intervals in this process.

Preferably the pit should be lined with granite or brick to prevent nitrite pollution of the subsoil water, which is known to be highly toxic. Each time organic matter is added to the pit it should be covered with a layer of dried leaves or a thin layer of soil which allows air to enter the pit thereby preventing bad odour. At the end of 45 days, the rich pure organic matter is ready to be used

Benefits of composting:

* Compost allows the soil to retain more plant nutrients over a longer period.

* It supplies part of the 16 essential elements needed by the plants.

* It helps reduce the adverse effects of excessive alkalinity, acidity, or the excessive use of chemical fertilizer.

* It makes soil easier to cultivate.

*It helps keep the soil cool in summer and warm in winter.

* It aids in preventing soil erosion by keeping the soil covered.

* It helps in controlling the growth of weeds in the garden.

iv. Pyrolysis:

Pyrolysis is a form of incineration that chemically decomposes organic materials by heat in the absence of oxygen. Pyrolysis typically occurs under pressure and at operating temperatures above 430 °C (800 °F).

In practice, it is not possible to achieve a completely oxygen-free atmosphere. Because some oxygen is present in any pyrolysis system, a small amount of oxidation occurs. If volatile or semi-volatile materials are present in the waste, thermal desorption will also occur.

Organic materials are transformed into gases, small quantities of liquid, and a solid residue containing carbon and ash. The off-gases may also be treated in a secondary thermal oxidation unit. Particulate removal equipment is also required. Several types of pyrolysis units are available, including the rotary kiln, rotary hearth furnace, and fluidized bed furnace. These units are similar to incinerators except that they operate at lower temperatures and with less air supply.

Limitations and Concerns:

a. The technology requires drying of soil prior to treatment.

b. Limited performance data are available for systems treating hazardous wastes containing polychlorinated biphenyls (PCBs), dioxins, and other organics. There is concern that systems that destroy chlorinated organic molecules by heat have the potential to create products of incomplete combustion, including dioxins and furans. These compounds are extremely toxic in the parts per trillion ranges.

c. The molten salt is usually recycled in the reactor chamber. However, depending on the waste treated (especially inorganics) and the amount of ash, spent molten salt may be hazardous and require special care in disposal.

d. Pyrolysis is not effective in either destroying or physically separating inorganics from the contaminated medium. Volatile metals may be removed as a result of the higher temperatures associated with the process, but they are not destroyed. By-products containing heavy metals may require stabilization before final disposal.

e. When the off-gases are cooled, liquids condense, producing an oil/tar residue and contaminated water. These oils and tars may be hazardous wastes, requiring proper treatment, storage, and disposal.

These disadvantages limit the scope of usage of Pyrolysis.

Liquid Waste Management

Liquid wastes mainly consist of waste water from residential, commercial and industrial areas in towns and cities. This waste water contains many dissolvable unwanted and rejected substances. In cities and towns, waste water is transported through sewerage system having a network of underground pipes called sewers.

Sewage is waste water containing solid and liquid excreta coming from houses, streets, industries etc. Silage is another term applied to waste liquid not containing excreta. Sewage water mainly has 99.9 percent of water and rest 0.1 percent of organic and inorganic substances.

This waste water carries many bacteria which cause diseases. Organic matter decomposes to give different color to the water and it also gives bad odor to the liquid. The sewage water is managed to get it free from pollution and can be reused for agricultural and other uses.

The treatment to such sewage mainly focused on three things.

They are:

(a) Removal of the suspended matters

(b) Reduction of the organic matter through decomposition by bacterial action.

(c) Production of germ free water safe for environment.

Management of liquid waste through sewage treatment:

There are three stages for treatment of sewage water. They are:

1. Primary or physical treatment.

2. Secondary or Biological treatment.

3. Tertiary or chemical treatment.

1. Primary treatment:

It is the process of mechanically removing the solid materials present in water through metal screening, Grid chambers and sedimentation. Metal screening removes large floating objects such as small piece of woods, rags, masses of garbage and dead insects and animals.

The Grit chamber allows the settlement of heavier solids such as sand into the bottom layer. The waste water is then allowed to pass into a big sedimentation tank where the liquid spends about 6- 8 hours. During this time about 50 to 70 percent of the solids settle down under the influence of gravitational force.

During this process a small amount of decomposition takes place by the microorganisms present in sewage breaking down the organic matter present. The organic matter after breaking down settles down into a layer called sludge.

This sludge is removed mechanically. Primary treatment removes about 60 percent of floating solid bodies, 30 percent of oxygen demanding wastes, 20 percent of nitrogen compounds, and 10 percent of phosphorous compounds.

2. Secondary Treatment:

It is a biological oxidation of organic matter. It is achieved by filter method or by sludge process. In the filter method, the waste water is sprinkled over the surface of a bed of small stones of one to two metres deep. When the water percolates through the stone bed, a very complex biological growth of algae, fungi, protozoa and bacteria occurs. By this formation, the waste water gets oxidised. The oxidised waste water is then passed into the sedimentation tanks.

The sludge process is a modern method of management of waste water. The liquid from the sedimentation tank is mixed with sludge collected from the final tank. This sludge is called activated sludge as it is rich in aerobic bacteria (bacterial which can survive only in presence of oxygen). This activated sludge is

then subjected to aeration. By aeration the organic matter of waste liquid gets oxidized into carbon dioxide, water and nutrients. Organisms causing diseases like typhoid, cholera are destroyed is the stage.

The oxidised waste liquid is then passed into a secondary sedimentation tank where activated sludge is collected. The volume and characteristics of the sludge is reduced through anaerobic (devoid of oxygen) auto digestion. In this process, complex compounds are broken down into water, carbon dioxide, methane and ammonia. This substance works as a good fertiliser.

3. Tertiary Treatment:

The residue from earlier two treatment process still leave about 10 percent of suspended solid bodies, 10 percent of the oxygen demanding wastes, 30 percent of toxic metal compounds, 50 percent of Nitrogen and 70 percent of phosphorous. This Tertiary Treatment method is an advanced form of chemical and physical process.

The most common methods in this treatment is precipitation of suspended particles, filtration with carbon to resolve dissolve organic compounds and reverse osmosis by passage through a membrane to remove dissolve organic and inorganic materials. Chlorination is also required at the end to remove disease causing bacteria and other germs.

Waste water treatment method

Use of algae and aquatic macrophytes for the management of waste liquid:

The algae are a unicellular plant that mostly grows in upper layer of water or on stones present in the water. These are very useful for waste liquid purification. Algae and bacteria used together is an efficient method for recovery of waste water over bacterial action. This process is also very inexpensive. In the algae-bacteria combination, an alga provides oxygen to remove toxic elements. Bacteria on the other hand degrade organic matter aerobically.

The aquatic plants are also used in the treatment of waste water. These plants when grown in high nutrient water grow well and double their population in two weeks time. It is able to clean waste water containing various organic materials.

E-Waste Management

"E-waste" is a popular, informal name for electronic products nearing the end of their "useful life."E-wastes are considered dangerous, as certain components of some electronic products contain materials that are hazardous, depending on their condition and density. The hazardous content of these materials pose a threat to human health and environment. Discarded computers, televisions, VCRs, stereos, copiers, fax machines, electric lamps, cell phones, audio equipment and batteries if improperly disposed can leach lead and other substances into soil and groundwater. Many of these products can be reused, refurbished, or recycled in an environmentally sound manner so that they are less harmful to the ecosystem.

Considering the severity of the problem, it is imperative that certain management options be adopted to handle the bulk e-wastes. Following are some of the management options suggested for the government, industries and the public.

Responsibilities of the Government

Governments should be responsible for providing an adequate system of laws, controls and administrative procedures for hazardous waste management (Third World Network. 1991). Existing laws concerning e-waste disposal be reviewed and revamped. A comprehensive law that provides e-waste regulation and management and proper disposal of hazardous wastes is required. Such a law should empower the agency to control, supervise and regulate the relevant activities of government departments.

Responsibility and Role of industries

Companies can and should adopt waste minimization techniques, which will make a significant reduction in the quantity of e-waste generated and thereby lessening the impact on the environment. It is a "reverse production" system that

designs infrastructure to recover and reuse every material contained within e-wastes metals such as lead, copper, aluminum and gold, and various plastics, glass and wire. Such a "closed loop" manufacturing and recovery system offers a win-win situation for everyone, less of the Earth will be mined for raw materials, and groundwater will be protected.

Responsibilities of the Citizen

Waste prevention is perhaps more preferred to any other waste management option including recycling. Donating electronics for reuse extends the lives of valuable products and keeps them out of the waste management system for a longer time. But care should be taken while donating such items i.e. the items should be in working condition.

Reuse, in addition to being an environmentally preferable alternative, also benefits society. By donating used electronics, schools, non-profit organizations, and lower-income families can afford to use equipment that they otherwise could not afford.

E-wastes should never be disposed with garbage and other household wastes. This should be segregated at the site and sold or donated to various organizations.

Zero Waste Management

Zero Waste is a philosophy and a design principle for the 21st Century. It includes 'recycling' but goes beyond recycling by taking a 'whole system' approach to the vast flow of resources and waste through human society.

"Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use.

Zero Waste maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace.

Benefits of Zero Waste

- redesigns the current, one-way industrial system into a circular system modeled on Nature's successful strategies
- challenges badly designed business systems that "use too many resources to make too few people more productive"
- addresses, through job creation and civic participation, increasing wastage of human resources and erosion of democracy
- helps communities achieve a local economy that operates efficiently, sustains good jobs, and provides a measure of self-sufficiency.
- aims to eliminate rather than manage waste

5R's of Zero Waste Management

An article from a thoughtful person

*Zero Waste starts by **refusing** things. Whatever you still have and use you should **reduce** to save resources. Substitute disposables for **reusable** options, and instead of tossing things **repair** them! Separate what little trash you have left and make sure to **recycle**. Compost what's left and let it **rot**.*

1. Refuse

Refusing will eliminate most of your trash.

Learn to say no! Say no to produce wrapped in plastic! Say no to freebies and bargains! Say no to disposables! Say not to participate in unsustainable practices!

The more we accept all those things that will inevitably end up in landfills, the more demand we generate for those unsustainable things.

Easily disposable items of low quality are cheap and we buy them because we didn't have to spend a lot of money. But cheap things are cheap for a reason. To cut the costs, they were produced using chemicals and materials from questionable sourcing, which means very often they leech toxins! And they couldn't be sold at such low prices if workers – very often children – weren't exploited along the production process.

In the long run, those low-quality items will cost you even more than buying a good quality one from the start, since most are made to break easily – so you will buy a new one to replace it!

Tips

- *Buying in big supermarkets often mean more packaging, even in the produce section. Shop at the farmer's market or at small local stores. They are usually also very more open to individual solutions*
- *Take out your phone and take pictures of pamphlets or business cards. Accept the information, but not the physical item! This way you have all the crucial information on you at all times. I mean, cross my heart, I'd lose those cards anyway, but I am very careful not to lose my phone!*
- *Freebies like pens or swag bags are tempting. VERY tempting. To be honest, I am actually a cheap person. I was brought up in a bargain hunting crazed family. We would spend a LOT of money on useless cheap things just because they were a steal. What helped me resist the temptation to always grab everything free within my arm's reach was to remind myself of the horrible carbon footprint, the*

exploitation of workers, and how in the end, those things will become clutter and a problem. Too useless to keep, too "good" to throw away.

2. Reduce

I always thought that it was only me. Every time I opened my closet and I saw all the unworn pieces of clothing, I felt bad. Just a while back when I started to get rid of 80% of my wardrobe I asked around, and it turned out that it's a very normal phenomenon!

We all have a lot of things at home we never use. Some of them we haven't even ever unpacked! Why? Because we buy on impulse. We see something, in that specific moment we like it, and bam, we bought it. However, the novelty and joy of having it wears out very quickly and then it's just another item we have at home that doesn't add any value to our life.

Also, reduce your overall consumption. But if you actually refuse everything that comes packaged in plastic you will have anyway.

Pare down and give your things a second life

All those things you are not using or do not really need had to be produced at one point. It's a waste of resources to have them collect dust at your home. Donate or sell them. This way, someone else can reuse your things instead of buying new products, using up more resources.

You can donate your things to Good Will, or you can give them away using local Facebook groups. You can also sell clothes and electronics on eBay, Craigslist, at a flea market or host a garage sale. Nowadays, there are more and more swap parties where you can swap your unwanted stuff with one another. Everybody leaves happy and nobody had to spend a dime :).

Simplify your life

Clever marketing campaigns and TV ads have taught us that we have a lot of needs, and that there is at least one uber specialized product for each of our crazy needs. I used to have a face cream for daytime (for super sensitive skin), another one for nighttime (extra rich), another one for winter (daytime), another one for summer (daytime), another aqua-something one called night-repair, then an anti-aging eye cream (with Q10), a daytime eye cream with SPF, a super moisturizing eye cream (nighttime)… I could go on and on and on, but, you get the idea ;).

Now I only use oils we also use for cooking. Usually that's sunflower seed, olive and coconut oil. I usually break out very easily and some of those uber creams left

my skin read and ichty for weeks. I've been using mainly oil (I did use up some of my lotions and creams) for a year now and my skin has never been better!

We only use white vinegar and sometimes a bit of baking soda for cleaning, and we use alep soap to wash our entire body (hands, face, body, feet – everything), our clothes and our dishes (we make detergent out of alep soap and baking soda). You can even use alep soap to wash your hair if you use vinegar (1/4 cup vinegar + 1 cup of water) to rinse it afterwards. That's all you need to keep yourself and your home clean. No more toxins and a lot more cupboard space where our army of cleaning products used to be!

3. Reuse (and repair)

Disposables are, well, disposable. Which means you have to buy them over and over. Which in turn means you keep spending money on things that you will throw away. You might as well throw away your money directly. At least that would have a better carbon footprint…

It's very easy to replace disposables:

- ***Disposable razors** – electric shaver, straight-edge razor, double-blade razor*
- ***Cotton rounds** – washable cotton rounds*
- ***Tissues** – handkerchiefs*
- ***Paper towels** – microfibre or cotton cloths*
- ***Paper napkins** – cloth napkins (or just use handkerchiefs)*
- ***Dish sponge** – cotton cloth*
- ***Tea bags** – loose tea and a tea strainer/ french press*
- ***Coffee pads/ filter cones** – french press/ reusable coffee filter cones or pads*
- ***Baking parchment** – grease the cake pan/ silicon mat*
- ***Tin foil/ cling film** – put it in a food container or jar, or wrap it in a dish towel*
- ***Paper bags/ plastic bags** – bring your own cloth/ tote bag*
- ***Disposable lunch bags** – stainless steel food containers, mason jars, dish towels*
- ***Bottled water** – a good quality glass or stainless steel water bottle (preferably plastic-free or at least BPA-free) and tap water; if you do not trust tap water cook it beforehand (you use it for cooking anyway, right)*

- ***Toothpics*** *– turkey lacers*
- ***Muffin paper liners*** *– grease your muffin tray*
- ***Trash bags/ bin liners*** *– at some point you might not need those anymore ;), until then go for newpaper origami*
- ***Cleaning wipes*** *– microfibre or cotton cloth and your homemade vinegar cleaning solution (1/4 cup distilled vinegar + 1 cup of water)*
- ***Toilet paper*** *– a bottle, water, soap and a washcloth*

Also, pack your lunches in reusable food containers and shop with reusables.

If things break, repair them or have them repaired. Mend clothes, upcycle items you would otherwise toss. Buy second hand and remember: some things you don't have to actually own, it's sufficient to have access (i.e. movies, music, library, tools, or even cars or office space).

4. Recycle

After you have refused, reduced, and reused there shouldn't be much left to recycle. Still, make sure to separate your trash so that those resources can be reused instead of filling our landfills.

5. Rot

Don't just throw your kitchen scraps away! Get a worm bin and let those little fellows turn your waste into high-quality fertilizer! It's the most efficient and local form of recycling where the trash doesn't even need to be transported wasting fuel and whatnot

Social Issues

A social cause is a problem that influences a considerable number of individuals within a society. It is often the consequence of factors extending beyond an individual's control, and is the source of a conflicting opinion on the grounds of what is perceived as a morally just personal life or societal order.

Social Issues in India

India is an ancient country and according to some estimates, Indian civilization is about five thousand years of age. Therefore, it is natural that its society will also be very old and complex. Throughout its long period of history, India has witnessed and received several waves of immigrants such as Aryans, Muslims etc. These people brought with themselves their own ethnic varieties and cultures and contributed to India’s diversity, richness and vitality.

Therefore, Indian society is a complex mix of diverse cultures, people, beliefs and languages which may have come from anywhere but now is a part of this vast country. This complexity and richness gives Indian society a unique appearance of a very vibrant and colorful cultural country.

Major Problems in India

- Poverty
- Illiteracy
- Terrorism
- Casteism
- Untouchability
- Corruption
- Overpopulation
- Child Marriage
- Starvation
- Child Labour
- Gender Inequality

- Dowry
- Domestic Violence against Women
- Sexual Violence against Women
- Sexual Harassment of Women at Workplace
- Child Sexual Abuse
- Communalism
- Religious Violence
- Marital Rape
- Child Trafficking
- Bonded Labour

Reasons of Social Problems

But the very same complexity brings with itself complex nature of social problems and issues. In fact every society of the world has their social issues unique to their society. So does Indian society. Indian society is very rooted in religious beliefs; there are people of different religious beliefs such as Hindus, Muslims, Jains, Sikhs, Parsis etc. These all adds to the socio-cultural varieties of the country. India's social problems are also rooted in the religious practices and beliefs of it people. Almost all forms of social issues and problems find their origin in the religious and cultural practices of the people of India. These social problems are developed in a long period of times and are still continuing in one form or other.

Furthermore, India has witnessed several wars of large proportions; several foreign invaders attacked India in its long history among whom few made this country as their own and tried to force their socio-religious practices which also deteriorated social conditions; the long period of British rule crippled the country and had thrown it into backwardness. Thus, many such reasons may be cited for India's social problems but the fact remains that we have these issues and only we can solve them.

Forms of Social Issues in India

Poverty

Poverty is a condition in which a household is not able to fulfill its basic needs for survival i.e. food, clothing and shelter. Poverty is a widespread condition in India. Since Independence, poverty is a prevalent concern. It is the twenty-first century and poverty still is a persistent menace in the country. India happens to be country wherein the disparities between the haves and the have-notes are extremely wide. It needs to be taken into account that although the economy has shown some visible signs of progress in the last two decades, this progress been uneven across various sectors or areas. The growth rates are higher in Gujarat and Delhi as compared to Bihar and Uttar Pradesh. Nearly half of the population doesn't have proper shelter, access to a decent sanitation system, villages do not have a nearby water source, and villages also do not have a secondary school and lack of proper roads. Some sections of the society like the Dalits are not even included in the poverty list maintained by the concerned authorities assigned by the government. They're groups that are marginalized in the society.

The element which further complicates and deteriorates the situation is the government subsidies system which has leakages in the distribution system. They never reach the households.

Illiteracy

Illiteracy is a condition which becomes a blot on the development of nation. India possesses the largest illiterate population. Illiteracy in India is a problem which has complex dimensions attached to it. Illiteracy in India is more or less concerned with different forms of disparities that exist in the country. There are gender imbalances, income imbalances, state imbalances, caste imbalances, technological barriers which shape the literacy rates that exist in the country. The Indian government though has launched several schemes to combat the menace of illiteracy but due to the poor conditions of sanitation and expensive private education and defective mid-day meal schemes, illiteracy still prevails. Not only the government, but every literate person needs to accept the eradication of illiteracy as a personal goal. Each and every contribution by a literate person can make a contribution to eradicate the menace.

Child Marriage

According to the United Nations report, India has the second highest number of child marriages. Marriage is considered to be a sacred union between two mature and consenting individuals who are ready to accept each other and share responsibilities for a lifetime. With respect to this context, child marriages happen to be an unsound institution. Child marriage mars the innocence of childhood. The Indian Constitution provides for prohibitions against child marriage through various laws and enactments. The first law that was designed was the Child Marriage Restraint Act of 1929 which extended to the whole of India except Jammu and Kashmir. This act defines the ages of an adult male and female. Also, sex with minors is a criminal offence under Section 376 of the Indian Penal Code. Proper media sensitization is required for a major change to take place. While on one hand, it is stated that child marriage will still take nearly fifty years to be eradicated, genuine efforts, strict enforcements of the legal provisions and change the scenarios to a great extent.

Starvation

Starvation is a condition characterized by the deficiency in calorie energy intake and is a serious form of malnutrition which ultimately leads to death if not taken care about. Historically, starvation has been constant across various human cultures apart from India. Starvation can take place in a country due to many reasons like war, famine, the disparities between the rich and the poor and so on. Malnutrition conditions like kwashiorkor and marasmus can also develop into serious causes of starvation. Generally, the conditions of kwashiorkor and marasmus arise when people are taking diets which are not rich in nutrients (proteins, vitamins, minerals, carbohydrates, fats and fiber). In the context of India, it becomes needless to say that the food distribution system is flawed. The Supreme Court has issued orders over the past decades directing the government to take measures like mid-day meal schemes and the provision of health care schemes for pregnant and lactating women. The National Food Security Bill which has become a landmark act does seem to show promises with

respect to its measures of the identification of the poor and the needy, redressal mechanisms for grievances and children's entitlements. But, this bill also is not without its cons. Clear mechanisms with respect to the identification of beneficiaries have not been defined. The indicators of the poor need to be made specific. They are vague in description.

Child Labour

Child labour typically means the employment of children in any work with or without payment. Child labour is not only limited to India, it happens to be a global phenomenon. As far as India is concerned, the issue is a vicious one as children in India have historically been helping parents at their farms and other primitive activities. Over population, illiteracy, poverty, debt trap are some of the common causes which are instrumental in this issue. Overburdened, debt-trapped parents fail to understand the importance of a normal childhood under the pressures of their own troubles and thus it leads to the poor emotional and mental balance of a child's brain which is not prepared to undertake rigorous field or domestic tasks. Multinational companies also recruit children in garment industries for more work and less pay which is absolutely unethical. Child labour as a global concern has been raised on international platforms as well. Abolition of child trafficking, elimination of poverty, free and compulsory education, and basic standards of living can reduce the problem to a great extent. The World Band, International Monetary Fund can help in eradicating poverty by providing loan to the developing countries. Strict implementation of labour laws is also essential in order to prevent exploitation by parties or multinational companies.

Other varied forms of social problems related to issues such as Casteism, Untouchability, Bonded Labour, Gender Inequality, Dowry, Domestic Violence against Women, Sexual Violence against Women, Child Sexual Abuse, Communalism, Religious Violence, Issues related to SC/STs, Marital Rape, Sexual Harassment of Women at Workplace, Child Trafficking , Overpopulation etc.

The list may go on and it is not a comprehensive list. There are several other social issues and problems ailing the country but above mentioned ones are really pressing issues which need immediate attention.

It is not so that social ills have not been fought with; in fact from the ancients times in our country there have been various social-cultural reformers such as Budha, Mahavira, Kabir, Gurunanak, Raja Ram Mohun Roy, Mahatma Gandhi, Dr. Ambedkar, Vinoba Bhave etc who have tried to fight those evils throughout their lives; they have succeeded also to a certain extent. But still the country is facing these socio-cultural problems in various degrees which is an unfortunate reality of 21st century India.

Present Scenario:

We try to present our country as a modern, forward looking nation of the world and it's true that India is making strides in the world as a nation with encouraging developments in scientific, economic and technological fields, but as far as social developments are concerned it is still one of the lowest ranked countries of the world. India's Human Development Index (HDI) rank for 2013 is 135 out of 187 countries of the world which are listed in the report. This shows the sorry state of affairs as far as India's situation on social indicators is concerned. This also shows that we as a society are still people of orthodox beliefs in a negative sense who do not want to believe in the concept of equality and brotherhood of all.

Though several Governmental and non-governmental (NGOs) bodies are working towards improving the existing situation in the social fields but results are not very encouraging. Perhaps the problem lies in the very deep rooted beliefs in the minds of people of the country which is not letting the situation to change.

For instance: the issue of Female Feticides is one of the shameful practices in our country. Though there are various prohibitory measures the Government and NGOs have taken but the practice is continuing. The real reason for this is the Patriarchy system of society of our country which considers male as the superior authority and women as subordinate to them. Therefore, very strong

desire of having a male child in comparison to female child led to the shameful practice of female feticides. Thus, it is belief system or the cultural conditioning of the people which is not letting the society to change at a fast pace.

Though there have been several positive changes in the society such as now girls are also going to school in vast majority and their employment ratio is also increasing; illiteracy as whole is decreasing; conditions of SC/STs are also improving etc but situation is far from satisfactory.

We witness inequality against women in our own homes, sexual violence against women can be heard on daily basis, female feticide is continuing, religious-communal violence is on the rise, untouchability is still a reality, child labour is widely practiced etc.

Therefore, there is a lot needs to be done for the situation to improve. And without changing the mind-set and beliefs of the people it is a very difficult task. For this purpose educating people about various social problems and sensitizing them towards changing their way of thinking is the best way forward. Because without people trying to change themselves, any governmental or non-governmental efforts will prove as a half-measure. If we want to make India as a true world leader and a modern 21st country of the world, it is imperative that that we make an improvement on our social front.

Social Marketing

Social marketing seeks to develop and integrate marketing concepts with other approaches to social change. Social marketing aims to influence behaviours that benefit individuals and communities for the greater social good. Think about some of the biggest challenges that face the world today: health issues like obesity, or environmental problems like climate change. These issues are often caused by human behaviour, and so can only be tackled if people change their lifestyles and habits.

To give an idea of what is involved; here are eight features of social marketing.

1. Behaviour

Social marketing *involves* trying to change people's actual behaviour – not just their attitudes or awareness.

2. Customer orientation

As social marketers, we must stand in the shoes of the people whose behaviour we are trying to change. We need to understand their lives and their behaviours from their perspective, not based on what we might think or experience.

3. Theory

We use behavioural theories to help us understand behaviour and to inform the interventions that we develop.

4. Insight

We conduct research into the behaviours of the people we are interested in to develop actionable insights that inform the development of interventions to change their behaviour.

5. Exchange

Changing behaviour usually involves people giving something up (costs) to gain something else (benefits). We need to understand how people perceive rewards, benefits, costs and barriers associated with both desired and problem

behaviours. We can then consider what might be done to incentivise the desired behaviour and disincentivise the problem behaviour.

6. Competition

In designing behaviour change interventions, we need to consider what else competes for our audience's time, attention, and their tendency to behave in a certain way.

7. Segmentation

Not everyone is the same, so a 'one size fits all' approach is rarely best. Good customer insight allows us to identify audience segments, grouping together people with common characteristics, and to tailor interventions accordingly.

8. Methods mix

Social marketing – like commercial marketing – involves using all of the Marketing Mix i.e. the '7Ps': Product, Price, Place, Promotion, Process, Physical Evidence and People. It's about much more than just raising awareness.

What social marketing is not

Social marketing shouldn't be confused with social media marketing, for example using Facebook and Twitter. Social media is simply a tool or channel that is sometimes used within social marketing.

According to Philip Kotler - Social Marketing is *"the design, implementation, and control of programs seeking to increase the acceptability of a social idea or practise in a target group"*

According to W. Smith, Academy for Educational Development - *"Social Marketing is a process for influencing human behaviour on a large scale, using marketing principles for the purpose of societal benefit rather than commercial profit."*

Social marketing is based on tools and techniques of commercial marketing, it uses principles of commercial marketing for the purpose of societal benefit. In

social marketing, advertising campaigns are designed, implemented, and controlled by using the principles of commercial marketing. The key features of social marketing are taken directly from commercial marketing, but the purpose of social marketing differs form the purpose of commercial marketing. The purpose of commercial marketing is to increase sales and revenue, but it is not so in the case of social marketing.

The purpose of social marketing is societal benefit rather than commercial profit. Its purpose is to bring about positive health and social change. Its ultimate outcome is behavioural change rather than increased sales.

Social advertising campaigns are advertising tools that attempt to influence attitude and behaviour related to social cause. For example, social advertising campaigns have been used to influence behaviour related to energy conservation, pollution, tobacco prevention, family planning, breast cancer screening, and etc.

How Social Responsibility in Marketing Works

Recyclable packaging, promotions that spread awareness of societal issues and problems, and directing portions of profits toward charitable groups or efforts are examples of social responsibility marketing strategies. For example, a clothing company's marketing team may launch a campaign that encourages consumers to buy a bundle of its socks versus one pair; for every bundle sold, the company donates a bundle of socks to military personnel overseas or to local homeless shelters. As a result of these donations, the company brands itself as socially responsible and ethical, which ultimately attracts customers who are engaged in socially responsible commitments and who want to support the welfare of the community.

Social platforms help you connect with customers, increase awareness about your brand, and boost your leads and sales. With more than three billion people around the world using social media every month, it's no passing trend.

Social marketing examples

Implementation: child car seats. Social marketing enables you to develop products, services and communications that fit people's needs and motivations. ...

Policy: water rationing. ...

Strategy: lung disease strategy. ...

Child car seats in Texas. ...

Water rationing in Jordan. ...

Consider the four “Ps” of marketing when designing your interventions

Product: Think about a tangible object or service you can provide to support or facilitate behaviour change. Can you offer a new product/service or adapt one that already exists? Product examples include in-home blood pressure monitoring kits, improved HIV tests, journals to plan and track food intake, cessation counselling.

Price: Consider interventions that would decrease the costs to the individual of taking the desired action (not only monetary cost, but emotional, psychological and time costs). List out the “price” or barriers for your audience segment to carry out the desired behaviour, then brainstorm interventions to diminish those barriers. For example, instituting a walking club program at the workplace for those who cite lack of support and lack of time as barriers to regular exercise.

Place: Think about where and when the audience will perform the behaviour or access the new or adapted product/service. How can you make it convenient and pleasant (even more so than the competing behaviour)? Examples include placing condom vending machines in bar restrooms, offering help lines that are

available 24 hours a day, having breastfeeding consultants check-in on new mothers after they leave the hospital. Also think about your "sales force" – the people that will take your program to the audience. Consider the need for peer educators, counsellors or others who can make your program or its activities more accessible.

Promotion: Use your market research to determine the communication channels and activities that will best reach your audience to promote the benefits of the desired behaviour. What advertising or public relations media do they pay attention to (e.g., radio, newspaper, postcard racks)? What special promotional items would they use (e.g., water bottles, refrigerator magnets, notepads)? What special events do/would they attend (concerts, health fairs, conferences)? How can you include influencing audiences? Be sure to promote the Product, Price and Place features that you want the audience to know about.

6 Phases of a Social Marketing Process

Phase 1: Describe the problem

- Based on thorough review of available data, current literature on behavioural theory and best practices or programmes addressing similar problems
- E.g. SWOT-Analysis: finding Strengths, Weaknesses, Opportunities, Threats
- Develop a strategy team to help develop and promote the program

Phase 2: Conduct the market research

- Target audience?
- What makes different consumer groups alike/different from each other?

Need to approach different consumer groups in different ways (own priorities and needs)
E.g. for a general sanitation campaign you cannot have a standard product (e.g. arborloo) and only promote through one channel (e.g. radio)

Phase 3: Create the market strategy

- Heart of marketing program: **WHAT** you want to achieve and **HOW**
- Based on research findings (Phase 1) select target audience and desired behaviour
- Specify benefits the target audience will receive for behaviour change (benefits they really care about!)

- Specify key barriers that the program will help the target audience to overcome

Phase 4: Adapt your marketing mix

Different marketing mix for all identified segments:

- Different **products**
- At different **prices**
- Available at different **places**
- Reach segments through different **communication tools**

Phase 5: Plan monitoring and evaluation

- Monitoring data are used to ensure the program is implemented as planned and whether strategy is suitable
- Consider also environmental factors (e.g. policies, economic conditions, new programmes, structural change): have they changed in ways that affect the program?

Phase 6: Implement the intervention and evaluation

Implementation of the programme and evaluation takes:

- Launching the programme
- Producing materials
- Procuring needed services
- Sequencing, managing and coordinating the respective interventions
- Staying on strategy
- Fielding the evaluation
- Capturing and disseminating findings and lessons learned
- Modifying activities as warranted

Social Marketing	Commercial Marketing
Meets the needs of the priority population • Digital India • Selfie with daughter • Beti Bachao, Beti Padhao • Make in India • Swachh Bharat	Creates a need for the priority population • Amazon Alexa
Society and consumer profit	Marketer profits more than consumer
Organizations with similar goals cooperate	Businesses with similar goals compete
Campaigns take longer to change behavior	Shorter time needed to sell a product
Consumer involvement and commitment needed	Shorter term commitment and involvement

Non-Government Organization

Definition of NGO

NGO is an abbreviation for Non-Government Organization, where refers to an association formed by the citizens, that functions completely autonomous from the government to perform a broad spectrum of services and humanitarian functions. It is a non-profit making entity; that operates at a regional, national or international level depending on its reach and connectivity. It can be incorporated as a trust, society or a company. These organisations raise its funds from government, foundations, businesses and private people.

It performs a number of activities, to draw the attention of the government towards the citizen's grievances, advocating public policies, promoting political participation by providing information.

There are many NGOs which work for specific issues like supporting human rights, women and children's rights, environmental or health issues. International Committee Of The Red Cross, Rotary International, International Air Transport Association (IATA), International Chamber Of Commerce (ICC), International Organization For Standardization (ISO) are some well known NGO's operating worldwide.

History of NGO

The term "non-governmental organization" was first coined in 1945, when the United Nations (UN) was created and there were 1083 NGOs.

According to the UN any kind of private organization that is independent from government control can be termed as 'NGO'.

International NGOs were important in the anti-slavery movement and the movement for women's suffrage.

Based on Societies Registration Act (SRA) NGO was approved in 1860.

India is estimated to had around 2 million NGOs in 2014.

Definition of NPO

Non-Profit Organization or NPO is a legal entity formed by a group of persons to promote cultural, religious, professional, or social objectives.

The initial funds are raised by the members or trustees of the NPO. As the organisation is a non-profit making entity, it applies its surplus funds on the promotion of the objectives of the organization rather than distributing it among the members of the organisation. It is registered under section 8 (old section 25) of the Companies Act. Such organisation enjoys several privileges like tax exemption, not required to use the term 'Ltd' or 'Pvt Ltd' at the end of its name.

n NPO may include a charitable organisation, membership groups like a sports club or women's club, social or recreational organisation, public educational institutions, public hospitals, etc.

Difference between NGO and NPO

The difference between NGO and NPO can be drawn clearly on the following grounds:

1. An NGO refers to a non-governmental organisation formed by ordinary citizens that operates autonomously of government. On the contrary, an NPO is an organisation set up to provide goods and services to people and operates on the principle that no member will receive share profits or losses by the entity.
2. An NGO can be registered by the following methods, i.e. as a Trust under Public Trust Act, or as a Society as a Societies Registration Act, 1860 or as a non-profit company under the Companies Act, 1956. On the other hand, an NPO is incorporated as a company under section 8 of the Companies Act, 1956.
3. The area of operation of an NGO is comparatively wider than NPO.
4. An NGO works for the betterment, upliftment and development of society and economy as well, bring awareness of human rights, women empowerment, etc. In contrast to NPO, is set up to promote art, science, research, commerce or any other useful purpose.

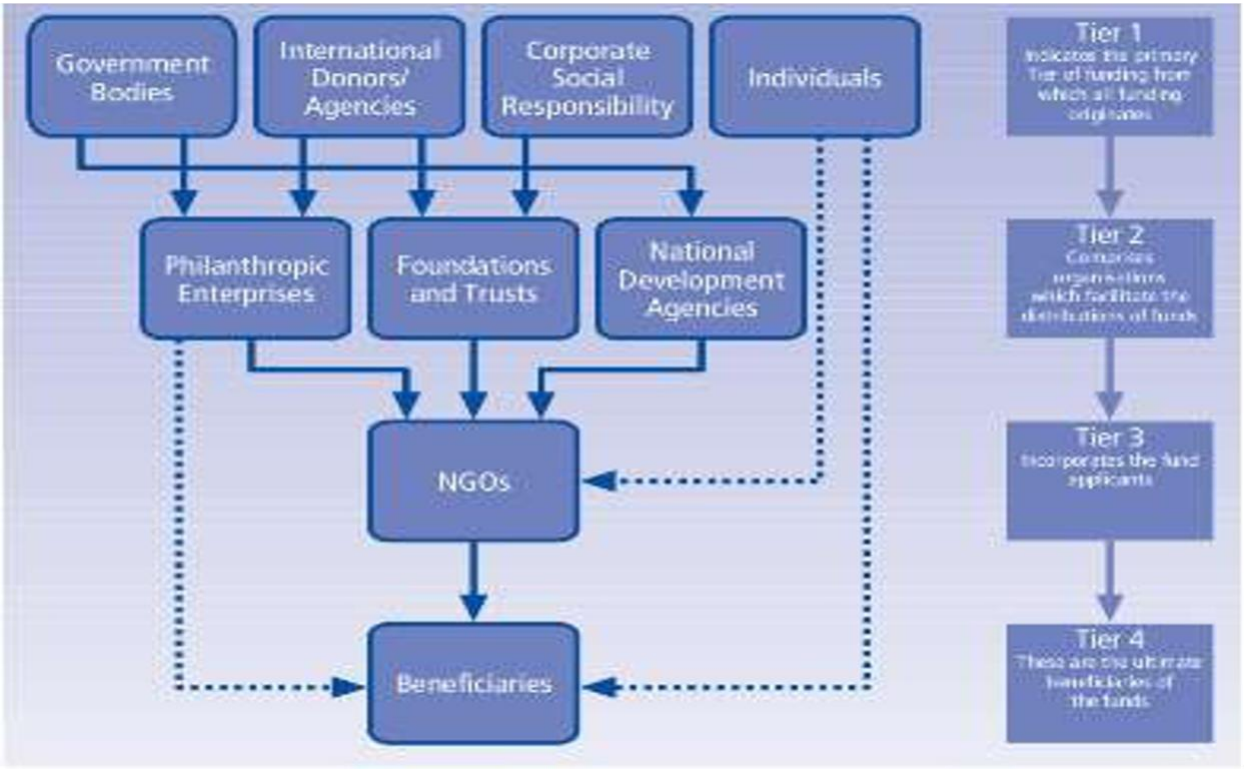
Comparison Chart

BASIS FOR COMPARISON	NGO	NPO
Meaning	*An NGO refers to a non-governmental organization formed by ordinary citizens that operates autonomously of government.*	*An organization set up to provide goods and services to people, and operates on the principle that no member will receive share profits or losses of the entity is known as NPO.*
Registration	*Can be registered as a Trust under Public Trust Act, or as a Society as a Socities Registration Act, 1860 or as a non-profit company under the Companies Act, 1956.*	*Under section 8 of the Companies Act, 1956.*
Area of operation	*Large*	*Limited*
Objective	*To work for the betterment of society and economy as well, bring awareness of human rights, women empowerment etc.*	*To promote art, science, research, commerce or any other useful purpose.*

An NGO is an association of person; that works for promoting humanitarian or cooperative objective instead of a commercial one. On the other hand, the NPO is an organisation which is set up to promote art, science, education or any other social or cultural purpose; that intends to use its profit in the promotion of its objectives instead of dividing it among the members.

Orgnisational structure

Working of NGO



First tier :-

It is main source of funding. It includes government bodies, international agencies or individuals etc.

Second tier: –

Main function of this tier is to distribute the funds provided by first tier.

Third tier :–

This tier includes NGOs. Its function is to link with fund applicant.

Fourth tier :–

This tier represents the recipient of funds provided by NGOs.

NGO types can be understood by their orientation and level of operation.

NGO types by orientation:

Charitable Orientation often involves a top-down paternalistic effort with little participation by the "beneficiaries". It includes NGOs with activities directed toward meeting the needs of the poor -distribution of food, clothing or medicine; provision of housing, transport, schools etc. Such NGOs may also undertake relief activities during a natural or man-made disaster.

Service Orientation includes NGOs with activities such as the provision of health, family planning or education services in which the programme is designed by the NGO and people are expected to participate in its implementation and in receiving the service.

Participatory Orientation is characterized by self-help projects where local people are involved particularly in the implementation of a project by contributing cash, tools, land, materials, labour etc. In the classical community development project, participation begins with the need definition and continues into the planning and implementation stages. Cooperatives often have a participatory orientation.

Empowering Orientation is where the aim is to help poor people develop a clearer understanding of the social, political and economic factors affecting their lives, and to strengthen their awareness of their own potential power to control their lives. Sometimes, these groups develop spontaneously aroud a problem or an issue, at other times outside workers from NGOs play a facilitating role in their development. In any case, there is maximum involvement of the people with NGOs acting as facilitators.

Professional orientation: A group of people in a learned occupation who are entrusted with maintaining control or oversight of the legitimate practice of the occupation.

- To safeguard the public interest
- It's also represent the interest of the professional practitioners

NGO Types by level of operation:

Community-based Organizations (CBOs) arise out of people's own initiatives. These can include sports clubs, women's organizations, neighbourhood organizations, religious or educational organizations. There are a large variety of these, some supported by NGOs, national or international NGOs, or bilateral or international agencies, and others independent of outside help. Some are devoted to rising the consciousness of the urban poor or helping them to understand their rights in gaining access to needed services while others are involved in providing such services.

Citywide Organizations include organizations such as the Rotary or lion's Club, chambers of commerce andindustry, coalitions of business, ethnic or educational groups and associations of community organizations. Some exist for other purposes, and become involved in helping the poor as one of many activities, while others are created for the specific purpose of helping the poor.

National NGOs include organizations such as the Red Cross, YMCAs/YWCAs, professional organizations etc. Some of these have state and cuty branches and assist local NGOs.

International NGOs range from secular gencies such as Redda BArna and Save the Children organizations, OXFAM, CARE, Ford and Rockefeller Foundations to religiously motivated groups. Their activities vary from mainly funding local NGOs, institutions and projects, to implementing the projects themselves.

Approaches under NGO

1. Grassroots development :

It targets disadvantaged groups through small, locally based projects.

These projects usually involve training and education programs to transfer skills and build the capacity and confidence of local organisations and

communities.

This approach at its most successful allows the benefits of a project to

continue beyond the duration of the project itself.

2.Humanitarian/Emergency Relief

• It focuses on relief in times of disaster such as earthquakes, floods and cyclones.

• NGOs in this area aim to gain access to disaster zones as quickly as possible to provide emergency health services and food aid.

3. Advocacy

It aims to draw public attention to an issue and influence government policy either on behalf of, or alongside, a particular community interest group.

It can be approached through high level policy dialogues, lobbying, or through grassroots and community campaigning.

The level of involvement of affected communities differ with each organisation.

4. Volunteer

Programs run by NGOs facilitate sending volunteers overseas to offer technical assistance, project support and capacity building in a variety of sectors such as nursing, education, engineering and agriculture.