















## GOVT. SCHEMES

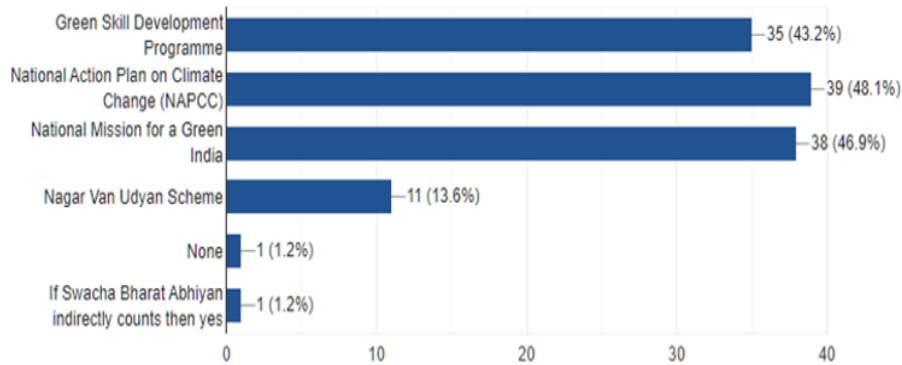


FIG. 12. A list of government schemes dedicated to the green environment

## Discussion

The average buyer in India is not hesitant to spend extra money if it means that the product is environmentally friendly. Considering the fact that majority of the respondents are in the age group of 19-25, they come in the income group of zero to lakh rupees per annum so, at their individual level, they may not be able to make huge change, but they can change the way they consume and the way they use certain products [7]. They can begin using cloth bags instead of plastic bags and invest more in rechargeable batteries they are expensive but the carbon footprint they leave behind is very low as compared to their counterparts i.e. use and throw batteries. In the below chart, we see that majority of respondents are not aware of about the green environment initiatives around them. They are indeed aware about the concept of green environment and the damage they make at personal level but they lack the awareness about the damage overall when everyone is ignorant about it (Figure 13) [8,9].

FIG. 13. Challenges for green environment in India.

Whereas the majority (65.9%) selected that the awareness was a major issue, they also pointed out that they would rather use products which make their lives easier and faster than use green products which is something that should be worked upon by the relevant authorities.

Strategies to be followed for the propagation of the idea of green environmentThe government of India should play a major role in introduction of green environment in the daily lives of people. New subsidies for companies producing cloth bags and eco-friendly solutions should be brought up and encouraged further. Private sector should not treat CSR as compliance but more like a duty to be executed for the betterment of society. Better treatment of the industrial waste should also be taken care of. Subsidies in electric vehicles should be continued for 5-6 years, it will be a burden for the government but in the long run, it will definitely be counted.



## Conclusion

According to the survey and the analysis, we see that majority of young adults wish to see the changes to protect the environment and shift their consumption pattern with due aid. We observe that the generation is moving in the direction towards the betterment of environment over merely satisfying materialistic needs. People are willing to spend more if the product helps the environment and functions at an equal efficiency. Few have adapted the changes even today if there are greener options available. People wish the support from the government and expect the government too to focus towards this aspect. Young minds believe the with proper planning and framework, we still can change the scenario. This research paper was to draw the attention and understand the mind set of people in this situation. From the data analyzed it is clear that there is an impact about the need amongst citizens. May it be cotton bags or EV; people have accepted and tried to shift their patterns to make the environment safer. All they expect is the right direction and equivalent options to choose to help the planet become green again.

## References

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