

GREENPEACE AS A MODEL TO SUSTAINABLE ENVIRONMENTAL DEVELOPMENT IN INDIA: ISSUES AND CHALLENGES

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Abstract: Greenpeace, a creation of German and some west European intellectuals since sixties has brought awareness through educating the people about the ill effects of environmental hazards. The appearance of Greenpeace India (GPI) has also evolved and provides a whole range of community based services for the identification and motivation about the eco-friendly culture. It also helps to establish appropriate linkages between voluntary agencies working in varied fields of environment. Green movements appeared in India during eighties and became operational in nineties when globalization became the major imperative to international economic system. Large number of NGOs, universities, colleges and even schools in India started syllabi on Environmental Studies on priority basis. Soon, GPI earned credible support through various movements led by environmentalists, social activists, peace thinkers and advocates of disarmament. Host of sectors like agriculture, education, health, social security, eco culture, flora and fauna, etc became the prime concern to GPI. A great realization is being felt to go in-depth study and research about the increasing relevance of GPI. The paper examines valuable services, techniques, methods and target areas supported by NGOs as active agents to promote the Greenpeace Model in India. Despite tremendous task, GPI is also facing several administrative hurdles and legal challenges, but continues to remain source of motivation and encouragement for the lovers of environment and peace advocates. Bulk of data, both primaries as well secondary is available on GPI for further research and development.

Keywords: green peace, environment, sustainable development, issues and challenges

Background

In contemporary world, Green refers to program emphasizing environmental protection and ecological concern to culture what they regard as self destruction of the earth and human life through the detrimental effects of technology, modernization and unlimited growth of economy. More commonly associated with left wing orientation as the key motivation to change the policy decisions and law making bodies closely aligned with middle class orientation who are relatively more educated (Kolinsky, 1994). Intellectual foundation of Greenpeace movements encompasses scholarly debate during the age of globalization. New policies on environmental legislation spelled out fresh possibilities that became increasingly important. It gained global popularity in diverse fields of green movements like disarmament, human rights, settlement patterns and ecological balance. It is the basis for social and political movement and the very integral to life on earth. It is duly supported by love, share and care with sustainable environment and eco friendly culture. Greenpeace, originally a German creation, supported by large number of countries in Europe, was shared by academics, environmentalists and social activists. A great German exponent of woman and peace, Petra Kelly was the brain behind Greenpeace movement (Harmet, 1985). During 1972 when Germany was a major economic power and environmentally pollutant actor, and the subsequent Oil crisis in Gulf, instigated a great realization to understand the hidden ideology