

MICRO LEVEL ENVIRONMENTAL CRISIS WITH REFERENCE TO RURAL AND URBAN ECOLOGIES

Charu Yadav

Kurukshetra University, Haryana

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ABSTRACT

The objective of this article is to develop micro-level behavioral insights of the environment. This micro-level behavioral perspective encompasses psychological and socio-cultural phenomena and emphasizes consumption and conservation. Construing the environment in a broad sense to encompass living circumstances, we conducted interviews to uncover the distinctive nature of environmental issues in subsistence marketplaces. Our findings emphasize the importance of different levels of spatial and psychological distance as well as a number of coping strategies that reflect individuals and communities sustaining themselves through survival, relatedness, and growth. Our research uncovers many areas that future research should investigate.

Keywords: Environment, Rural, Urban, Ecologies, Crisis.

I. INTRODUCTION

If the environmental challenge is not solved in the 21st century, nothing else may matter. Numerous sources have come to the sobering conclusion that the industrial era has had a negative impact on the larger ecology. Consumerists should take note of the fact that the world's population will continue to grow, that non-renewable energy production will peak, and that food and water shortages will worsen in the future. Climate change and rising sea levels, pollution, and deforestation are some of the negative effects of carbon emissions from an environmental perspective. The poor are disproportionately vulnerable to environmental problems and disasters.

Environmental problems have been exaggerated in wealthy contexts due to rapid industrial development

These findings will be used to develop macromarketing implications for environmental behaviour on a micro-level. Topics such as the use of natural resources in rural settings have been studied at macro and micro levels. A deeper understanding of consumption behaviours' psychological and socio-cultural underpinnings, however, is not the goal of these studies. In the marketing literature, environmental sustainability and social responsibility have been treated separately. The microlevel behavioural aspects of surviving in local environments are

examined, including topics such as challenges and coping. Developing a microlevel psychosocial and cultural understanding is the first step in determining macro implications. Such an approach is consistent with the literature and approach of subsistence marketplaces. Also, we use the term "environment" to refer to living conditions that range from the immediate day-to-day existence to more societal and global level issues from the subsistence individual's perspective.

II. ENVIRONMENT AT MICRO LEVEL

Environmentalism in spite of cultural and social context is microenvironmental education, which aims to change how social actors relate to the environment from within the cultural and social structure that they inhabit. In environmental education, micro-approaches are well-established. Information about the environment is presented in a way that motivates people to change their behaviour or take action for the environment (however that is defined).

Environmental problems are assumed to exist as a result of social and cultural drivers and are only addressed after they have been caused. To change these conditions and prevent problems from arising, macro-approaches examine causes and question conditions in society and culture. It is extremely beneficial to those involved in the operation of successful micro-approaches (in the case of kerbside recycling, the local authority government). In addition to funding organisations, the general public is able to observe the results.

III. CONCEPT OF URBAN AND RURAL ECOLOGY

Urban Ecology

Cities and urbanising landscapes are studied as part of the urban ecology field. This relatively new and interdisciplinary field aims to understand the coexistence of human and ecological processes in urban environments, and to assist humans in building more sustainable lifestyles and environments. A subfield of ecology, it has strong connections to many disciplines, such as sociology, geography, urban planning and landscape architecture. Humans in urban environments, nature in cities, and human-nature relationships are studied under the umbrella term urban ecology.

To functionalize its interdisciplinary nature, urban ecology can be viewed as consisting of ecology 'in' cities and ecology 'of' cities, as shown in Figure 1. As a result of urbanisation, organisms' ecologies have changed, and there are differences between urban and non-urban ecological processes. Lateral interactions between ecological and social systems in an urban environment are addressed in this area. According to Wu, the terms "science" (ecology) and "art" (humanistic and holistic perspectives) should be taken into account when investigating the relationship between ecology and humans in urban habitats in order to maintain urban sustainability. Urban ecology is the study of the spatial and temporal patterns of urbanisation and their relationship to ecological processes.

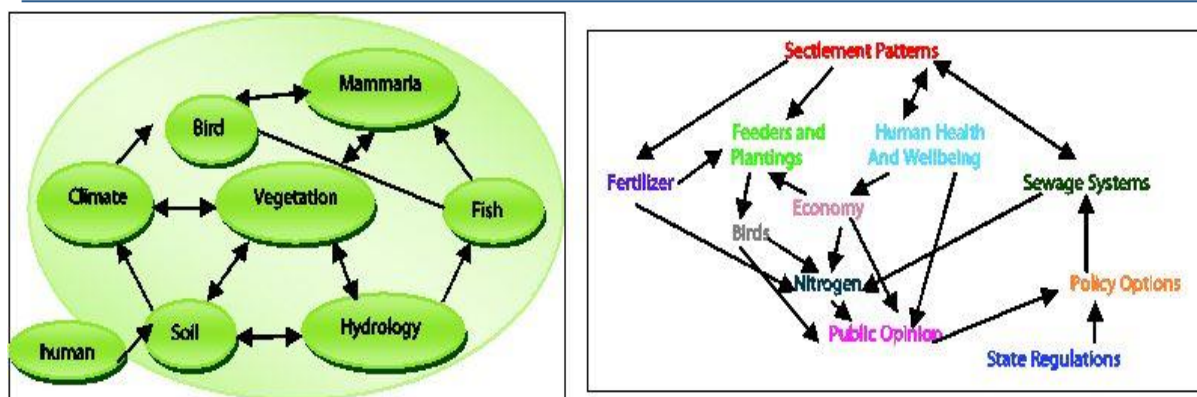


Figure 1: Charts showing the relationships for the ecology in the city (left) and ecology of the city (right)

Rural Ecology

As a matter of fact, rural ecology is concerned with the establishment of an equilibrium between rural residents and local natural resources. Due to the fact that the stability of resources has an impact on the population size, the village's demographic regime was relatively stable. Uninterrupted, this would have led to a rural exodus of unemployed rural residents who could no longer earn a living in the countryside. Sociologists dealing with rural space in the west have become increasingly interested in topics such as the quality of rural environments, agricultural production structure and rural underdevelopment over the past decade. As Buttel (2008) points out, the current changes in agricultural production structure have had a significant impact on both rural environment and rural community socio-economic structure.

IV. MICRO-ENVIRONMENTAL CRISIS:

Air pollution, water pollution, and soil pollution were identified as the three major pollutants. In addition to air and noise pollution, e-waste has recently been added to the list of pollutants. Processing foods and

pesticides that humans consume on a daily basis cause diseases like typhoid and diarrhoea, as well as hormonal disruptions. According to an expert's assessment of the air quality in a country's capital, this pollution exposes a child born today to the equivalent of smoking 20 cigarettes. Eventually, the child's lungs will be black with smoke, and he or she will be susceptible to allergies, coughs, nausea, etc. at a moment's notice.

Environmental pollution has the greatest impact on animals because acid rains alter the composition of rivers and seas. It contaminates the water and causes lung problems in all animals. Nitrogen and phosphates in water make algae, which is an essential food source for amphibians, toxic. Finally, amphibians and other creatures face greater dangers.

As harmful pollutants in acid rain are absorbed by plants and trees from water and soil, the ozone layer in the lower atmosphere prevents them from respiring. Animals, plants, and trees are adversely affected by acid rain because the natural environment is altered and rendered unfit for consumption.

V. CHALLENGES AND COPING STRATEGIES OF ENVIRONMENTAL CRISIS

Those who live on a subsistence basis face environmental challenges that can be classified as immediate (household), local, moderate (society), or global (global), and the discussion is organised accordingly. The immediate environment is the informant's own home and surroundings, where he or she spends the majority of his or her time. Local environmental issues such as sewage, air and water can be found outside the home on the street or in a community that is considered to be close by. Cities, village groups, a province or a country are all examples of larger societies represented by a moderate distance. Global environmental issues, such as climate change and global warming, are represented by the environment that is most distant from us. For a rich visual description of the context, we include pictures of the research sites we visit.

Immediate and Near Challenges

Subsistence marketplaces do not have a level of abstraction where people can compartmentalise environmental issues. Instead, environmental issues are felt at a local level. Local conditions contaminate the water supply to nearby households (see Figure 1). Septic systems become clogged when people use and discard plastic bags, resulting in disease outbreaks.

Environmental issues are no longer a distant concern, but rather a daily occurrence. It illustrates how neighbourhood practises affect survival and quality of life at a near/local distance (i.e., in one's own home, at work, or in the immediate vicinity). A participant discusses the impact of plastic usage on the immediate surroundings (see Figure 1). As far as time and space are concerned, the effect is immediate. Poor urban neighbourhoods are disproportionately impacted by heavy rains due to bad roads, poor drainage, and poor sanitation, which have immediate economic implications.

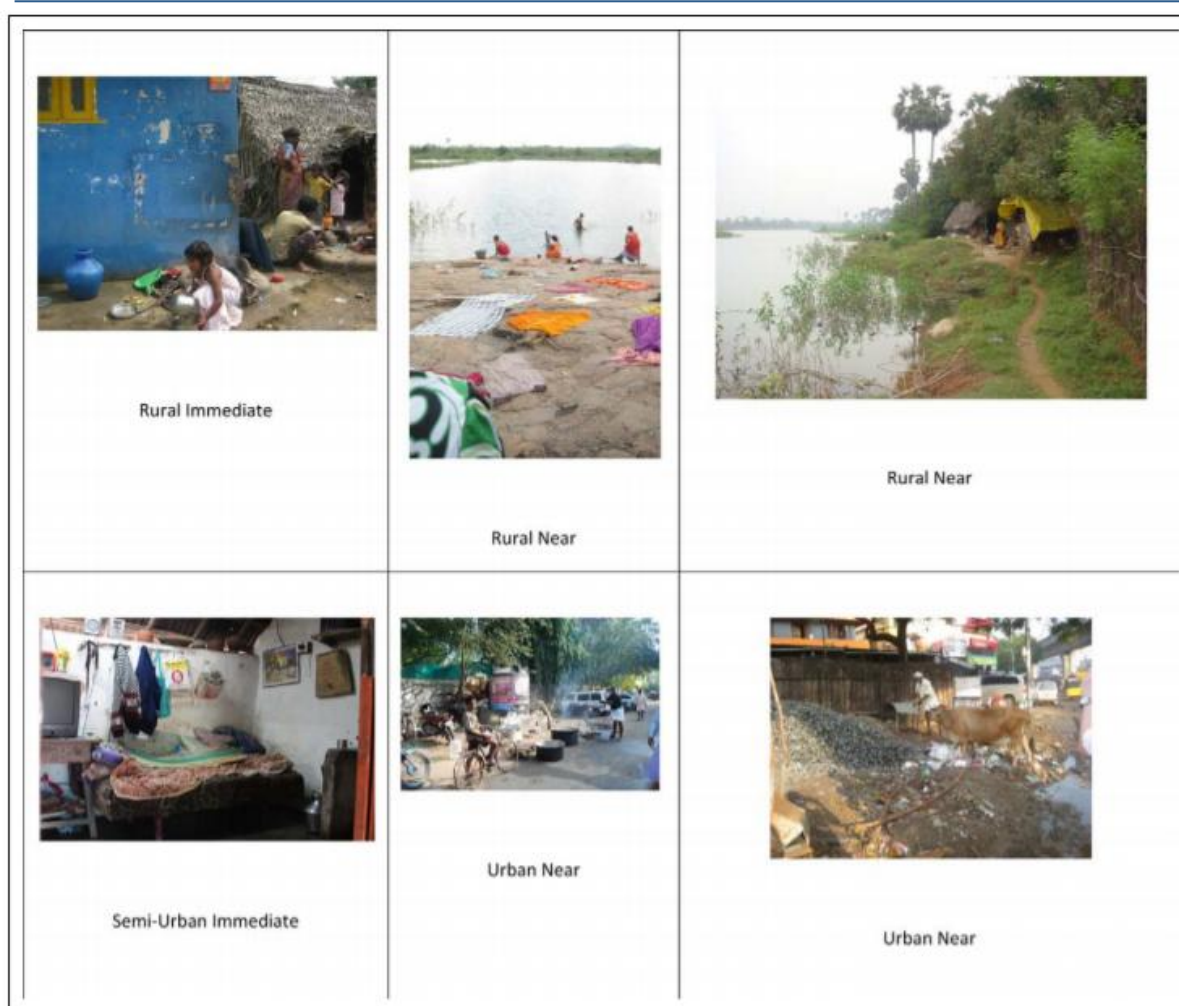


Figure 2: Challenges of Environment

To a lesser extent however, local environmental resources act as safety nets in times of uncertainty, leading to an intimate connection with the environment that results in an overly literal interpretation thereof. Immediate survival does not always lead to a disregard for the environment. Land is the source of livelihood for farmers in rural areas, and they treat the land as they would treat a person.

Challenges Levels: Moderate and Far

As a result, subsistence living requires close interaction and intimacy with the local

environment, both in rural and urban settings. Due to the high value placed on limited resources and the direct dependence on nature, people have an intuitive sense of sustainability. A good example of this is the fact that a subsistence farmer relies on rain directly for his/her livelihood. A similar situation can be found in places where people are relatively well-off and are able to avoid being exposed to nature's whims, such as inclement weather. In addition, an informant noted that depending on nature to meet a variety of needs leads to this orientation about moderate distance (society level).

Uncontrollable factors such as the weather play a major role in rural settings.

VI. CONCLUSION

This study provides unique insights into the interaction between spatial and psychological distances in real and perceived environmental challenges, the nature of coping strategies in arenas of sustenance, as well as outcomes based on perception of efficacy and motivation to act. The macro-level policy and solution design can benefit from these issues. Sustainability from the bottom up is an example of this, as it is grounded in field research. Contrary to this, a top-down view of people and profit would be lacking in the granularity and grounding necessary for a thorough understanding of this phenomenon, as well as a basis for designing solutions that are both broad and specific.

In order to capture both commonalities and differences between rural and urban contexts, this research was conducted in rural and urban areas of India. Only a small number of informants were interviewed in rural areas, which had fewer interviews.

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Charu Yadav