

Awareness of rural women of Punjab regarding pollution causing electricity consumption practices

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■ **ABSTRACT** : The study was conducted to find out the awareness regarding pollution causing electricity consumption practices in three regions of Punjab *i.e.* Majha, Malwa and Doaba. For this purpose, 240 rural women of district Gurdaspur, Hoshiarpur and Ludhiana were selected. Data were collected through interview schedule. Study findings revealed that majority of the respondents had medium level of awareness. Eighty two per cent were aware about the noise pollution due to high pitch of television and radio. Large majority of respondents (92%) were not aware that rays from microwave and oven are harmful for health as well as environment. Education, mass media exposure and family education, family income were significantly correlated with level of awareness whereas respondent's income, extension contacts had no significant effect on awareness. There in need to create the awareness among rural women regarding alternatives and management strategies to control pollution causing electricity consumption practices.

■ **KEY WORDS** : Electricity consumption practices, Pollution, Level of awareness, Rural women

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