

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

■ BALWINDER KAUR AND KANWALJIT KAUR

Received: 06.04.2013; Revised: 17.06.2013; Accepted: 25.06.2013

See end of the paper for authors' affiliations

Correspondence to :

BALWINDER KAUR
Department of Home Science,
Extension and Communication
Manazgement, College of Home
Science, Punjab Agricultural
University, LUDHIANA (PUNJAB)
INDIA
Email:balwindergorsian@gmail.com

■ **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

■ **HOW TO CITE THIS PAPER** : Kaur, Balwinder and Kaur, Kanwaljit (2013). Awareness of rural women of Punjab regarding pollution causing electricity consumption practices. *Asian J. Home Sci.*, 8 (1): 289-291.

In the world of technology all the home appliances are operated on electricity. Electrical appliances are used in cooking, heating, cooling etc. Although these appliances save time and energy but also causes noise pollution and leads to global warming. The noise of television, radio, loudspeakers not only pollutes environment but also affects the hearing power. The rays produced from microwave and mobiles pollute environment. The noise of television, loudspeakers and other electrical appliances also adversely affects the hearing capacity of children and leads to various ear problems. Excessive use of light during festivals or for decoration is not only contributing to extra billing amounts, also is causes global warming. Excessive and overuse of technology is harmful because it not only degrades the environment but also is a big cause of health problems like cancers, typhoid and other problems. Hence, the present study was an attempt to find out the awareness of rural women regarding pollution causing electricity consumption practices with the objectives to identify the pollution causing electrical consumption practices, to study the awareness of rural women regarding pollution causing electrical consumption practices

and to study the relationship between socio-personal profile and level of awareness.

■ RESEARCH METHODS

The study was conducted in three regions *i.e.* Malwa, Majha and Doaba of Punjab state. Three districts *i.e.* one from each region were selected randomly. Further, total six blocks, two from each district were selected. A sample of 240 rural women was drawn randomly from 12 villages of selected blocks. Major pollution causing practices were identified with the help of relevant literature and experts from different department of Punjab Agricultural University, Ludhiana and Environmental Pollution Control Board. Data were collected through interview schedule.

■ RESEARCH FINDINGS AND DISCUSSION

The results of the study have been discussed under the following headings:

- Awareness regarding pollution causing electricity consumption practices .

- Level of awareness regarding electricity consumption practices.
- Relationship between socio-personal characteristics and level of awareness regarding electricity consumption practices.

Awareness regarding pollution causing electricity consumption practices :

Awareness regarding pollution causing electricity consumption practices was observed by giving score one to aware and zero to not aware response categories. Data in depicted in Table 1 and Fig. 1 that the awareness of rural women about electricity consumption practices. Majority of respondents (82 per cent) were aware about the noise pollution due to high pitch of television and radio. Fifty seven per cent of respondents were also aware that mobile rays and noise are harmful. Eighty six per cent respondents were not aware that refrigerator gases increase global warming. Only 8.33 per cent of respondents were aware that rays from microwave and oven during process of cooking food are harmful for health as well as for environment. The mean score with respect to this practice was also lowest (0.08). Forty two per cent of

respondents were not aware that mobiles rays and noise are harmful for environment. Reason for low level of awareness is that the women had no knowledge regarding the use of thermostat in refrigerator and gases released from different electrical appliances. They were also not aware the heating of these appliances contributes in global warming.

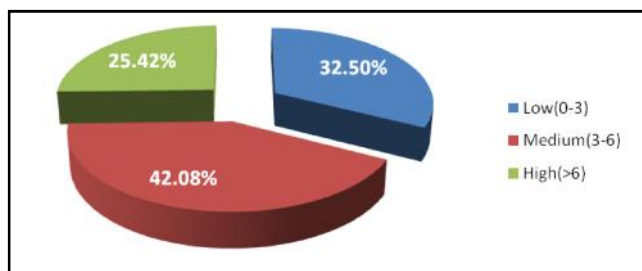


Fig. 1: Distribution of respondents according to their level of awareness regarding electricity consumption practices

Level of awareness regarding electricity consumption practices :

The figures in Table 2 clearly indicate that forty two per cent of respondents had medium level of awareness. Only

Pollution causing practices	Awareness		Mean score
	Aware f (%)	Not aware f (%)	
Air conditioners produce toxic gases which pollute the air	97 (40.42)	143 (59.58)	0.40
Refrigerator gases increase global warming	32 (13.33)	208 (86.67)	0.13
Rays produced during microwave and oven cooking are harmful for environment	20 (8.33)	220 (91.67)	0.08
Mobiles rays and noise are harmful for human, birds and plants	139(57.92)	101(42.08)	0.57
Washing machine create noise pollution	62(25.83)	178(74.17)	0.25
Sewing machine not properly maintained create noise pollution	67(27.92)	173(72.08)	0.27
Fans and coolers creates noise pollution	97(40.42)	143(59.58)	0.40
High pitch of TV, radio and other instruments is a sources of noise pollution	197(82.08)	43(17.92)	0.82
Mobile towers near the households create radiation pollution	108(45.00)	132(55)	0.45

Level of awareness	Frequency	Percentage
Low (0-3)	78	32.50
Medium (3-6)	101	42.08
High (>6)	61	25.42

Socio-personal characteristics	r-value
Age	-0.341*
Education	0.559*
Respondents income	0.113 NS
Extension contacts	0.063 NS
Mass media	0.396*
Family size	0.056*
Family education	0.313*
Family income	0.300*

* Indicate significance of value at P=0.05, NS=Non-significant

twenty five per cent of respondents fell in high level category.

Data given in Table 3 reveal that education, mass media exposure and family education and family income were positively and significantly correlated with level of awareness whereas respondent's income and extension contacts had no significant effect on awareness. Negatively and significant correlation was observed between age and level of awareness of respondents and it concluded that old age ladies had low level of awareness. Study findings are supported by Dhillon (2001), Sigit *et al.* (2001), George (2008) who observed a positive and significant relationship between education and level of awareness regarding environment pollution. The findings with respect to the positive and significant relationship between family income and awareness level of the respondents were in line with the observations of Dasgupta *et al.* (2006) and Singh and Jamal (2012).

Conclusion and suggestions :

Although women had medium level of awareness about electrical consumption pollution causing practices but they don't know the alternatives and management strategies to control pollution. Respondent's education, mass media exposure and family education had positive and significant relationship with level of awareness. There is need to educate rural women regarding management of pollution causing electricity consumption practices through different interventions. Mass media had positive and significant relationship with level of awareness. So, it is suggested that special attention should be paid by mass media planners to include more programmes and articles regarding environment pollution of electricity consumption practices.

Authors' affiliations:

KANWALJIT KAUR, Department of Home Science Extension and Communication Management, College of Home Science, Punjab Agricultural University, LUDHIANA(PUNJAB), INDIA
Email:kanwaljithee@pau.edu

■ REFERENCES

Dasgupta, S., Huq, M., Khaliquzzaman, M., Pandey, K. and Wheeler, D. (2006). Who suffers from indoor air pollution? Evidence from Bangladesh. *Oxford J. Medicine, Health Policy & Planning*, **21**:444-458.

Dhillon, R.S. (2001). A study of farmer's awareness regarding agricultural pollution in Punjab. M.Sc. Thesis, Punjab Agricultural University, Ludhiana (PUNJAB) INDIA.

Sigit, S., Shosuke, S. and Tomoyuki, K. (2001). A survey of perception, knowledge, awareness and attitude in regard to environmental problems in a sample of two different social groups in Jakarta, Indonesia. *Environ. Develop. & Sustainability*, **3**:169-183.

Singh, A.L. and Jamal, S. (2012). A study of risk factors associated with indoor air pollution in the low income households in Aligarh city, India. *J. Environ. Res. & Mgmt.*, **30**:1-8.

■ WEBLIOGRAPHY

George, N. M. (2008). Children's understandings related to hazardous household items and waste. *Environ. Edu. Res.* Retrieved from <http://www.informaworld.com/smpp>.

8th
Year
★★★★★ of Excellence ★★★★★