

Environment Communication for Sustainable Development in Punjab, India

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Abstract

In brief this study clearly focuses to explore the potential of communication strategies and approaches to enhance the environmental awareness. It is also the one of the area to explore the changing paradigm of environmental communication campaigns. But here is a basic question before the world is that to what extent we will continue to deteriorate our natural resources which lead to severe destruction of healthy life.

To decrease this effect everyone has to understand or develop a common understanding towards environment problems to reduce its aggravated effects on the society. To achieve this millennium goal, media organizations have to play an important role in generating environmental literacy and to raise their level of understanding the impact of environmental issues on mankind. There are numbers of media channels, newspapers, and radio stations who directly or indirectly affects the human life, even their life styles, eating habits and their lives. The role of media is always remains questionable when it comes to social concerns. It is argued that maximum number of channels gives less importance to environmental issues and concerns. On the other hand newspapers still devotes their space for environmental issues, campaigns and various other activities. This paper is an attempt to understand the role of regional press, folk media and local dialect for the successful implementation of an environment conservation campaign.

Keywords Environment Communication, Healthy Life, Strategies, Folk Media, Local Dialect.

Introduction

The term environmental conservation movement is a most notified movement of social awakening among various nations. This term suggests the protection of natural resources. Sometime it is referred as green movements. It is varied logical, societal, and political awaken movement (Allen, 1999, p 68). In simple words, it is the key area of environmental scholars and activists, who strongly campaign, advocates effective management of natural resources, generate mass consensus for the protection or rehabilitation of dying resources. It is mass movement which generates people's participation to influence policy matter and governmental decisions to favour environmental protection to provide them a healthy environment. (Anderson, 1997, p 13) For the fortification of humanity, conservation of the natural resources becomes much more important. As it directly affective the living conditions of the human being. In the service of humanity and betterment of mankind such movements played a significant role. These movements are to propagate human rights, healthy environment and health. Even these movements are incorporated into history as well as religion. These movements are represented by the various Non-Governmental Organizations. These are Non-Governmental Organizations which are

deeply connected to grassroots level and large numbers of people are associated with them (Burton, 2002, p 24). Due to their large members they have strong impact or influence onto them. They need to govern them for environmental movements and to make campaign channelize for resurgence of healthy environment. Today, entire world is facing the problem of environment pollution. Environment degradation is a big problem for all the nations. Millions of people suffer with the diseases which are rapidly occurring due to the negligence of our environment. There is no part of the world where the eco-system is pure as it was. (Arcury, 1990, p 32).

The degrading quality of Natural resources has adversely affected the quality of life. As a result, people are suffering with serious health hazards (Cutter, S, 1996, p 157). Thus, it becomes necessary to investigate worldly environment issues of pollution. What's being done on a worldwide level, and what one can do within the community?

Here's the role of media is questioned, But what is the need of the time? The need is to give the boost to an environment conservation movement by the media and social/community welfare organizations. In this study researcher will try to find out the use of communication tools for environment conservation movement in with the special reference to Holy River situated near SultanPur Lodhi, a historical place of Sikhism. This environment movement was initiated by

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Religious Leader and Environmentalist Baba Balbir Singh Seechewal about fifteen years ago.

COMMUNICATION AS AN ESSENCE OF HUMAN LIFE

Communication is an important element in the material of influence which leads to innovation and modernization of a society. Communication can enlarge the horizons, bring information about the experience of others, raise aspirations and help to provide the motivation for improved practices of social conditions (Uma Narula, 1994, p 23). Communication is the essence of human life. One can-not imagine life without the communication process. Communication process is acknowledged as the mechanism which bounds the society in the thread of relations and existence (Kewal. J. Kumar, 2001, p 13).

"The definitions of communication, as the saying goes, are dime a dozen. Depending upon one's perception and point of views, communication is: transmission of information to elicit response; coordinating favorable response between a person and an audience, sharing information, an idea or an attitude, or 'a meeting of minds, a bringing about of a common set of symbols in the mind of the participants- in short, an understanding" (John C Merrill et. all, 1991, p 223)

Communication process engages the others into talks. Then the persuasiveness nature of human being arises. Thus the desired result of human communication is achieved as understanding between two and others (Joseph, R. Dominick, 1996, p 102). Communication is much discussed arena in this world. It comprises many experiences, activities and trials which contains numerous meanings in it (Noam Chomsky, 1998, p 94).

The impact of the communication message is always depend upon the three parameters; credibility of the source, effectiveness of the medium and understanding and acceptability of the message (Uma Narula, 1994, p 37). In the same way communication strategies are a plan to diffuse the information on a particular issue with a defined goal. Hence this goal is to communicate effectively about a message for a product, service or a message for social change. Communication is always purposeful and communication strategies work always with defined key messages (CS Raydu, 2011, p 33). There is always a defined system to obtain feedback from the receiver (V.S.Gupta, 2001, p 76). It is also to understand that how developed content will affect the media campaign. There is also need to define the media and various other approaches to be followed. Focus on the audience to whom and how to reach

should be clearly defined (Defleur Melvin, 1991, p 63)

MEDIA, ENVIRONMENTAL AWARENESS AND SOCIAL CHANGE

The rapid growth of urbanization and industrialization has created the imbalance. Under the name of development man greedily exploited natural resources indiscriminately to the maximum extent of the nature's capacity for self-stabilization. Pro-Industry and Pro-Technology oriented lifestyle is causing great income disparities. The unsustainable lifestyles of the rich people are an environmental burden on the others who ironically are least responsible for the changes of climate. The changed lifestyle and increased Utilization of natural resources is also another major reason behind the increased pollution. (BK. Jindal, et. al., 1997, p 292)

The word environment is directly associated with the health of living beings. Water and air both are acknowledged as most sacred sources of life on the earth. In India people used to worship plant and water sources as their deities. In Indian scripture, Earth is considered as goddess mother. Water is acknowledged as a life saviour. Healthy environment is also the basic human right of the people under Article-21 A life and liberty (Cutter, S, 1996, p 23). Healthy environment is also considered as a symbol of prosperous life. But these days environment is contaminated with pollution. Natural eco-balance is disturbed. Polluted environmental condition leads to adverse conditions of life. As a result society is suffering with a low quality of life. Environment pollution is considered as a major challenge to obtain sustainable growth among developing, developed and underdeveloped society. Many scholars believed that rapid growth in population, urbanization and industrialization adversely affected the environment layer. Thus, Environmental concerns are considered as the top priority agenda of the government, non-governmental organizations, corporate and community (Ernest, J, 1993, p 07).

To achieve the goal of sustainable environment, a positive and realistic planning is needed. That can only be achieved by generating awareness among masses. Thus, environment studies are based on interdisciplinary approach. The major concerns of the most of the environmental scholars are to how to save natural resources from the pollutions (Dobson, K, 1997, p 45). The rise in the pollution is the matter of concern among many prominent scholars; hence they are concerned with what we have done and what we are doing to conserve our natural environmental

resources. The cultural and social context of environment has become very much important for the well-being of human lives (Ernest, J. 1993, p 33). Our future generations may not be aware with the threat. Environment degradation has affected the lives of many people (Dryzek, J.S, 2005, p 13). The increased economic development and a rapidly growing population that took the country from 300 million populations in 1947 to more than 1.25 billion populations have put strain on the environment and natural resources of our country. (Rakesh Kumar Singh, 2011, p 21) Environmentalism has a deep root in natural history of mankind. Modern environmentalists expanded their concern, drawn on round about all areas of human knowledge including humanities and social sciences, and the physical sciences. It has strongest roots in the study of ecology (Rakesh K, Singh, 2011, p 24).

It is the foremost duty of all the human beings to develop a collective consciousness in reducing worsens environment degradation. This environmental consciousness needs to be enhanced. Thus the role of media becomes very important to increase the environment literacy and ecological favorable environment. Media as an information multiplier may send this message to the masses. In this context media can play an immense role to increase environmental awareness. Most of people learn about environment issues from the either their surroundings or from the media (Daniel K, 1998, p 40).

After a big discussion on the theoretical and applied aspects of the research it is felt that here is a need to understand the communication strategies for the environmental conservation. This study examines the level of awareness among masses. This study is also an attempt to know the community's participation to protect their rich environmental legacy (Coroteau, D, 2003, p 14). In this regards both interpersonal and mass communication channels are equally important. Along with the role of media this study also focused on the various other approaches of communication like participatory communication, public participation in decision making, impact of religious communication (Paras Diwan, 1987, p 17). In other words this study is will focused on the actual potential role of communication strategies in environmental awareness and in order to enhance further for the new implication to initiate the mass movement for the better quality of environment. Here, the basic question before the world is whether we can allow the environmental degradations (David J.C., 1998, p 54).

RELIGIOUS COMMUNICATION AND ENVIRONMENTAL VALUES SYSTEMS- AN INDIGENOUS PERSPECTIVE

India is the second most populated country and largest democratic country of the world. Due to large size and population density, environmental concern remains always on the stake in India. It often focuses on bringing together of social and environmental justice. India has assorted, age-old traditions for cooperative people with place. But, these customs were disrupted by five hundred years of colonial regulation. Now days, it is being challenged by globalization and market forces. There is need of conservation of natural resources for the peaceful survival of mankind and other life forms on the earth.

According to the Hindu philosophical beliefs, human body is composed of five basic elements of nature called (Panch Tatva) air, water, fire, earth, and the sky. It is also believed that human body is created by these elements of nature. From the advent of human life most of the Hindu religious scriptures; Vedas, Puranas, Upanishad worshipped the nature. These holy books give the message for the protection of nature. Nature was respected as sacred as goddess. Vedas and Puranas encouraged for the conservation of natural resources in their own ways. In Bhagwat Gita water is regarded as very sacred element of life. Manu Samriti also regarded water as the creator, main source of life on the earth. In the text of Manu Samriti contamination of water by urine, stool or coughing, un-pious objects, blood and poison is also ethical prohibited (Tiwari, 1989, p. 31)

The Manu insisted people to maintain the cleanliness of water and to keep away from water pollution. Yajanavalkya Samriti and Charak Samhita also urged for the maintaining the purity of water. In ancient times, rivers also enjoyed a sacred position in our societal structure. The Ganga, The Yamuna and The Saraswati three was regarded as Goddess. These holy rivers not only possessed the disinfect capacity but also self purifying ability. They religious importance of environment as per the Hindu philosophy believes in 'Vasudhaiv Katumbakam', all the living beings of the world as the member of a family (Diwedi, 1997, p.17). Into his another major study Scholar O. P. Dwivedi (2002) mentioned in his book 'Dharmic Ecology' that most Hindu philosophy believes that the individual souls of all beings are identical to the universal soul; because of its doctrine of reincarnation. (p. 6).

During the regime of Chandra Gupta Maurya, 300 BC, Kautilya, highlighted the question of

environment protection very extensively. Kautalya's Arthshastra, written in during the Mauryan era, realized the strong need of forest administration. Legendary King Ashoka showed his concern for wild life and banned killing of certain variety of flora and fauna. On 5th Pillar Edict of Ashoka's time, it was clearly stated that he himself wanted to preserve the natural resources and environmental friendly. The religious scripture of the Hinduism and its philosophy was very much aware of the critical environmental conditions caused by deforestation, extinction of animal species and water pollution. (Gupta, 1987, p 155)

REVIEW OF LITERATURE

Shu-Chiu Liu & Huann-Shyang Lin (2014) into this research study "Undergraduate Students' Ideas about Nature and human-nature relationships: an empirical analysis of environmental worldviews" researchers aims to explore the ideas of undergraduate students on human nature affairs and nature and to increase the perception of undergraduates ecological worldviews. The researcher analyzed the answers by utilizing graphic method. These students were already in the motion of pro-environmental campaigns. Their ideas were a mixture of various trends like as for humankind that it is nature's share and can be changed according to laws of nature; nature is not destroyed by this.

Sarah Schweizer, Shawn Davis & Jessica Leigh Thompson (2013) into their study "Conversation about Climate Change: A Theoretical Framework for Place-Based Climate Change Engagement, Environmental Communication" argued that this research is based on the theory of attachment with the principles of education, choice of free learning to attract the people by g and the theory of activation. Here, framework which is confirmed and which shows power to attract people in the following aspects: learning which action- is based and at material and physical places and also learning based on impacts of change in climate. This study has proved that with different spectators there is a boom in the change in climate. The outcome of the survey and the interviews carried are able for the argument for the unmatched potential for the parks of America and also place -based communication is used to motivate engagement of public in change in climate.

Moeko Saito-Jensen, Iben Nathan And Thorsten True (2010) in their study, "Community-based natural resource management (CBNRM): designing the next generation" concluded that these policies and projects i.e. community based

natural resource management (CBNRM) basically has the aim of betterment in the livings of the people who are living in rural areas and those people are dependent for their livelihood on natural resources and also aims in promoting the unbiased benefit in distribution and making their decisions a democratic decision at the basic level. The researcher also faced some critical arguments about CBNRM that it is vulnerable for detention. This is the confirmation that capture is vulnerable and can be an outcome that is thinkable of CBNRM.

Emilio Rodríguez-Izquierdo, Michael C. Gavin and Miguel O. Macedo-Bravo (2010) in their study concluded that, "Barriers and triggers to community participation across different stages of conservation management" concluded that management of the natural resources by involvement of local community can lead to a serious success. The researcher finds that participation by the community by the efforts in conserving differs widely and they reflect mechanisms of conservation to programs that are motivated by the local communities. In this study the involvement of the community of the National park in Peru Cordillera Azul) were examined. This study finally concludes that if we want to achieve conservation then community participation should be more effective, stakeholders capacity should be build, long term approaches for the management of these are needed and the levels of participation should be monitored at all the stages.

STATEMENT OF THE PROBLEM: The whole research seeks to explore the Holy Bein (Conservation Movement) led by Saint Balbir Singh Seechewal, (environmental activist) in Punjab. The research problems is stated-
ENVIRONMENT COMMUNICATION FOR SUSTAINABLE DEVELOPMENT IN PUNJAB, INDIA The research moves around his initiative to channelize the mass movement where he successfully encouraged the mass participation of rural people to clean 160 kilometer Long River without any support of state and central government. It was the focus of the study to check the role of communication, strategic communication, community participation and role of media. This study also explores to know the various communication techniques which were effectively used in this campaign to set a landmark. It is also to be explored to know how to use effective communication for such campaigns to yield beneficial results to be implemented in other arena of environmental conservation. Hence study focuses on exploration and utilization of effectiveness of environment

communication and its implication in different arena of environment protection.

SIGNIFICANCE OF THE STUDY:

The conceptual framework of this study is related to the different schools of thoughts this study highlight the role of various communication strategies, communication approaches (trickle down and bottom up), media management for environmental concerns, assessing the social implications of environmental advocacy campaigns, motivation for the ground level participation. After a big discussion on the various aspects the question is still unanswerable. How to protect and preserve the deteriorate environment. The prime concern of this study is an investigation of communication strategies and role of media in environmental conservation. In order to enhance the community participation for the better living conditions of human being. Environment researcher argues that environment is hot topic of discussion in major international convention. Environment pollution is now a global threat for the survival of humans. Due to the rise of environmental problems and its worsened effects on human life many are suffering with various acute diseases. The various activities were aimed to promote environment awareness to get mass support and participation for environment protection.

The key motive of this campaign is to identify and encourage the environmental literacy, mass participation and action plan to clean polluted river. It is also significantly studied that information spread by grass root communication and participatory nature of his efforts have yielded effective results. Communication is recognized as a distinct discipline which plays a vital role in shaping up the society. The planned and systematic implication of numerous communication approaches always resulted into social change and widely acceptance of a message. It is an extensively participatory process of directed social change in a society. Mass media as a magic multiplier to generate the awareness in the masses about the various social concern issues among this environment is one of them. (Schramn, 1964, p 45)

OBJECTIVES OF THE STUDY

The major objective of the studies is to contribute in the field of communication and environment awareness. Understanding the key issues and provide a rational and scientific answer to all other queries. Though a systematic procedure each research tries out at his best to satisfy the queries. The main objective of a research study is

to summaries in a few words what is to be achieved by the study. This research has been taken up focusing on the following objectives.

Objectives of the research are:

1. To understand the role of regional media in the success of Holy Bein Conservation Movement in Punjab.
2. To identify the conservation efforts of Holy Bein as Socio-Religious Environment Movement in Punjab
3. To understand the use of communication strategies for environment movement with special reference to Holy Kali Bein.
4. To examine the role of folk media for the environmental conservation of Holy Kali Bein.
5. To explore the key factors that played an effective role in success of this movement.

HYPOTHESES OF THE STUDY

To pursue research in an organized manner it is always essential to state workable Hypotheses.

H1: The awareness level of the masses about Kali Bein Conservation Movement and its objective. In the success of Kali Bein Conservation Movement, mouth publicity in local dialect, religious sentiments and personalized approach of Sant Balbir Singh Seechewal has played very positive role to generate massive participation in this campaign.

H2: Folk Media has played prominent role in the success of Kali Bein Conservation Movement. Mostly people attended religious congregation, Kirtan Darbar and Kavi Darbar related to Kali Bein Conservation Movement

H3: Regional Newspapers played very prominent role in the success of Holy Bein Conservation Movement.

RESEARCH DESIGN AND METHODOLOGY

In this research study to explore the effectiveness of communication approaches, role of media and participatory communication approach several methods has been employed in this studies. From the wide literature reviews clearly indicate to employ multi-methods for this study. Recently there is immense growth in using both of the quantitative and qualitative methods in the field of communication research. The strategy to opting mixed methods for better data collection and analyses of the research problem. In this study qualitative and quantitative method has been used. In qualitative research, researcher tries to study varied concepts in all their complexity. This hybrid approach is an attempt to cross-validated results within the same study. This approach is strongly recommended to cross verify

the facts and results from different perspective and to reduce the weakness of one method. This multi-method approach is designated to justify the theme. The present research is convergence of both of the methods to provide a detailed and balanced answer to research query. It is to value addition to cover the inadequacy of quantitative and qualitative methods. To study this 14 years long campaign it becomes extensively important to deploy the historical approach for the exact evaluation the phenomena. To study another aspect of this research problem researcher has to relay on the Structural-Functionalism research approach. In this research case study is deployed as a primary method of the research. Several interviews have been conducted to exploration of many aspects. A small survey is also conducted. A survey is also added as one of the quantitative method to examine the audience's perception.

R.Q.1 Analysis: - Gender Wise Responses to Read News Related to Kali Bein Conservation Movement

Gender	Yes	No	Some-times	Often	Seldom
Male	169	29	30	42	20
%	58.28	10.00	10.34	14.48	6.90
Female	149	35	40	31	25
%	53.21	12.50	14.29	11.07	8.93
Total	318	64	70	73	45
%	55.79	11.23	12.28	12.81	7.89

OBSERVATIONS AND INTERPRETATIONS: -

This query was put in front of the respondents to check the familiarity of people with news related to the Kali Bein or Sant Balbir Singh Seechewal. Most of the male respondent agree 58.28% that they have seen or read news related to Kali Bein or Sant Balbir Singh Seechewal, only 10% said they never read about the Seechewal and Kali Bein in the newspaper, 10.34 % said they had sometimes read about the Seechewal and Kali Bein, 14.48% people said they often read about Seechewal and Kali Bein in newspaper and 6.90% said they seldom read about the Seechewal and Kali Bein Conservation Movement. As per the female respondents, 53.21 % said that they have read news related to the Sant Balbir Singh Seechewal or Kali Bein, 12.50% said they never noticed news related to Seechewal and Kali Bein Conservation. 14.29% female respondents said they sometimes read about Sant Seechewal or Kali Bein Conservation Movement. 11.07% often read about Sant Seechewal or Kali Bein in the newspaper. 8.93% said they seldom read about Sant Seechewal of Kali Bein Conservation Movement. In total 55.79% people said they read news about Sant Balbir Singh Seechewal or Kali Bein related news story in the newspaper, only 11.23% people said they never seen news about

this, 12.28% said they had sometimes seen news related to Sant Seechewal or Kali Bein Conservation Movement, 12.81 % said they often read and only 7.89% people say they seldom read news related to the Sant Balbir Singh Seechewal and Kali Bein Conservation Movement. This campaign received massive support from the Journalist. Most of the activities of Sant Balbir Singh Seechewal which he organized for the rehabilitation of Kali Bein are covered by the print media. Sant Balbir Singh Seechewal and Kali Bein Conservation Movement were highly supported by the media houses. This campaign was widely popular among English and vernacular press. Even former President of India Dr.APJ Abdul Kalam read about this campaign in the newspaper and mentioned in his speeches. This campaign was properly highlighted in the newspapers.

R.Q.1.1 Analysis:-Geography Wise Responses to Read News Related to Kali Bein Conservation Movement

OBSERVATIONS AND INTERPRETATIONS: -

The data gathered from the respondent indicates that in rural areas 60.69 % people have read news related to Sant Balbir Seechewal and Kali Bein Conservation Movement, only 5.52% never noticed news related to Kali Bein Conservation Movement, 13.79% rural people had sometimes seen news coverage of Sant Balbir Singh Seechewal and Kali Bein Conservation Movement, 15.52% people said they often read news related to Seechewal or Kali Bein Conservation Movement, only 4.48 % people seldom noticed the news related to Sant Balbir Singh Seechewal or Kali Bein Conservation Movement. In urban areas, 50.71% people read news stories about Sant Balbir Singh Seechewal or Kali Bein Conservation Movement, 17.14% urban people said they never noticed news related to Seechewal or Kali Bein Conservation Movement, 10.71% said they sometimes noticed news related to Sant Balbir Singh Seechewal and Kali Bein, only 10% urbanite people said they often noticed news coverage of Sant Seechewal and Kali Bein Conservation. 11.43 % urban people responded seldom. In total, 55.79% people said they read news about Sant Balbir Singh Seechewal or Kali Bein related news story in the newspaper, only 11.23% people said they had never seen news about this, 12.28% said they had sometimes seen news related to Sant Seechewal or Kali Bein Conservation Movement, 12.81 % said they often read it and only 7.89% people said they seldom read news related to Sant Balbir Singh Seechewal and Kali Bein Conservation Movement. The above data shows that Sant Balbir Singh

Seechewal and Kali Bein Conservation Movement received a massive support from the Print Media. The regional newspapers covered this campaign extensively. Most of the initiatives of Seechewal were covered by the print media. Rural people are much aware about Sant Seechewal and Kali Bein Conservation Movement. Only a few percentages of people are not aware about Sant Balbir Singh and his initiatives of Kali Bein Conservation Movement.

R.Q.2 Analysis:-Gender Wise Response about they Ever Enjoyed Any Performance of Folk Media Associated to Kali Bein

Gender	Yes	No	Can't Say
Male	150	69	81
%	50.00	23.00	27.00
Female	157	71	72
%	52.33	23.67	24.00
Total	307	140	153
%	51.17	23.33	25.50

OBSERVATIONS AND INTERPRETATIONS: -
 The above table and graph shows the responses of male and female respondents, they ever enjoyed any performance of folk media associated to Kali Bein. In this regard, 50% male respondents said they enjoyed any performance of folk media associated to Kali Bein, 23% respondents said they never enjoyed any performance of folk media associated to Kali Bein. Only 27% respondents said can't say. As per the responses of female respondents, 52.33% female respondents said they enjoyed any performance of folk media associated to Kali Bein, 23.67% female respondents said they never enjoyed any performance of folk media associated to Kali Bein and 24% female respondents said can't say. In total, 51.17% respondents said that they have enjoyed performance of folk media associated to Kali Bein, 23.33% respondents said they never enjoyed any performance of folk media, 25.5% respondents said they can't say. The above data shows that majority of the male and female respondents enjoy performance of folk media associated to Kali Bein Conservation Movement. It is worth mentioning that Sant Seechewal has organized many Kirtan Darbar, Kavi Darbar for generating environmental awareness.

R.Q.2.1 Analysis:- Geography Wise Response about They Ever Enjoyed Any Performance of Folk Media Associated to Kali Bein

Geographical region	Yes	No	Can't Say
Urban	142	79	79
%	47.33	26.33	26.33
Rural	167	61	72
%	55.67	20.33	24.00
Total	307	140	153
%	51.17	23.33	25.50

OBSERVATIONS AND INTERPRETATIONS: -

The above table and graph shows the responses of urban and rural respondents, they ever enjoyed any performance of folk media associated to Kali Bein. As per the responses of urban respondents, 47.33% urban respondents said they enjoyed any performance of folk media associated to Kali Bein, 26.33% respondents said they never enjoyed any performance of folk media associated to Kali Bein and 26.33 % respondents said can't say. As per the responses of rural respondents, 55.67% rural respondents said they enjoyed any performance of folk media associated to Kali Bein, 20.33% rural respondents said they never enjoyed any performance of folk media associated to Kali Bein and 24% rural respondents said can't say. In total, 51.17% respondents said that they have enjoyed performance of folk media associated to Kali Bein, 23.33% respondents said they never enjoyed any performance of folk media, 25.5% respondents said they can't say. The above data shows that majority of the urban and rural respondents enjoy performance of folk media associated to Kali Bein Conservation Movement. It also reflects here that majority of the rural respondents have been enjoyed folk media performance related to Kali Bein Conservation Movement.

R.Q.3 Analysis:- Gender Wise Response About Local Dialect Played A Prominent Role While Convincing The People For The Participation In Kali Bein Conservation Movement.

Gender	Yes	No	To some extent
Male	136	102	62
%	45.33	34.00	20.67
Female	143	97	60
%	47.67	32.33	20.00
Total	279	199	122
%	46.50	33.17	20.33

OBSERVATIONS AND INTERPRETATIONS: -

The above table and graph show male and female respondents response about the importance of local dialect for the effective communication to convince masses to participate in Kali Bein Conservation Movement. As per the male respondents, 45.33% respondent agreed about the importance of local dialect for the effective communication to convince masses to participate in Kali Bein Conservation Movement, 34% respondents said no, 20.67% respondents said that importance of local dialect for the effective communication to convince masses to participate in Kali Bein Conservation Movement. In this regard, 47.67% female respondents said yes they feel that messages delivered in local dialect seems more effective to increase public participation in Kali Bein Conservation Movement, 32.33%

respondents said no, 20% respondents said to some extent it was effective to convince masses to participate in Kali Bein Conservation Movement. In total, 46.50% respondent's said the importance of local dialect for the effective communication to convince masses to participate in Kali Bein Conservation Movement, 33.17% respondents said no, 20.33% respondents said to some extent that local dialect was effective to convince rural masses. The above data reveals that majority of the respondents agreed that communicating in local dialect was effective to increase massive participation for Kali Bein Conservation Movement.

R.Q. 3.1 Analysis:- Geography Wise Response About Local Dialect Played A Prominent Role While Convincing The People For The Participation In Kali Bein Conservation Movement.

Geographical region	Yes	No	To some extent
Urban	92	123	85
%	30.67	41.00	28.33
Rural	187	76	37
%	62.33	25.33	12.33
Total	279	199	122
%	46.50	33.17	20.33

OBSERVATIONS AND INTERPRETATIONS:-

The above table and graph show urban and rural respondents response about the importance of local dialect for the effective communication to convince masses to participate in Kali Bein Conservation Movement. As per the urban respondents, 30.67% respondent answered yes about the importance of local dialect for the effective communication to convince masses to participate in Kali Bein Conservation Movement, 41% respondents said no, 28.33% respondents said that importance of local dialect for the effective communication to convince masses to participate in Kali Bein Conservation Movement to some extent. As per the responses of rural respondents, 62.33% respondent's answered yes they feel that messages delivered in local dialect seem more effective to increase public participation in Kali Bein Conservation Movement, 25.33% respondents said no, 12.33% respondents said to some extent it was effective to convince masses to participate in Kali Bein Conservation Movement. In total, 46.50% responded that importance of local dialect has significance for the effective communication to convince masses to participate in Kali Bein Conservation Movement, 33.17% respondents said no, 20.33% respondents said to some extent the local dialect was effective to convince rural masses. The above data reveals that majority of

urban respondents did not agree with this. But majority of the rural respondents believe that communication in local dialect was effective to increase the mass participation in Kali Bein Conservation Movement.

RESULTS & DISCUSSIONS

The results of this research study highlights that language newspaper played an extensive role to highlight the Saint Seechewal's campaign for the cleanliness of Holy Bein Conservation. When the coverage of the print media was accessed for the generalization of the result, a fact is observed that Punjabi newspaper and Hindi newspapers has given the extensive coverage as compare to the English Press. Data indicates that in this campaign regional newspapers played very prominent role in generating the awareness among the masses about this environmental movement. Radio and television seems relatively less effective medium as compare to the regional language newspapers. As the part of his campaign Saint Seechewal's frequent visit and local journalists have provided the maximum coverage. In this extensive coverage Seechewal advocated one to one interaction with the local media personal to motivate them for the extensive coverage. The investigative data also reveals that people agreed to this aspect that Religious Communication (Katha and Kirtan) and Community Participation have played a vital role in case of Holy Bein Conservation Movement. After analyzing the video coverage content of Saint Balbir Singh Seechewal's door to door campaign, following inferences have been drawn that his participatory approach has motivated the masses. All the time he spread the message of environment conservation by highlighting its religious importance for the Sikhism. Research findings also highlights another factor behind the success of Holy Bein Conservation Movement is its historical-religious importance. This Bein has its historical value as it is associated with Sikhism.

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