

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

of greens. It was based on long socio- historical experiences that appeared as powerful political agent in various policy agenda. German Peace Society became the pillar of worldwide Green Movement (Joppke, 1991). Large number of Research & Development (R&D) related NGOs like Stockholm International Peace Research Institute (SIPRI) Sweden; Peace Research Institute Organization (PRIO), Oslo, Norway; Armament & Disarmament Unit, University of Sussex, Brighton; Oxford Research Group, UK; School of Peace Studies, Bradford, UK; United Nations Institute for Disarmament Research (UNIDIR), Geneva; German Peace Society-United War Resister, Germany; and World Policy Institute, New York, etc, joined the German Greenpeace movements. Several western countries also adopted Greenpeace policies to promote environmental sustainability. It briefly include: Campaign for Nuclear Disarmament (UK), Inter-Church Peace Council (the Netherlands), Swedish Peace Council (Sweden) and Friends on Earth (France) that gradually coincided with Earth System Governance Project (ESGP), Global Environment Facility (GEF), Intergovernmental Panel on Climate Change (IPCC), United Nations Environment Programme (UNEP), World Nature Organization (WNO), World Wide Fund (WWF) for nature and several regional level organizations associated with South Asia Association of Regional Cooperation (SSRAC), South Asia Free Trade Area (SAFTA), Association of South East Asian Nations (ASEAN), European Union (EU) and Organization of Petroleum Exporting Countries (OPEC).

Greenpeace India: A Background

Intellectuals and enlightened communities of India were also inspired by the Greenpeace movements in Europe which were implemented through universities, colleges and even in school syllabus where Environmental Studies became a prominent subject. Large number of R&D organizations like Centre for Science and Environment, New Delhi; Anti Nuclear Forum, Kolkata; Group for Nuclear Disarmament, Mumbai; and Group for Peaceful Indian Ocean, Mumbai; were aligned with Greenpeace. Other green peace related movements also include: Chipko Movement (UP), Silent Valley Movement (Kerala) and Narmada Bachao Andolan (MP). Besides, there are also Greenpeace- environmental related NGOs : Ashadeep (Guwahati), Community Action for Rural Development (Pudukottai, Tamil Nadu), Disha Foundation (Jaipur), Isha Education (Coimbatore), Mission Smile (Mumbai), Rural Development Foundation (Hyderabad), Social Action Manpower Creation (Pune), Turnstone Global (Kolkata), etc are increasingly important. Even at the local level Greenpeace NGOs in Goa are actively working for sustainable development. The prominent ones and their activities include: Goa Institute of Rural Development and Administration (worships, seminars, contact programmes, maintenance of documents); Goa Foundation (Records on Environmental issues), Peaceful Society (Biodiversity Conservation; Eco-development; Ecology and Environment), World Wide Fund for Nature-Goa Chapter (Freshwater Ecosystem -Lakes, Ponds, Rivers, Wetlands); Vivekananda Environment Awareness Brigade (Environmental Litigation/Campaigns; Wildlife Protection), and Human Rights Defenders (action and communication with government and related NGOs).

Evolution of Greenpeace in India

Unlike several western counterparts of India, the evolution of Greenpeace movement in India is too young. Historically, the GPI Indian goes back to Narmada Bachao Andolan (NBA) related to three rivers by passing Gujarat, Madhya Pradesh and Maharashtra. In 1978, Government of India sought the World Bank's (WB) assistance to build a complex of dams along the river as part of the Narmada Valley Development Project ("Narmada Project"). The Narmada Project envisioned the creation of 30 large dams, 135 medium dams, and 3,000 small dams (Supriya, 2005). However, there were serious problems related to environmental hazards which continued for more than thirteen years. In 1992, Narmada International Human Rights Panel was formed by the Environmental Defense Fund in collaboration with WB Information Centre, Washington. But the mission virtually failed to fulfill the basic issues of

NBA (Chandra, 2000). It re-appeared only in 2001 when large number of environmental supporters along with Sunderlal Bahugan's Chipko Movements on Tehri Dam (Doon Valley) and problems of Slum Dwellers in Dharavi-Mumbai became active. The message of GPI helped to establish small offices at Bangalore, Hyderabad, Chennai, New Delhi, Mumbai, Kolkata and Patna. Soon, the sub branches of Greenpeace spread in almost every town and city of India in the forms of environmental groups, human right cells, eco-peace movements and sustainable developments.

Key Objectives of Greenpeace India

Presently, GPI with over 350 staffs are working across the country under supervision of Indian Senior Management Team (SMT). It stands to promote clean air, water, solar power, prevention of nuclear power proliferations, safe food, ecological farming and protection of the freedom of speech. With active coordination of 55 counties worldwide, GPI continues to work for environmental security through peaceful campaign, demonstration, and distribution of brochures, contact programmes, seminars and conferences. Multidimensional objectives of GPI also include: disarmament, arms control, elimination of nuclear weapons, action against deforestation, protection of flora and fauna, campaigning for sustainable agriculture, *promotion of ecological farming*, aeration of a toxic free future, protection of the world's natural forests the animals, plants and people, defending our oceans by challenging wasteful, destructive fishing, and creating a global network of marine reserves.

Greenpeace Services and Techniques in India

GPI employs techniques through using the means of communication like press and news agencies, internet and online services. Unfortunately, however, the service of GPI remains limited compared to several other professional services like Doctors, Engineers, Business Associations, Union Leaders, and political activists. However, within the limited circle, it believes in organizational power through motivational journalism and social support services. Within limited donations and peoples belief, GPI keeps away from corporate and capital charities, rather prefers individual donors, social activists, moderate intellectuals and leftists. These are persistent, enthusiastic, obsessive, idealistic, passionate and extremely committed to tranquility and coolness. It is working towards making companies act responsibly of our Earth and wards a greener healthy world.

Apart from the above said, there are also large number of Greenpeace-environmental NGOs in India which briefly include: i. Indian Association for Environmental Management, Nagpur ii. Jammu and Kashmir Environment and Wasteland Development Society, Jammu iii. Kalpavriksh, New Delhi iv. Ladakh Ecology Development Group, Laddakh v. Nilgiri Wildlife and Environment Association, Nilgiri, Tamil Nadu vi. Orissa Environmental Society, Bhubaneshwar vii. Tiger Link, New Delhi viii. Shrishti, New Delhi ix. Energy and Resources Institute, New Delhi x. Development Alternatives, New Delhi. Most of these NGOs directly support Greenpeace-Environmental social legislation. Some of the prominent names include: Shabana Azmi, Maneka Gandhi, Anurag Gangal, Vandana Shiva, Anadish Pal, Shivram Karanth, Mike Pande, Chandi Prasad Bhatta, Bhagat Puran Singh, Shehla Masood, Pradip Krishan, Kallen Poluddan, John C. Jacob and Mitraniketana Viswanathan.

Scope, Priorities and Methods of Greenpeace Research in India

Greenpeace research contributes distinct identity by establishing pool with establishing interaction with NGO's. These confederating agencies provide guidelines for collecting data, new techniques and information on various global problems. In the course of growth it established many school of thoughts in all over the world. It also prompted number of scholars of active members of International Peace Research Association that became the source of

motivation for several third world countries including India. Large number of universities and NGOs in India have special cells and centers on Greenpeace- environment research. Some of these are: School of Environmental Studies- Jawaharlal Nehru University (New Delhi); Gandhi Peace Foundation (New Delhi); Environmental and Sustainability Studies- TERI University, New Delhi; Centre for Ecological Science- Indian Institute of Science, Bangalore; Centre for Environment Education, Ahmadabad; Department of Environmental Biology- University of Delhi; Department of Environmental Studies- Government Engineering College, Trichur; Department of Environmental Studies, Guwahati University; Indian Institute of Ecology and Environment, New Delhi; School of Environmental Studies- Cochin University of Science and Technology; and Department of Ecology and Environmental sciences, Pondicherry University. Today, peace research has become a wider subject of international level that naturally leads to spill over into different discipline ranging from primary school to doctorate levels. It also synthesizes the knowledge of different subjects in an integrated manner to widen the scope and priorities of multidimensional nature.

Greenpeace India - Target Areas and Groups and Activities

Since the existence of GPI, there are large number of target areas related to eco friendly culture and sustainable developments. GPI continues to provide tools and resources to plan campaigns connected with over 29 Lakh volunteers (both in person and online) connectivity with access resources of 170 million per annum. Let us have a brief development of some GPI achievements.

1. **Sustainable Rural Developments-** GPI has worked in over more than 1000 villages of India with Forest Management Rights – to protect forests and wildlife. States like Tamil Nadu, Andhra Pradesh, Kerala, Bihar, Uttar Pradesh and West Bengal villages have been duly credited by Greenpeace. During October 2014, large number of villages near Visakhapatnam has been duly benefited where GPI volunteers worked as rescuers against the hit cyclone-Hud Hud and rescued large number of slum dwellers.
2. **Environmental Pollution-** Green Delhi Movement by GPI Clean Air Campaigner and associates has shown alarming concern over the rising pollution level in Delhi in the third week of July 2015. GPI is serious on the government side to urgently introduce a system of issuing health advisories on heavy air pollution days as a very basic acknowledgement of the problem in metro cities of India. Renewable energy target GPI-Delhi cell is a constructive move. Despite odds and challenges, GPI continues to work for environmental legislation all over India despite allegation made several legal forums (Pillai, 2015).
3. **Ecology and Economic Development-** India's environmental laws are subject to legal challenges regarding dams, mines, roads and ports where Forest Rights Act and Land Acquisition Act are subject to scrutiny. GPI-Delhi has launched drive against politically motivated Green Laws of Modi Governance on the eve of India's independence 2015 and despite anti-GPI stand of ruling BJP and were branded as "five-star" NGO activists. Large number of volunteers has shown their willingness thorough online information (Bidwai, 2015).
4. **Greenest Technology Initiatives:** Since April 2013, even as the world gasps under a growing load of poisonous e-waste, GPI hopes in a just released guide that lists the greenest technology companies on earth.
5. **Bio- Diversity and Eco Friendly Culture:** GPI has been actively involved in promoting sustainable developments, eco friendly culture, bio diversity, solid waste, greenhouse gas emissions, forests and conservation, social security and health conditions. Various issues like of Chipko Movement (Uttarakhand and Karnataka), NYLON 66 & Konkan Railway Controversy (Goa), Tsunami effected regions (Tamil Nadu, Andhra Pradesh & Odisha), Dharavi Slums (Mumbai), Mid Day Meal for School

Children (all over India), and Tribal Welfare Programmes (North East, Jharkhand and Madhya Pradesh), are important directives of green ideology. All India level issues like Ganges Water Pollution, Tiger Projects, wildlife sanctuaries, biosphere reserves, water dams, soil erosion and many more are being tackled by GPI with active coordination of environmentalists and ecologists which are increasingly relevant for ongoing GPI projects.

6. **Miscellaneous Targets of GPI:** Apart from the above said, there are also large number of areas which are increasingly important. Some of these are as follows:
- i. Protection of Tiger Habitats in major national parks of India since April 2013.
 - ii. Climate Change- a Dream of Reality- since Doha (Qatar) Environmental Meet (26 November 2012), the moves of GPI has been more active to see that green legislations in India meet the standard formats.
 - iii. Since November 2012, GPI-with Rainbow Warrior continues to play constructive role to maintain the marine and costal eco system.
 - iv. GPI has been conferred as an eco-friendly like HP and Apple as awarded by WIPRO since November 2012.
 - v. Since March 2013, GPI has launched healthy and environment friendly moves for the farmers of Bihar.
 - vi. GPI lauds for cancellation of coal blocks comes after CBI files case against company on charges of cheating and conspiracy at HINDALCO in October 2013.
 - vii. GPI has lauded the decision by the Indian government for keeping food and farms free from contamination by Genetically Modified crops.
 - viii. Greenpeace road map for a cleaner Indian telecom sector is effective since last week of August 2012.
 - ix. The above said list is only an indicatives one. GPI is now highly institutionalized with support of local, national and international volunteers who are well connected though various communicative means.

New areas like transnational sensitivities, inter-state migration, cross border terrorism, ethnic cleansings and social insecurity are appearing through compensation, negotiations and bargaining tracts. New Dimensions and charitable organizations also indirectly falls under the jurisdiction of GPI that include: Business friendly (BINGO), civil organizations (DONGO), international cooperation (TANGO), market advocacy (MANGO) and grassroots support (Bondareff, 2015). Facts like Earth System Governance, Project (ESGP), Global Environment Facility (GEF), Intergovernmental Panel on Climate Change (IPCC) and World Nature Organization (WNO) are coordinating with GPI.

Findings

Although GPI is too young compared to western European green programmes, yet it is not less important while considering the depth of India's environments related problems that already have assumed alarming dimensions, be it cities, villages, forests, dams, industries, mines, health, or even social issues (farmers, child labor, *Dalits*, women and Senior Citizens). Everywhere Greenpeace has intervened for valuable causes. GPI is fighting to provide operational objectives for the preparation of urban semi urban, *Tehsils* and rural settlements. GPI stands for the transparency in ensuring environmental safety as per international standard. In fact, both state and national governments should also take protective measures to see that the public undertaking or private chemical and other hazardous substances should be kept safe from the commons. The need therefore is felt to establish 'Ecological Science Groups' consisting of independent and professionally competent experts. There is also a need

of 'Environmental Courts' within the broader parameter of Environmental Protection Act 1986 (Chakraborty, 2012).

Despite best initiatives, GPI is openly blamed for the lack of confidence since its volunteering organizations remained confined to limited sectors and appeal. Therefore, the spell of green movements to explore new possibilities is becoming increasingly important among the South Asian countries, especially India. But it is unfair to say that the Greenpeace remained completely off from the mainstream of popular supporters. Paradoxically, however, such activities were not intellectually researched. It is true that if democratic system is to survive, it has to find a suitable place for cause groups and protest campaigns to widen the policy network for socio-economic development in the framework of healthy environment. Greens played the central role in setting the agenda for local, national and international policies. Their responsibilities in limiting and prohibiting environmental hazards came as a surprised victory during the recent years. Consequently, GPI decision-makers were pushed in certain directions, as desired by the sections of enthusiastic groups. Its' philosophy of ecologism has been an effective mechanism. Every time, GPI with its widest acceptance, remains the key factor in peace and environment agenda at all levels. The world, pregnant for centuries, is ready to give birth of Greenpeace. Its' alignments with NGOs, often interchangeably used with private voluntary organization, are now active agents through wider networks, environmental awareness, development and advocacy services. It is therefore suggested that major sensitive areas-whether local, national or international- need to be scrutinized within the broader framework of Greenpeace. The process of GPIism is still to travel long journey to complete its mission. Complex role of policy makers and difference in ideologies make it rather difficult to undertake independent collaborative works. Considering major environmental challenges, there is a greater need to opt 'Human Right-Greenpeace Model' for effective bargaining and political compensation. GPI should opt painstaking initiative for fact finding solutions. In the midst of dilemmas and opportunities, only independent and politically free GPI can work as the best alternative. Let the public policy share happiness and prosperity with co-opt of GPI to see environmentally healthy and prosperous world.

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