

## ↳ 1.9. ENVIRONMENTAL CALENDAR

It is important to sensitise the public towards environmental concerns and dedicating a few days for certain environmental causes serves the purpose immensely. The various days observed are:

1. **February 2 (World Wetland Day):** On this day, in 1971, the Ramsar Convention on Wetlands of International Importance was signed. Wetlands are a very important part of our biodiversity and it is essential to see that they are well protected.
2. **February 28 (National Science Day):** It is necessary to highlight the role of science in the protection of the environment. This day should be taken as a platform to put forward the message.
3. **March 21 (World Forestry Day):** Activities such as the planting of trees and highlighting the urgency to increase the green cover.
4. **March 22 (World Water Day):** The decision to celebrate this day has been taken recently as drinking water sources are fast depleting. The world must wake up to the problem and begin conserving it.
5. **March 23 (World Meteorological Day):** Everyone has to be reminded that weather is an integral part of the environment.
6. **April 7 (World Health Day):** The World Health Organisation (WHO) was constituted on this day in 1948. In the changing environment around us health is becoming an important issue.

7. **April 18 (World Heritage Day):** Environment includes not just the natural surroundings but also the manmade ones.
8. **April 22 (Earth Day):** In 1970 a group of people in the United States of America got together to draw the attention of the world to the problems being caused to the earth due to modernisation. Since then this day has been celebrated all over the world as Earth Day.
9. **May 31 (Anti Tobacco Day):** The world is now aware of the problems faced by not only the smokers but also the people who inhale the smoke. You can take up an anti-smoking campaign in your family or the neighbourhood.
10. **June 5 (World Environment Day):** On this day, in 1972, the Stockholm Conference on Human Environment was held in Sweden. There was a large gathering from all over the world and people expressed their concerns for the increasing environmental problems.
11. **July 11 (World Population Day):** Population has to be given special attention, as it is an ever-increasing problem especially in India.
12. **September 16 (World Ozone Day):** The United Nations declared this day as the International Day for the Preservation of the Ozone Layer. It is the day the Montreal Protocol was signed.
13. **September 28 (Green Consumer Day):** The problems of consumerism and its impact on the environment is an area of major concern in today's world. Awareness building on the importance of recycling-reusing-reducing should be taken up seriously.
14. **October 3 (World Habitat Day):** The earth is the habitat of not only human beings but also all living creatures. Increasing human activities is threatening the habitat of other living things.
15. **October 1-7 (World Wildlife Week):** Celebrate this week by building awareness on the importance of preservation of our wildlife.
16. **October 4 (World Animal Welfare Day):** The welfare of animals has to be looked into and given due importance.
17. **October 13 (International Day for Natural Disaster Reduction):** Due to a change in the environment there has been an increase in the number of natural disasters. Efforts have to be taken to reduce these disasters.
18. **November 14 (Children's Day in India):** Children can work together for a better tomorrow by improving the environment around them.
19. **December 2 (Bhopal Tragedy Day):** Mark this occasion by taking a pledge to put in your best efforts to prevent such a tragedy from occurring again.

### 1.4.3. Green Marketing

While ensuring the quality of products with ISO mark, now there is an increasing emphasis on marketing goods that are environmental friendly. Such products have ecomark or ISO 14000 certification. Environmental auditors and environmental managers would be in great demand in the coming years.

\* **Ecomark:** India launched 'Ecomark' as a voluntary eco-labelling scheme, to encourage industry to adopt eco-friendly production methods and consumers to pursue sustainable consumption patterns. Between 1992 and 1996 the Central Pollution Control Board defined eco-labelling criteria for 14 products like soaps and detergents, cosmetics and aerosol propellants, food items and additives, paper, architectural paints and powder coatings, lubricating oils, packaging, wood substitutes, plastics, textiles, batteries, electrical/electronic goods and, most recently, for leather and fire extinguishers. Ecomark Certification is done by the Bureau of Indian Standards (BIS), which has for decades administered the ISI [Indian Standards Institute] mark of quality. Although many consumer products today meet or even exceed both ISI and Ecomark standards, their manufacturers do not apply for or use these marks because of the ongoing fees charged by BIS, which are perceived to be steep and to bring no value for money. Brand leaders in their respective fields prefer to develop customer confidence and loyalty through quality and service, without applying for the marks. The ISI mark, whose monitoring and inspection is perceived as onerous red tape, is frequently applied for and used, either by smaller firms to project an image of quality or because it is a statutory requirement for sales through tenders for certain purchases by the Government. There is no such requirement for the Ecomark, so till date, except for two paper mills, no-one has "volunteered" to sign up.



**Fig. 1.1.**  
Ecomark

## **Environmental Calendar**

World Wetland Day	February 2
World Forest Day	March 21
World Day for Water	March 22
World Meteorological Day	March 23
Earth Day	April 22
International Biodiversity Day	May 22
Anti-tobacco Day	May 31
World Environment Day	June 5
World Ocean Day	June 8
World Population Day	July 11
Ozone Week	Sept. 16–23
World Car-free Day	Sept. 22
Green Consumer Day	Sept. 28
World Farm Animal's Day	Oct. 2
World Habitat Day	Oct. 3
World Animal Welfare Day	Oct. 4
Wildlife Week	Oct. 1–7
World Conservation Day	Oct. 24
International Day for Natural Disaster Reduction	Oct. 13
International Day for Biological Diversity	Dec. 29