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Problems in Acceptance of Green Technology (Green cars) in India : Practice Perception

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Abstract

India is still a developing country and facing issues with environment like Global Warming, Climate Changes, Air pollution etc. Almost 40% of people are suffering from cancer in India due to air pollution. We all are aware the conditions of the pollution and its hazards to health of the people. The study also focus on the urban transport along with a sustainable path in cities is the foremost need of ours. Local pollution and green house gas (GHG) emissions are of the global issues. Thus, the introduction of green transport is current concern. Presently urban transport situation in India is quite unsustainable. Random and purposive sampling techniques were used to select sample. The sample was consisted 45 Managers of the three cars manufacturing companies. Qualitative and quantitative analysis was used for data analysis. The responses were suitable coded and tabulated and the frequency of the responses obtained. Questionnaire and interview schedule was constructed to conduct the study. The study explored the knowledge and awareness of the companies' workers has about green transport and they also focus on the public awareness about these cars. The findings also revealed that Maximum people are aware about the concept of the green cars. 91% people say that Delhi is the first metro city where we see the success of green cars due to the Government efforts, better infrastructure, good land planning and government subsidies on these cars. I found in my study people are aware about the concept but not ready to accept it because of expenses as the manufacturing cost and maintenance cost is very high. Green cars are going to be highly succesful in our country specially in the metro cities as per the initiatives of government and big and continous efforts by the car manufacturing companies.

Keywords: Green Technology, Green Cars, Perception, Problems.

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Introduction

India

The first step is to predict where India's population will level off. Assume India's population is going to peak at around 1.3 billion people. This may be somewhat underestimating reality, but everything that follows can be proportionately increased based on higher population projections. Travel in the city has become more risky with accident rates having gone up from 1.6 lakh in 1981 to over 3.9 lakh in 2001. The number of persons killed in road accidents has also gone up from 28,400 to over 80,000 during the same period. This again has tended to impact the poor more severely as many of those killed or injured tend to be cyclists, pedestrians or pavement dwellers. Priority to the use of public transport.

Green Vehicles

Resolving the twin problems i.e. increasing fuel requirement and containing emissions associated with road transport call for new solutions for use of energy in

vehicles. The principal options are demand-side measures, development and use of more efficient vehicles and use of cleaner alternative fuels that are sustainable. Demand side measures aim at reducing transport demand and using vehicles more efficiently. In the near and medium term, smaller and lightweight vehicles with aerodynamic construction and better drive train efficiency through improved conventional internal combustion engines can improve the fuel economy of vehicles and help in reducing fuel consumption and emissions.

Benefits of Using a Green Vehicle

There are many benefits of using a green vehicle. Here are just a few:

- ❖ Decreases greenhouse gases and other air pollutants released into the environment
- ❖ Cheaper to run and maintain than traditional cars
- ❖ U.S. doesn't have to rely on expensive oil imports from other countries
- ❖ Creates less smog in the air
- ❖ Reduces the risk of such health problems as heart disease and lung cancer
- ❖ Provides renewable energy sources for electricity

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- ❖ Does not contribute to acid rain
- ❖ Not as threatening to natural habitats and wildlife
- ❖ Reduces global warming

Situation of Delhi

Delhi has nearly 6.1 million vehicles, mostly cars and two-wheelers. Delhi has taken action in nearly all areas to control air pollution over the past decade; 15-year-old commercial vehicles are off the road and transit freight traffic passing through Delhi is restricted. Nearly 300,000 buses, three-wheelers and a great number of taxis and private cars run on CNG. Other steps include pollution checks, public awareness, the use of catalytic converters and phasing out of old vehicles. Last year, nearly 0.3 million vehicles were checked and most had ‘pollution under control’ certificates. PT is being augmented by the Metro and buses, while NMT has been promoted by upgrading pedestrian and bicycle paths. In the context of the 2010 Commonwealth Games in Delhi, infrastructure has been upgraded through the construction of flyovers and bridges, road widening, junction and corridor improvements, street-scaping, installation of new street lights and signage, and the construction of new parking sites. This will provide long term benefits to the city.

Methodology

The titled study “**Problems in Acceptance of Green Technology (Green cars) in India: Practice Perception**” has been carried out to give an insight idea of whether green cars have any future in India or not, in terms of initiatives taken from government and car manufactures companies.

Locale of the Study

Delhi/NCR

Result and Discussion

Graph1

What Do You Understand by the Term “Green Car”?

Understand the term Green Cars

Understand the Term Green Cars		
Eco friendly	35	77.77778
fuel Efficient	40	88.88889
money saving	15	33.33333
Zero Carbon Emission	45	100

Sample

In order to make an in-depth study as well as to have a wider coverage of the concerned interest area, the sample size comprised of:

- Top Level Managers-15
- Middle Level Managers-15
- Lower Level Managers-15

Study Technique

For the purpose of data collection questionnaire-cum-interview schedule were used. Also the case studies of the 3 companies were prepared.

A). Tools for Data Collection

Keeping the objectives of the study in mind an interview schedule was prepared and a tool to future prospect of green cars in India was constructed. Descriptions of the methods are follows:

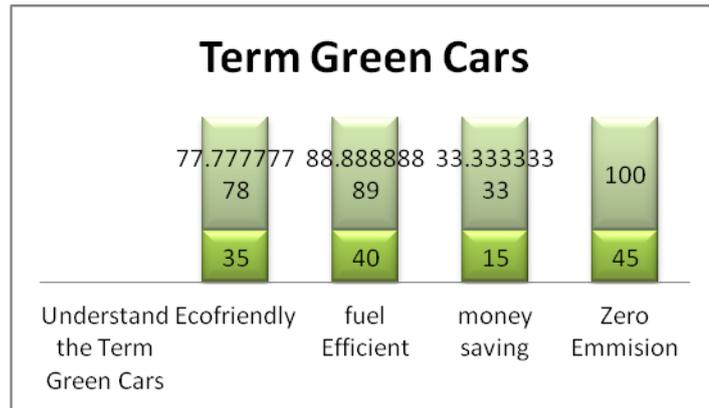
Questionnaire

A set of fifteen open- ended questions were made by the researcher on various areas related to the Future Prospect of Green Cars in India. The main areas covered in the tool included the

- meaning of green car
- check public awareness
- types of green cars
- green cars are successful in rural & urban areas, green cars are safe and secure

Interview Schedule

- 15 Upper Level Managers
- 15 Middle Level Managers
- 15 Lower Level Managers



The term Green car, most of the people (group of managers) are aware about the concept of green cars. Out of 45 people 88.88% of the people say that green cars are eco-friendly in terms of reduction of pollution and reduce the carbon emission. 77.77% people say green cars are fuel efficient as in, an electric car is totally fuel efficient apart from full charging it goes

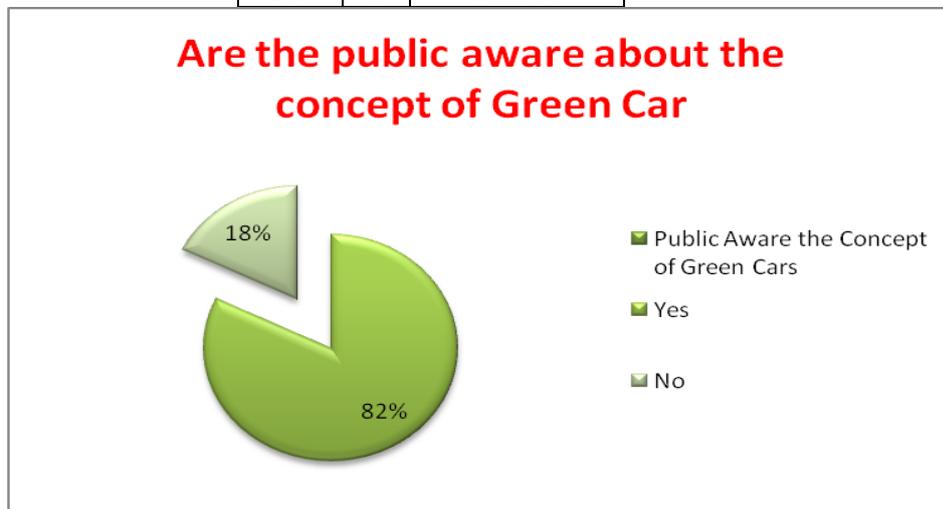
80KM and it cost only 40 paisa/KM. These 77.77% people are related to the Mahindra & Mahindra India Ltd because M & M company is making REVAi (An Electric Car). 33.33% people believe that green cars are Money Saving cars because alternative fuels are cheaper than fossils fuels (petrol/ Diesel). 100% of the people say that green cars are Zero Carbon emission cars.

Graph 2

Are the public aware about the concept of Green Car

Public Aware about the Concept

Public Aware the Concept of Green Cars		
Yes	37	82.2222
No	8	17.7778



Maximum people are aware about the concept of the green cars. As per my study 82% of people are totally aware about the concept of green cars. One of the respondent in M & M company was telling that now a days green cars are becoming popular because of its publicity and subsidies given on these cars. Even the car holder gets an unique identity to have this car. Now public are aware about the concept of green car its' value

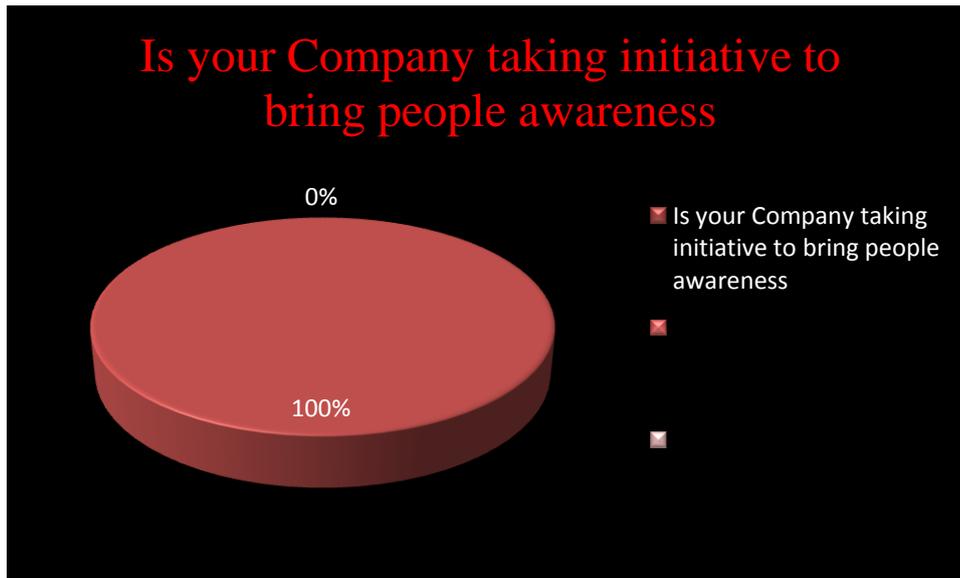
and importance. Most of the people are now understanding the term climate change and global warming and everybody wants to participate to help to save the environment. Most of the people are moving towards the CNG cars, LPG cars because not only that they are cheaper but also they may somewhat save the environmental problems. Now a days CNG & LPG cars are very famous and we see lots of these cars on road .

Graph III

As a matter of CSR (Corporate Social Responsibility), do you not feel that your company should own the responsibility to bring awareness about Green car and produce more and more of Green car?

Company Taking initiatives to bring people aware

Is your Company taking initiative to bring people awareness		
Yes	45	100
No	0	0



Yes, as a matter of CSR it is the responsibility of the car making companies to launch more and more green cars and make people aware of it as these cars are environment friendly and help to solve the pollution and environment problem of the country. 100% people were agreed with my point. M & M is the first company which has realized this problem and taken first step by launching REVAi as its first pollution free electric car and other car giants are also trying to follow it by investing lots of money in R & D efforts towards the launching of the green cars.

Summary and Conclusion

According to the study most of the people are aware about the concept of green cars. People understand the term green car and people feel that these cars are eco-friendly and fuel efficient. Companies are putting lot of efforts and investing money on the research and development. The phrase research and development, according to the Organization for Economic Co-operation and Development, refers to "creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications. Peoples believe that green cars are Money Saving cars because alternative fuels are cheaper than fossils fuels (petrol/ Diesel). I found in my study that 100% of the people say

that green cars are Zero emission cars.

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