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**Title: A Study Of Environmental Laws With Special Reference To Corporate Responsibility Of  
The Automobile Sector**

## **SUMMARY**

**1. Background of Research:** The degree to which a nation can prosper depends on its productivity, which is the efficiency with which it is able to utilise the resources of the environment to satisfy human needs and expectations. Despite having environment management in the roots of Indian culture, our country is no exception to highly polluted countries. Surveys indicate that in New Delhi the incidence of respiratory diseases due to air pollution is about 12 times the national average. According to another study, while India's gross domestic product has increased 2.5 times over the past two decades; vehicular pollution has increased eight times, while pollution from industries has quadrupled.

**2. Research Objective:** The study focused on the following issues concerning Indian passenger car sector;

1. Understanding of Corporate Environmental Responsibility among Indian passenger car manufacturers.
2. Industry feedback pertaining to the effectiveness of Environment management activities regulated and controlled by National environmental laws, rules and notifications in the changed business scenario.
3. Young consumer attitude towards Green cars and environmental friendly practices of passenger car manufacturers in India.
4. Thrust areas of environmental protection from vehicular pollution in Indian environmental laws.
5. Best Legal environmental regulatory frameworks existing in different parts of the world.

### **3. Research Methodology: Part One (Review of legal framework for environment management in India) & Part Two (Corporate Responsibility)**

This part of the study followed an exploratory design. Thorough study of the research work "Defining Corporate Environmental Responsibility - Canadian ENGO Perspectives" done by The Pembina Institute and Pollution Probe in this field provided a base for this part of the study.

Data for this part of the study was collected at two levels. At first level, unstructured interviews were conducted with department heads of above mentioned passenger car companies to develop CER assessment tool. Research work done by other researchers in the same area was also studied thoroughly while developing CER assessment tool for Indian passenger car manufacturers. At the second level of data collection, structured interviews were conducted with department heads of respective areas of above mentioned five companies.

### **Research Method: Part Three (Consumer Attitude towards Green Cars)**

Without the appreciation of consumers, car manufacturers green efforts will go in vein hence it is very important to understand consumer attitude towards Green cars. Not much work is done to measure consumer attitude towards Green cars and Green driving practice. A pilot study was conducted to explore the attitude of car consumers which was used to formulate hypothesis for this part of the study.

**Hypothesis:**

H1: Younger consumers will have overall positive Green attitude in comparison to elder consumer with moderately positive or negative Green attitude.

H2a: Younger consumers will have overall positive Green Cognitive attitude in comparison to elder consumer with moderately positive or negative Green Cognitive attitude.

H2b: Younger consumers will have overall positive Green Affective attitude in comparison to elder consumer with moderately positive or negative Green Affective attitude.

H2c: Younger consumers will have overall positive Green Behavioural attitude in comparison to elder consumer with moderately positive or negative Green Behavioural attitude.

**Survey Instrument:** A Likert scale of five points was used as a survey instrument to record consumer attitude towards Green driving.

**Participants:** A total of 250 passenger car consumers participated in this study. Participants were divided into two categories; Elder consumer and Younger Consumer. The age of elder consumer ranged from 25- 35 years and 36-50 years for younger consumer.

**Data Analysis & Results:** Total 240 records out of 250 were analyzed to measure the Green attitude of passenger car customers using SPSS Windows Version 16.0. A Factor analysis on eleven items revealed three underlying dimensions in the instrument. Primary component method was used to extract factors and Varimax rotation was used to rotate factors.

**Conclusion and Suggestions:** During the course of research, researcher observed that in many countries policy makers have initiated a shift from dedicated fuel efficiency and atmospheric pollution regulation to Motivating incentives to discharge Corporate Environmental Responsibility like financial incentive for better environmental performance, recognition programmes, tax relaxation etc. The shift has multi-facet benefit as it addresses both the pure manufacturing, usage and after sales environment management related externalities and has a large beneficial impact on air pollution. Unfortunately, most of the South Asian and other developing countries including India have not yet resorted to such policies and they still consider the two problems separable. Given the fact that our country is experiencing volcanic growth of vehicular population, policy makers need to move away from pure air pollution related measures to CER (Corporate environmental responsibility) related instruments, if they want to control pollution. Such a move would take care of pollution from in-service passenger cars, which contribute maximum to the vehicular pollution load. The study indicates an extremely positive attitude of young consumer towards Green Cars which confirms a ray of hope at the consumer level which again motivates Indian automobile manufacturers to take a step forward towards corporate environmental responsibility. In fact, the containment of vehicular pollution requires an integrated approach comprising of the combined efforts of Government, Corporate and Consumer, with following components;

- (i) Improvement of legal framework to control vehicular pollution
- (ii) Compliance motivators for better corporate environmental performance
- (iii) Confirmed conversion of Green cognitive consumer attitude into Green behavioral consumer attitude.