(i) Research & Development (R & D) in environment: Skilled environmental scientists have an important role to play in examining various environmental problems in a scientific manner and carry out R & D activities for developing cleaner technologies and promoting sustainable development.

(ii) Green advocacy: With increasing emphasis on implementing various Acts and Laws related to environment, need for environmental lawyers has emerged, who should be able to plead the cases related to water and air pollution, forest, wildlife etc.

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

(iv) Green media: Environmental awareness can be spread amongst masses through mass media like television, radio, newspaper, magazines, hoardings, advertisements etc. for which, environmentally educated persons are required.

(v) Environment consultancy: Environmental consulting is often a form of compliance consulting, in which the consultant ensures that the client maintains an appropriate measure of compliance with environmental regulations. Many non-government organizations (NGOs), industries and government bodies are engaging environmental consultants for systematically studying and tackling environment related problems.

**IMPORTANCE OF ENVIRONMENTAL STUDIES**
• **Participation:** To provide social groups and individuals with the opportunities
to be actively involved at all levels in working towards the resolution of
environmental problems.

**Methods to increase environmental awareness**

• **Formal environmental education:** It includes teaching and training of students of
primary, secondary, higher secondary and university level as well as teachers and
environmental professionals.

• **Non-formal environmental education:** It deals with people from all the segments
of the society such as family, factory workers, managers, decision makers in
environmental as well as non-environmental fields. The non-formal environmental
education is being imparted in the country in the following ways:
  - By celebrating environmental days
  - By organizing eco-development camps to create awareness about basic
    ecological problems.
  - Through mass media like newspapers, radio, television, cinema, etc.
  - Non-government organizations (NGO’s) can also help in spreading
    environmental awareness among masses.

**Important Environmental Dates**

• World Water Day - February 22
• UN World Water Day - March 22
• Earth Day - April 22
• International Day for Biological Diversity (World Biodiversity Day) - May 22
• UN World Environment Day - June 5
• UN World Day to Combat Desertification and Drought - June 17
• UN World Population Day - July 11
• International Day for the Preservation of the Ozone Layer - September 16
• World Forestry Day - March 21