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Role of Eco-Club in Fostering Environmental Sustainability Awareness Among School Students

Name of the author: Dr.Manojkrishnan CHAMPETTIL

Email: mchampettil@em-normandie.fr

Research Profile: ORCID – <https://orcid.org/0000-0002-0630-1168>

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Research Background

Research Background – Social Context

- Rising **environmental crisis and sustainability challenges globally**
- Gap between **theoretical environmental education and practical awareness** in schools
- Increasing need for **early-stage environmental sensitization among students**
- Government initiatives like **Eco-Clubs (National Green Corps)** promoting sustainability education
- Schools acting as **key institutions for behavioral change and environmental responsibility**
- Need for **experiential learning platforms** to promote sustainability beyond classrooms



Research Objectives

Relevance of Research Objectives (Industry Context)

- *(Objectives unchanged, contextualized)*
- To study the various activities of Eco-Clubs in creating awareness on the environment among school students
- To analyse students' awareness on the environment earned through Eco-Club activities
- Helps policymakers and educators evaluate **effectiveness of Eco-Club programs**
- Supports schools in designing **activity-based environmental learning models**
- Assists governments in strengthening **sustainability education initiatives**
- Provides insights for scaling **community-driven environmental awareness programs**



Theoretical Framework

- **Environmental Education Theory** – Learning for awareness, skills, and action
- **Experiential Learning Theory** – Learning through participation and activities
- **Research Gap** - Lack of regional + measurable awareness studies



Research Methodology

- **Research Design:** Descriptive and analytical study
- **Location:** Schools in Thiruvananthapuram, Kerala
- **Sample:** 379 Eco-Club student members from 15 schools
- **Sampling Technique:** Simple random sampling
- **Data Collection:** Structured questionnaire (24 variables)

Key Areas Studied:

- Environmental awareness
- Participation in Eco-Club activities
- Sustainable development involvement
- **Statistical Tools:** Percentage analysis and One-sample t-test
- **Pilot Study:** Conducted for reliability and validity (values > 0.7)



Key Findings

- Eco-Clubs **significantly improve environmental awareness** among students
- Strong relationship between **Eco-Club activities and environmental knowledge**
- Active participation leads to **environmental safety initiatives**
- Students engage in **practical sustainability actions**:
 - Tree plantation
 - Waste reduction
 - Water conservation
 - Cleanup drives
- Eco-Clubs foster **positive attitudes and responsible behavior**
- Students extend awareness to **family, peers, and society**



Academic Contribution

- ❑ Provides empirical evidence on **effectiveness of Eco-Clubs in environmental education**
- ❑ Bridges gap between **theoretical learning and practical sustainability behavior**
- ❑ Highlights role of **activity-based learning in shaping environmental attitudes**
- ❑ Contributes to literature on **student engagement and sustainability awareness**
- ❑ Offers a framework for **measuring environmental awareness in schools**
- ❑ Supports future research on **education-driven sustainable development models**