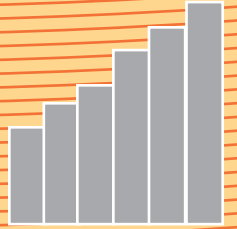


July-Sep 2014

Green Voice



Quarterly Newsletter

CMS ENVIS

Newsletter on
Environment
& Media

Theme
Environmental
Journalism

About the Theme

Environmental Journalists inform and engage the public about important environmental issues. Whether it's climate change, dirty coal plants, or genetically modified crops, their possible threats to their environment and their implications for human and ecological health are highlighted by these Reporters. The challenge for most Environment Journalists is to explain developments related to these issues clearly, fairly, objectively, and engagingly, without relying on sensationalism or jargon. Their stories aim to improve the dialogue among journalists, scientists, policymakers, and the public.

IN THIS ISSUE

Special Article	3
In Black & White	6
Columns	11
Facets	12
Article	13
Opinion	16
Viewpoint	17
NGO Vignettes	18
Awards	19
Open Window	21
Media Analysis	22
Books	23

Economic & Political WEEKLY

FRONTLINE

THE HINDU

OUTLOOK

दैनिक भास्कर

THE TIMES OF INDIA

हिन्दुस्तान

hindustantimes

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The main features of GREEN VOICE are:

RESEARCH PAPER scholarly written paper contains original research results or reviews existing results or show a totally new invention related with theme

COLUMN recurring piece or article in a newspaper, magazine or other publication accordance with the theme

IN BLACK AND WHITE some of the leading environmental news coverage in the print media for over a quarter

FACETS profile of a person who has contributed significantly to environment awareness through media tools

TALK OVER exclusive interviews with people actively engaged in environment advocacy such as filmmakers, journalists, photographers etc.

NGO VIGNETTES profile of an NGO or civil society organisation also in accordance with the theme

OPEN WINDOWS useful website links in accordance with the theme

ON AIR media update on programmes being aired by various channels

VIEWPOINT article by an expert on some contemporary issue

FEATURE focuses on particular people, places, and events, and it goes into great detail regarding concepts and ideas of specific issues

MEDIA ANALYSIS media trend analysis of environment news - quarterly

LATEST GREEN FILMS regular updates on fascinating films by Indian filmmakers on environment and wildlife

BOOKS latest books and publications on the theme of the newsletter

Environment calendar

January

4- Oil Conservation Week
15 – Oil Conservation Fortnight
30- National Cleanliness Day

February

2- World Wetlands Day
28- National Science Day

March

2-4 World Sustainable Day
21- World Forestry Day
22 - World Water Day
23 -World Meteorological Day

April

5- National Maritime Day
7- World Health Day
22- World Earth Day

May

11- International Migratory Day
22 - International Biodiversity Day
31 - World No Tobacco Day

June

5 - World Environment Day
8 - World Ocean Day
17 - World Day to Combat Desertification and Drought

July

11 – World Population Day
28- World Nature Conservation Day

August

6- Hiroshima Day
9 – Nagasaki Day
9 – International Day of the World Indigenous people

September

16- World Ozone Day
28 - Green Consumer Day

October

2-8 Wild Life Week
4 - World Animal welfare Day
5 - World Habitat Day
10 – International Day for Natural Reduction
16 – World Food Day

November

6- International Day for preventing the Exploitation of the Environment in War and Arm Conflict
10 – World science Day
21 – World Television Day

December

2– Bhopal Tragedy Day/ National Pollution Day
11- International Mountain Day
14 National Energy Conservation Day

Media for Environmental Concerns!

Dr N Bhaskara Rao

Dr. N. Bhaskara Rao is the founder and Chairman of nationally prestigious Centre for Media Studies (CMS).

Speaking last week one of India's eminent thinker Gopalkrishna Gandhi, said "Self-interest is as old as the invention of the pocket.... It is leading to the decimation of our natural resources at a pace that Gandhi would have called rapacious. Our forests, rivers, water-bodies, wetlands and mines are dying. Our top-soil is perhaps is already dead. And with them the lives and livelihoods of the wretchedly poor who are being dispossessed". He indicates that something is missing in our concerns. That is a holistic view of environment. He has cautioned or reminded us of impending ecological threat that communicators should take up as a challenge.

Environment as a concern

- Environment is viewed more as a talking - concept rather than as a fundamental issue of societal concern and way of life. The concern was confined to academics and a subject of NGO's concern and part of global politics. In the process, ecology is being perceived as a responsibility of the Government, not so much of people and civic society.
- Culture and customs, rituals and traditions, which sustained ecological security over the centuries, are themselves under threat as those virtues were never understood, so that they could be harnessed. In fact, they were looked down and viewed as not in sync with modernity and development endeavors.
- Today we live in an altogether a different culture. A "mass culture" where lifestyles are sustained by mass media. It is by media criteria and media judgment that such mass culture is evolved and groomed. The agenda of a nation, the life style of people, are set by the mass media.
- There is not even an understanding of the linkage issues to do with sustaining development process, quality of life and of course peace and tranquility of a generation.

Contradictions in the very value system

- Short-term interests dominate, not so much the long-term concerns. Whereas, environment and ecological issues are not amenable even for a five year perspective. Whereas our planning, our policies, our public debate is with temporal outlook ...and even too seasonal.
- "Me" and "mine" concerns, rather than "we" and "us"; dominate all across. Everyone for themselves, not so much concern for the community. Whereas environmental issues call for "we" and "us" orientation and concern.
- Respect and caring for the community has declined; Relationships matter and mould our very outlook and that our "identities are not singular" and that "we are not one dimensional".
- Saving was a virtue yesterday, today it is spending that gives your social standing. Spend and spend more even by borrowing. As if "no rainy day" any more. The ones who borrows are better off!. This phenomena is antithesis to ecological security. That is what Mahatma Gandhi's dictum, "Needs versus Greed paradigm" is all about.
- The "premise that government will take care off", has become a fallacy and deceptive. As a result of increased dependence on Government, citizens have become passive. It is a dependency syndrome which runs across the psyche today.
- Voluntary and cooperative endeavors are no longer viewed as a virtue today. No group is seriously engaged in restraining excessive consumption patterns. Rituals and religions did this in the earlier years. If society itself is confused as to how to discriminate between desirable and not so desirable, then how media could be expected to?

- The way the financial budget is prepared and hyped as if we live year to year. No concern to come up with a balance sheet on ecological security as "budget for the decade". After all economics and ecology often are concerned with same aspects although in a different context; if cigarette packets have obligatory advise on health risk, why not the national policies too indicate future damage assessment or implications to ecological security.
- Image has become the "gold hunt" phenomena...as if that is means an end.

Significance of linkages

Media has a special role in this regard. But...

- Forces and factors that drive and determine public priorities and mindset and the very life styles need to be understood and addressed to.
- Linkage between pattern of consumption, life style and ecological security need to be explained.
- Behavioral change is what sustains life styles – but not the woods at the cost of forest.
- Mass communication channels are of course one such influencing factor and force. Hence the relevance and significance of this lecture today in this series.
- Since the change expected is attitudinal and behavioral, a linkage of media coverage with local specific and ground level activities is critical, in fact essential.

Potential Roles of Mass media

- Mass media plays varied roles - sustains, enriches, endorses, enables, empowers, etc.
- Mass media are change agents, socialisers, sets public agenda. In recognition of their special role, mass media are described as the Fourth Estate and Watchdog.
- But on behavioural change, media are supportive, not substitute for action or implementation. In fact, where attitudinal and value change is involved, mass media role is limited and such a role could be either way if not linked with and moderated at civil society at the grassroots.
- Media is in fact a double-edged instrument? That is, the influence or effect could be positive or negative. Which side drives fast, or works more, is what we need to be concerned about. Left to itself without a moderation, think which side of media - effect drives faster?
- However, electronic media, particularly television in all its *avatars*, has changed the very scope and character of media role - even more in situations riddled with inequalities, imbalances and differences.

Mass Media's Concerns

- Profit driven economics is what drives media, even news media.
- Consumerist model of mass media, "deep pockets" are their priority. Not community or society that matters as much as the "consumers". That is why media's best allies are consumerism, greed of people, government and the divides in the society.
- Media is not so much concerned with impact & implications of what is being presented today on the quality of life, lifestyles and value system - today, tomorrow or day after or year after...
- How little environment and ecology matters to mass media is too evident, except perhaps when some dramatics are involved. Complex issues have less chance of figuring in the news than simple / dramatic ones. Complex issues calls for more effort and expense.

- Scare and scandal stands priority and are hyped rather than concern for a solution or resolution. This positive and conflict resolution approach calls for distinct discipline in journalistic outlook, skills and capabilities.
- For media “Government” matters more than civil society and then of course commerce and corporates matter even more. And Government more often means politics and party politics at it.
- In a “common denomination” approach, it is the numbers (viewers) that matter more than prompting action or follow up to a logical end. Trivializing, not serious insights or complexities – that is what television is all about. And, ecological security is too complex.
- That is why I say that despite all the potential otherwise; mass media today are perhaps more a threat to ecological security. Journalists individually are as much concerned about decaying ecology. For, they have a lot more access to information on policies. Perhaps they are not as much aware about implications and impact. Even more, today they are helpless.
- But then the Governments need to be blamed more for allowing and even encouraging unrestrained consumerism. Media cannot be blamed for helping markets for promoting what is allowed and encouraged to be produced. If Governments themselves remain insensitive to linkage between ecology with such policies, what can be expected from the media? In fact media sees such situations as an opportunity and takes advantage.

Certain dilemma to do with media

- public media cause or effect? Is it more a source of pessimism? Is TV “mother of all cynicism” as someone described recently? Are we better informed as citizens today and also wiser and discriminative (of good-bad)? For, we are certainly better exposed to media today.
- Is media a public utility or public service or is it also a business enterprise in the conventional mould of profit maximization? Is it why it has become “real estate” concerned rather than remaining as conventional “Fourth Estate”?
- Have they become “marketing media” more, no longer “mass media”?
- Accountable to whom? Should they be accountable at all! to viewers/readers or advertisers or proprietor or Government?.
- It is “what sells” matters for media, rather than what could make a difference; Is underdog orientation no longer possible? Equity concerns could only be marginal?; That is how it is that “ratings” matter. That is why I said the country is in a “TRP Trap”, the ratings have mislead the nation with wrong priorities and taken the media into a common denominator route, rather than to plurality and diversity.
- Hyping, not follow up, to the extent of creating an illusion is what news media is after now; The new social realities flow from this illusionary phenomena. Playing upon differences more. Inherent hypocrisy. Movie director professing peace while promoting gory tales; parents rudely criticizing children for rudeness; TV taking up occasional and isolated coverage on ecology do not add up to. It is same as George Bush sending food packets to Basra or Baghdad three weeks after carpet bombing.

Media effects – more a threat to ecology?

- The more children see TV, the more they believe certain phenomena and the more they ape them. Even years later when they grew old. This is what “imitation effect” of news media as well as entertainment media. Such an effect is even more when it is negative and is associated with deviant behaviour. That is why more exposure is not necessarily merrier.
- While the need is alliances of people, it is one of alienation that modern media are often attributed to. Numbness or unconcern of citizens is what media is credited for, than for provoking enlightenment or enrichment.
- If unrestrained consumerism is bad for ecology the way it is, media could be said as both cause and effect for the decline in ecological security. On this, in fact media are not even passive or neutral. It is an all out...
- Preserving or conserving is not in the media’s interest, going by their today priorities. It is that notion which tunes the content priorities. Consumerism is the premise and preoccupation of media as if it is the means and end.

Shifts in Paradigm of Media Operations

- Why do I say that mass media are more a threat today for environment/ecological security? The Indian media scene has gone through a dramatic shift recently both in terms of content and control. While media content is more and more market driven, control has now shifted. Today advertising and market research in many ways determine the scope of mass media.
- Let us see what is the basis for saying so. Firstly, the share of advertising in total revenue of media has been on the increase from that of a “supplementary” (25- 30%) nature some decades ago, to that of a “supportive” one (45 – 55%) in 2002.
- Secondly, advertising through newspapers and television today is placed mostly by multinationals and big corporates engaged in consumer products.
- Thirdly, advertising agency business in the country has been getting concentrated in fewer and fewer hands last couple of years. And most are foreign corporate controlled.
- Fourthly and not least, marketing research is a basis for proliferation of brands and consumerism as well as, for the preoccupation and priorities of media and the very scope and character of advertising. Together, they determine the priorities and preoccupation of Indian mass media now.
- More specifically, marketing research agencies are the ones, which also conduct “readership” surveys and “rating” of television viewership and there by directly influence advertising agencies as well as the media as to their programme priorities. The point here is that the methodology being followed for readership surveys and TV rating is not without bias in favour of the sponsors and subscribers.
- Fifth, with media becoming complex and also specialized, two “new” mediating functionaries have emerged since 2000 with serious consequences to the very nature and character of the “Fourth Estate”. Both these functionaries of media planning and public relations, in a way erode into core prerogatives of the media functionaries and their “editorial commands”.
- In the case of “public relations”, scope of these “experts” implies certain undermining or interference in the functioning, particularly of reporters and editors. For, the function of PR is to ensure coverage for a particular viewpoint or otherwise. “Disinformation” being talked about recently is a part of this new phenomena.

Mind set of people, even more of those in Media

- Media coverage is not an end in itself, it could at best be means towards awareness. They could help sustain a larger concern and supportive for a movement towards ecological. But this requires deliberate sharing of the concern by those in the media.
- Ecological security is to do with the way of life; it is a holistic concept. Not isolated. Not seasonal. Not amenable for an “event centered”

approach that news media often takes. Or, even for a time bound campaign approach of PIB. But that also has a place.

- Campaign for CNG – difference it has made to Delhi's pollution levels. Continued media coverage has led to such policy intervention. But the campaign on discouraging plastic packaging/ bags did not despite legal provision. Revelations on adverse effect of Asbestos, DDT, for example, gets good coverage in the media – as these originate outside the country and based on studies by WHO. But with what effect?... As there is no follow up and local relevance of such coverage. Such findings need repositioning.
- Swajal's PIL in Uttarakhand – community awareness and participation in Garwal toxin is yet another example. There are several such cases – good but have not become “media stories”.
- Frightening and forewarn approach to highlight linkage is far more suitable for media. So also the cost of not acting today on certain ecological security issues; It should be possible to present for media in terms of economics, business, industry and losses and gain concerns.
- Bottled Water Controversy (by CSE) is a good example for scare approach to policy change. “Zoo scam” in Punjab was banner headlined, but the thrust was corruption - ‘wildlife wardens loot crores’. So many such instances of death of endangered animals. And yet has not led to a larger national level movement.
- Sensitizing not just the media, but the society itself at large has to be a constant endeavor. The issues involved in environment and ecological – should also suit media to keep up with ratings and such other competitive compulsions implied in their operation. For this, certain sensitivity programmes need to be organized for those in the media based on analytical and research support. So also for those civil society groups.
- A positioning strategy for the movement for ecological security is required. At CMS we take initiative in this regard.

Research on media effects is limited, ad-hoc, one time, with no conclusive findings. These efforts have to be far more action-linked. Efforts to synthesize all such research for channeling media more strategically is yet another activity that need to be organized.

Beyond mass media...

- There are too many aspects involved in ecological – may 30 umbrella campaigns parallelly, each one adding up to the larger cause; Periodical press and TV should be motivated to take up complex linkage issues. “Earth communication campaign” on electronic media worldwide is a good example. A national alliance and advocacy programme, is needed.
- A caucus of eminent personalities - should write for popular media – regionally and nationally. Periodicals should be motivated to carry regular features on larger and complex issues. An exclusive news & features agency (for mainline media) on issues involved in environment and ecological need to be explored. Print media – agenda setting; periodicals for complex / linkage dimensions. Cinema – best bet to internalize and build common perspective. TV – reiterate the concern, regulator ads, special series, and special features. Radio – to remind, to network, interactively. Public hearings and social audit (different from Environment audit) could also become supportive.
- School system is a lot more reliable source for ecological concerns. Younger ones are the best bet to address, involve and sustain. Curriculum at secondary school level onwards. Colleges / universities – Dept. of Zoology, Biology, Environmental

sciences, etc. should be more actively involved in local/regional level sensitization. They could be credible linkage with media.

- Trade and Industry. Associations, Federations, etc should be made a more pro-active. But not in a Delhi centric way. Media role for and from these bodies based on their pro-ecological initiatives. Sometime ago a unique charter on “corporate responsibility for environmental protection” was released. It was a significant development. For, it has voluntary initiatives for 17 industry categories to ensure total and specific compliance with pollution control norms and for each category, there are specific time bound actions. But this charter hardly received any media coverage (except the Hindu), not even minimal. For, it was released by the Ministry of Environment & Forests, rather than by the industry groups like CII or jointly. Ministry is not everything... Disjointed efforts hardly make an overall difference nor would they add upto. Ecological issues should not be viewed as concern of only Government(DAVP or of a Department). Eco-clubs, Envi-Centres, and a whole lot of paraphernalia being supported by Government need a relook and reposition for optimizing their efforts. In fact, it is better all such resource is passed on to IIFM for a national alliance outside the Ministry, with eminent personalities involved. Periodic evaluation could however be with the Ministry of Environment and Forests.
- Legal provisions could be obligatory and enabling with provision for; redressal; Several PILs are being filed all across the country. The outcome of all such cases as well legal initiatives in the states and local bodies need to be kept track and reprocessed for mass media appropriately. Even more, provisions and implications of all such legal laws should be known to people at different levels. Media could play this role, but someone has to help them in this. May be IIFM, CMS, etc.
- Forewarning (with long-term risks & Frightening (with damage assessment) thrusts should be far more within the country at various levels and on various aspects involved in ecological security. Anil Agrawal's crusade from CSE, for example, against industrial effluents, vehicle air pollution, pesticide in water, etc, water harvesting. Anil has demonstrated how research and analysis sustains advocacy and campaigns. Credible research, analysis, monitoring support is essential for such efforts.

CMS VATAVARAN – participative & holistic Forum

- 25 years research insights for effective change campaigns
- 2000 – environmental was mostly a Government concern. Hardly a top ten concern, Today it is in top six, many movements.
- 2002 – visual media – proliferation of television

CMS VATAVARAN – local issues, initiatives, film festival based

Bring civil society in interaction with scientific community, activists and producers, Government agencies.

In conclusion

Media could be harnessed positively, but negative effects (however unintended they may be) also need to be moderated – but all this is possible only if civil society is actively engaged at so many levels. The double-edged character of mass media need to be remembered always when we think of environment and ecological and the complexities involved. Awareness alone is not enough, behavioral change is.

In Black & White

Crisis in environmental reporting: Bhaumik

September 10, 2014, Assam Times, Syed Miraz Ahmed

The Centre for Environment, Social and Policy Research (CESPR), Guwahati in association with the Indian Network on Ethics and Climate Change (INECC), New Delhi came together recently to organize a workshop cum discussion for media practitioners of the region on the issue of environment.

Titled "Media Workshop on Climate Change and Environment Reporting and Discussion on the Changing Trend in Media Ownership and its Impact on Coverage of Environmental Issues," the event explored in detail the different facets of the subject.

Ajita Tiwari Padhi, National Facilitator, INECC, while initiating the discussion on the prospect of low carbon transition for India, said, "While an appropriate response to environment crisis for the Government of India appears to lie in large projects like solar, hydel or wind power- which has a huge land and social foot print, the much needed step for us to 'off-grid' seems to be missing." The focus should be on decentralized, people centred energy solutions which has a direct future impact in the energy deprived country, she said.

While India is embarking on a low carbon pathway it certainly needs to keep in perspective and context that it works from issues of poverty and development, she added.

Indian Express correspondent, Samudra Gupta Kashyap while delivering a lecture on 'Reporting Climate Change and Environment from NE' shared his experiences narrating anecdotes about various grass root activists and environmentalists. He brought to notice various lifestyle changes that have crept into peoples' lives as a result of climate change and related variations.

He felt that the major problem facing journalists in reporting environmental issues is that they often do not know where to look for news.

"There are innumerable stories of people and movements trying to protect the environment. But they often do not get the attention they deserve. The agenda of media organizations have changed exponentially," he said.

Ruing the fact that most media organizations do not look into the root cause of most events, Kashyap said that the civil society and intellectuals too have a role to play in ensuring that issues which affects thousands should be properly highlighted, which is often found lacking.

Issues, especially related to environment and climate change often do not get the requisite attention in media circles because law makers very often have a stake in such organisations as well, he pointed out.

Leading the post lunch session with a discussion on "Trend of Changing Media Ownership and its Impact on Environmental Coverage, Senior Fellow, Centre for Studies in International Relations & Development (CSIRD), eminent journalist, and author Subir Bhaumik said that rapid corporatization of media organizations have led to a very clear shift in media priorities, with the very basic design of a media organization being compromised.

Pointing out that media is becoming more like a business-like commodity where the mainstream media expects specific kind of stories from certain areas. Due to corporatization core values have gone out of the window while stereotypes are created and reinforced.

"Even now, most environmental reporting in the Indian media is reporter driven. In India, there is a growing nexus of politics, business, crime and vested foreign interests as a result of corporatization which often influences news agenda," he said.

Several environmental activists along with print, television and online journalists who report and write on environmental issues participated in the day long deliberations.

<http://www.assamtimes.org/node/11834>

Change mindsets to change cities say wastepickers

August 20, 2014, The Times of India, Manjiri Damle

PUNE: "Yeh aadat se majboor nahi, aadat se majboot hai," said Rebecca Kedari, a worker with Kagad Kach Patra Kashtakari Panchayat (KKPKP), amid laughter from the participants

that had gathered in Yashada on day two of the workshop conducted by KKPKP, SWaCH and earth and us together with MIT- Tata Center.

Participants discussed the issue of sanitary waste through the various sessions. The panels discussed the journey of discarded sanitary waste which is not only a concern of health and dignity for waste workers but also a chronic environmental concern. Another important topic of discussion was alternatives (cloth pads and menstrual cups), which will have to be the way forward towards a sustainable, environmental friendly system.

Nobody wants to deal with sanitary waste due to repulsion and cultural taboo, but it is collected by the wastepickers and handled on multiple levels with bare hands and no other protection. These used sanitary napkins and diapers which become the bulk of such waste are made of plastic and materials that are neither recyclable nor compostable. These products eventually wind up in dumps in the city or worse, in incinerators where they are burned, releasing toxins along with other pollutants into the air.

The sessions started in the morning with an introduction by Lakshmi Narayan of SWaCH and KKPKP, followed by sessions conducted by Anne Scheinberg of WASTE from the Netherlands, and Rachel Perlman, a fellow at the MIT-TATA Center. Anne presented a thesis conducted by her student on 'Local Production And Waste Management Of Sanitary Towels For Women In India' where she showed that financial inclusion improves sanitation and health, especially in rural India, and menstrual health is an integral part of total sanitation. She concluded with a hypothesis that local producers could produce compostable towels which could be co-managed with organic waste.

<http://timesofindia.indiatimes.com/city/pune/Change-mindsets-to-change-cities-say-wastepickers/articleshow/40517556.cms>

When underprivileged kids make their own film

August 22, 2014, The Times of India, Vidya Iyengar

A group of children arrive at train station after running away from home. They meet, play and fight. Then a good samaritan comes along and takes them to a shelter, where they end up living happily -a reflection on where they are in life.

The entire story is told in a 10-minute film *Street Children*, a silent biographical movie made by the inhabitants of Bosco Vikas, a centre for school going street children in Bangalore. The imaginary story shot mostly in a park is one of 60 movies that are part of *Voices of India*, a social initiative co-founded and co-directed by Leon Etchells from the United Kingdom and Alba Mendoza from Spain, in 2012. *Voices of India* attempts to empower the Indian youth through filmmaking to “speak up” for what they believe in.

It’s a project close to Etchells’s heart, whose mother was born in Ahmedabad.

While he has a background in Arts, media and filmmaking, Mendoza has a background in social education and community development. They are also working with Andy Netley, a freelance editor who has worked on Disney Nature films and BBC’s *Planet Earth* and *Frozen Planet*, as well as Celia Chapman who works as brand manager for the BBC. They also work with various filmmakers, social educators, Ashoka Fellows and teachers.

STORYTELLING: Since November 2012, the duo has helped children from across India (from the ages of 14-18, sometimes as young as 11 and as old as 26), put together love stories, adventure films, nature montages, a documentary on a sustainable school, films on dowry, alcoholism and the benefits of organic farming, among other subjects. They begin with an intensive, one-week filmmaking workshop, where the children are introduced to cinema. A camera activity introduces them to the “beauty of cinema”, followed by roleplay activities which cover local news. “Children speak about social and environmental issues, after which on the third day, they are put into groups, choose a subject, plan a storyboard and think of costumes and locations,” Etchells tells us in an interaction from the UK. On day four, they film and then edit it. The workshop concludes with a screening and discussion. The films are often made in the local language. “We use translators in some workshops as children find it easier to express themselves in their language/dialect. But if they wish to make the film in English or Hindi, that is also encouraged,” Etchells says.

<http://timesofindia.indiatimes.com/entertainment/kannada/movies/news/When-underprivileged-kids-make-their-own-film/articleshow/40659097.cms>

Factors affecting urban warming

August 21, 2014, *The Hindu*, K. S. Rajgopal

In a recent paper in *Nature* by Xhiu Lee and colleagues at Yale University, the role of local background climate in creating a difference in temperature between urban and surrounding rural area (Urban Heat Island or UHI effect) was studied.

For 65 selected cities across North America the annual mean midnight and mid-day difference between urban and rural temperature (delta T) were studied.

While midnight difference between urban and rural temperature was positively linked to population but not precipitation, solar radiation and air temperature, the mid-day difference was strongly correlated with precipitation and weakly linked to population size.

The relation of the urban heat island with population at night is indirect — i.e., through the number of buildings and their height. The long wave or infrared radiations get reflected into each other and back into the streets and are not lost to the free atmosphere. This happens at night because during the night, there is no heating from the sun and the buildings and the surfaces emit long wave or infrared from the heat they have built up during the day.

“The buildings are unable to send heat radiation upwards as the rooftop area can be much smaller than that of the sides of the buildings,” notes Dr. Raghuram Murtugudde, a climate scientist based in the U.S., in an email to this Correspondent.

Dr. Murtugudde explains that there are two kinds of UHI — atmospheric UHI and surface UHI. Atmospheric UHI peaks during the night because of the lack of evaporative cooling as in rural areas and due to the longwave radiation being bounced into each other and down to the street by the buildings as opposed to being lost to the free atmosphere. Surface Urban Heat Island Effect is there during day and night because of the heat capacity of the materials used for pavements, buildings, roofs, and so on.

“This is why the midnight temperature difference is related to population and not background climate but the midday difference is strongly correlated with background climate but not population,” clarifies Dr. Murtugudde.

In wetter climates, rural areas have more vegetation and thus higher surface roughness than urban areas and thus more turbulence and heat loss. In drier background climate, rural areas have less vegetation and are thus smoother than urban areas and create less turbulence and thus lose less heat so urban areas can in fact be cooler. This is the cause for the cities in eastern U.S., where the climate is wet and have densely vegetated rural surroundings to experience a greater delta T than cities of the American Southwest where the vegetation consists of bushes and scrub and the landscape is mostly desert with low levels of precipitation. In fact, Las Vegas is cooler than the surrounding desert which has a smooth topography and the value of delta T is negative.

What can be done to mitigate the heat island effect which takes a toll on the health of urban residents? One suggestion by the authors is to make rooftops reflective by painting them in bright colours to reflect back the radiated solar heat to the atmosphere (albedo effect).

<http://www.thehindu.com/sci-tech/energy-and-environment/factors-affecting-urban-warming/article6335340.ece>

63 per cent Indian consumers familiar with green products: Survey

25 Sep, 2014, *The Economic Times*

HYDERABAD: Majority of Indian consumers are familiar with green products, have confidence that green products are better for environment and feel that bio-based ingredients enhance the desirability of a product, according to a survey released here today.

More than 63 per cent of consumers are familiar with green products and of those, 85 per cent have confidence that they are better for the environment, the survey said.

“These consumers believe bio-based ingredients not only make a product green, but also provide better performance, critical to long-term adoption,” it said.

DuPont commissioned this nationwide survey with an objective to better understand awareness and attitudes of Indian consumers towards green and bio-based products.

“We are particularly encouraged that there is broad awareness of green products across the country with India’s younger generation leading

the way,” Vikram Prabhu, Regional Business Director, Asia Pacific DuPont Industrial Biosciences, told reporters.

The survey was the third such study by the company, with the first conducted in North America (US and Canada) and the second in China. The research took place in 12 major Indian cities with 1,270 respondents giving face-to-face interviews.

India's confidence in green products being better for the environment (85 per cent) is higher than other countries surveyed by DuPont in previous years, as per the said survey.

Previous studies showed China with 70 per cent confidence, Canada with 65 per cent and the United States with 60 per cent.

However, Canada (78 per cent), and the US (76 per cent) lead in overall familiarity with green products over India (63 per cent) and China (43 per cent), the survey said.

<http://economictimes.indiatimes.com/news/company/corporate-trends/63-per-cent-indian-consumers-familiar-with-green-products-survey/articleshow/43425816.cms>

Campaign to combat plastic menace

September 25, 2014, The Hindu, D. Radhakrishnan

Green campaigners say that the ban can be made meaningful only by bringing about a mindset change among the violators.

An anti-plastic awareness rally organised under the aegis of the municipality and the Pollution Control Board here on Wednesday evoked mixed reactions.

With students, officials and social activists being among the participants, the rally was flagged off near the Central bus stand by the Nilgiris Collector P. Sankar.

Municipal Commissioner K. Sivakumar told *The Hindu* that the objective was not only to enhance awareness about the harm various kinds of plastic items can cause to the environment and the people but also caution those who are in the habit of violating the ban imposed on such items.

In dealing with the problem the Nilgiris in general and Ooty in particular are models and plastic items below 40 microns are a rare sight.

However, no room will be given for complacency and fines will continue to be imposed on those who violate the ban. Repeat offenders will be dealt with stringently.

Meanwhile, observers contended that if the ban on plastic bags, cups, plates etc had been enforced strictly ever since it came into force around 2000, the Nilgiris would have become a totally plastic-free district many years ago.

Though the Federation of Trade Associations of the Nilgiris often appeals to all sections of the mercantile community to help tackle the plastic menace, consumers can still be seen with the banned carry bags in some places like the municipal market here and various tourist spots, including the Government Botanical Garden and the Ooty Lake.

Green campaigners, including Geetha Srinivasan, Convenor, Indian National Trust for Art, Culture and Heritage, opined that the ban can be made meaningful only by bringing about a mindset change among the violators. It is not possible for the district and civic authorities alone to combat the menace, they added.

<http://www.thehindu.com/news/national/tamil-nadu/campaign-to-combat-plastic-menace/article6444997.ece>

Eco-contestant plans green gift

September 24, 2014, Deccan Chronicle, V. Ashok Kumar

Coimbatore: It is his return gift to Kovai voters. They gave him 523 votes in the mayoral bypoll and he will give 523 saplings to the city which is fast losing its greenery. An environmentalist, S. Chandrasekar, who contested as an Independent and secured 523 votes in the bypolls, has decided to plant that many plants in residential areas.

A resident of Meena Estate, he contested amidst seasoned politicians in the bypolls in Coimbatore, on a mission to create awareness among people on conserving nature.

“I contested the elections as I felt it was an easy way to reach out to people with my message on conserving nature for posterity. I also campaigned through social networking sites, WhatsApp, SMS and by meeting local residents. But I avoided issuing pamphlets as they are made by cutting trees,” he said.

Chandrasekar, who also runs Vanam, an environmental NGO, says that he is extremely

happy over the votes polled by him. “I expected around 50 votes, but what I got was a huge number. It has motivated me to work harder for the cause of the environment,” he said.

The environmentalist has begun preparatory works to fulfil his wish of planting as many saplings as the votes he secured. “The planting drive will begin September 28 and will be completed in another two months. Around 50 volunteers of the Vanam Trust, a few other environmental organisations and residential welfare associations have also pitched in to help in digging pits and planting saplings,” he said.

The forest department has assured to give free saplings for plantation. “Most of the saplings will be planted in my neighbourhood. This will be convenient for me as I can water them. However, as the saplings are in danger from grazing animals, I have sought the support of my well-wishers to buy guards,” he said.

Chandrasekar, who is into trading industrial products, has so far planted 1,008 plants across the city.

<http://www.deccanchronicle.com/140924/nation-current-affairs/article/eco-contestant-plans-green-gift>

MS University's 'tree man' to create awareness on eco degradation

September 23, 2014, The Times of India, Bijin Jose

VADODARA: Rampant deforestation and increased urbanization have strengthened this man's resolve to create awareness about environmental degradation. Balkrishna Shah, an assistant professor at MS University's (MSU) faculty of physics, has planted over 150 trees in the last three years and nurtures them zealously.

“Vedic literature suggests planting of one tree is equivalent to raising 10 sons. My intention is to draw attention of the authorities to the significance of having trees in the surroundings,” said Shah, who planted the first tree in MSU in 2005 near his department.

Shah was inspired to carry out a tree plantation drive on Teacher's Day in 2011 after Palash (fire of the forest) tree that he planted near his department in 2005 was chopped off. He strongly believes that trees are an integral part of human existence.

"Today, universities only believe in constructing buildings that talk of their brilliance. For them, trees are all a part of gardening. Gardening today is all about green grass and decorative shrubs," said Shah. Over the years the whole idea of gardening has been subverted to being mere ornamentation without any environmental benefits, he added.

According to Shah, plain grass and shrubs will not benefit the environment as they don't purify the air nor do they reduce noise pollution. Thanks to his initiative, 150 medicinal trees were planted in the premises of the department of education and IGNOU Study Centre, and also around the university's cricket ground near D N Hall in 2011. Shah, who has been teaching physics for 20 years at MSU, makes timely checks and adds fertilizer to the trees as part of his routine.

"I water the saplings and add fertilizer whenever required. I take care of these trees as one of my own," said Shah, who even today nurtures the trees by frequently visiting them on his scooter with a can full of water, a pickaxe and a hosepipe.

<http://timesofindia.indiatimes.com/City/Vadodara/MS-Universities-tree-man-to-create-awareness-on-eco-degradation/articleshow/43207715.cms>

Green initiative on Ozone Day on Sunday

September 14, 2014, The Times of India, Sumita Sarkar

NASHIK: Various organisations and NGOs have joined hands to conduct series of environment-related programmes on Sunday under the programme called Green Call Initiative.

Starting from Sunday at 6.30 am on Golf Club Ground, these programmes will be the flag off for activities for Green Kumbh. On the occasion of World Ozone Day that is being observed on September 16, Women's Society for Environment, Culture and Education, Maharashtra Chambers of Commerce Industry and Agriculture, Joggers' Club, Indian Medical Association, Transporters' Association, Regional Transport Office and Indian Institute of Event Management, will be organising various activities on Sunday.

"The Women's society will also be training 20,000 Green Soldiers and will be starting a

series of environment-related programmes from this day under the programme Green Call Initiative, for Green Kumbh," said Dhanashri Hardas, President of the Women's Society for Environment, Culture and Education, an NGO that has been appointed by the state environment department for Green Kumbh. The NGO had appealed to citizens to donate old newspapers and old saris that they would put to good use to observe Green Kumbh. Jaycees Grape City will be donating waste newspapers and old saris.

"We will make paper and cloth bags out of the old newspapers and saris which the green soldiers will distribute to people. We will also be making eco-friendly bags as Kumbh would be during rainy season. The cloth bags will be given to the families so that they can keep their chappals and one family member can hold the bag while the others take the dip. Generally, after Kumbh we don't know what to do of the chappals as people do not go the river with chappals," said Hardas.

<http://timesofindia.indiatimes.com/city/nashik/Green-initiative-on-Ozone-Day-on-Sunday/articleshow/42433415.cms>

Times Green Ganesha flags off eco-friendly celebrations

September 2, 2014, The Times of India

PUNE: The eighth edition of Times Green Ganesha campaign began with a function at Lala Lajpatrai College in Mahalaxmi, in Mumbai. Minister of state for environment Sachin Ahir, actor director Prabhu Deva, Medha Gadgil, chief additional secretary, environment, and Sanjay Bhuskute, public relations officer of Maharashtra Pollution Control Board (MPCB), were present. The annual drive is a joint initiative of The Times of India, ministry of environment and Maharashtra Pollution Control Board.

Prabhu Deva, who was gifted an eco-friendly idol, said, "Youngsters have the enthusiasm to make a change. We should use biodegradable material during festivals to protect the environment. This is a fantastic endeavour and I am happy to be a part of it."

"The need of the hour is to contribute in every possible manner to conserve the environment and ensure that we are able to maintain the natural resources. Youth being torchbearers of our country, need to secure their future by undertaking environment friendly celebrations

for a sustainable future. I would like to urge our young adults to take this initiative further and ensure a truly grand and eco-friendly Ganeshotsav," said Ahir.

As part of this initiative, Times Green Ganesha (TGG) is conducting Ganesha idol making workshops in schools and colleges to educate more than 1,000 students about the impact of plaster of Paris idols and non-biodegradable products on the environment. "This partnership to take the message of green Ganesha across is gaining traction. It's a privilege to be associated with this movement in its eighth year. I am happy by the response it received. The state wants to spread environment-friendly message in all festivals," said Gadgil.

In addition to creating awareness and education, TGG will also recognize and reward eco-friendly measures undertaken by individual households, societies and Ganesh mandals. Times Green Ganesha reaches out to everybody and encourages participation. One can participate in the contest by logging on to website www.timesgreenganesha.com and uploading images of their eco-friendly Ganapati.

TGG aspires to be a movement giving education and spreading awareness about the impact of our lifestyle on the delicate ecosystem. Times Green Ganesha is a joint initiative of The Times of India and Maharashtra Pollution Control Board. Regency Group is the presenting sponsor and Abhyudaya Bank and RCF Limited are co-sponsors. This is an initiative by Times Red Cell.

<http://timesofindia.indiatimes.com/city/pune/Times-Green-Ganesha-flags-off-eco-friendly-celebrations/articleshow/41459551.cms>

Students create awareness on environment, pollution

September 2, 2014, The Times of India, Sumita Sarkar

NASHIK: As part of the Green Kumbh campaign, around 200 students of KN Kela School on Monday formed a human chain and performed street plays from the school at Jail Road to Sant Janardan Bridge to spread awareness about the environment and river pollution.

While hearing the public interest litigation (PIL) of non-governmental organization Godavari Gatarikaran Virodhi Manch, the Bombay high

court had ordered that a committee of experts, environment activists and officials headed by the revenue commissioner should be formed to observe Green Kumbh.

One of the elements of the Green Kumbh is to create awareness among people before, during and after the Kumbh Mela in order to keep the Godavari and its banks clean. These awareness activities for the two-year period include roping in school and college students.

Monday's exercise was the fourth campaign where Marathi actors Chinmay Udgirkar and Anjali Patil joined the students.

The students pledged that they would not just observe little things to keep the surroundings clean but will also prevent people from spoiling it. During Ganesh immersion, they will ask people to donate idols and nirmalya to the NMC or use the nirmalya as manure.

Students braved rain to form the human chain and conducted street plays near the water tank and near the cremation ground below Sant Janardan Bridge.

The students spoke to vegetable vendors and flower sellers and staged street plays asking them to keep the location clean. They educated the vendors and the local people about the concept of Green Kumbh and a clean river.

Udgirkar asked the students what they would do as citizens to keep the environment and the river pollution-free.

"Our river has been declared dead. It was not always like this. You have to take up this issue and help clean the river," he told the students.

"I am a citizen of Nashik and I feel strongly about nature conservation. Whenever I am in the city and whenever it is possible I will be associated with the Green Kumbh campaign. I will do my bit to help keep the city and the river clean," said Patil, who participated in the Green Kumbh campaign for the first time on Monday.

<http://timesofindia.indiatimes.com/city/nashik/Students-create-awareness-on-environment-pollution/articleshow/41456109.cms>

Deccan Chronicle's Green Campaign rides elephant in Vellore

August 27, 2014, Deccan Chronicle, Aishwarya VP

Vellore: Deccan Chronicle launched a two-day 'Green Campaign' here on Tuesday reiterating the public commitment of the popular newspaper for promoting awareness towards protecting the environment. Fifty-four-year-old pachyderm Gulabi walked the city's thoroughfares wearing a specially tailored satin dress with vitally important messages for the Velloreans — Clean Vellore, Green Vellore' on the one side of her huge body and 'Harvest Rainwater, Save Electricity' on the other side. She walked for a couple of hours in the morning and about three hours in the evening thus avoiding the warm noontime hours even on a cloudy day.

A dancing horse walked along with Gulabi and the accompanying nadaswaram music drew dozens of onlookers into appreciating the Green Campaign by the newspaper. District Collector R. Nandagopal inaugurated the campaign at the Gandhi statue near the Vellore Fort just after Gulabi and team offered prayers at the Sri Jalakandeswarar Temple. Many devotees who had visited the temple for early morning worship were moved by the presence of the elephant at the gates, which they took as an auspicious start for the day. "We are lucky this morning. It is auspicious for the city that such important environment messages are being delivered through an elephant, particularly a couple of days before the Ganesh Chaturthi", said a devotee who had come with family.

Collector Nandagopal said it was heartening to note that the elephant carried important messages for the Velloreans, one of them being 'Rainwater Harvesting', a pet project of the Chief Minister. He expressed the hope that the public would respond positively and take upon themselves to follow those messages so that Vellore could turn greener and cleaner, and people save themselves from water scarcity.

Corporation Mayor Ms P. Kartiyani welcomed the DC campaign and said it would go a long way in improving green environment. Vellore SP, Dr P. Vijayakumar said planting of more saplings and improving the green cover of the city, which is surrounded by heat-radiating hills, would surely reduce the temperature, besides improving the groundwater table. The

DC campaign could also create awareness for keeping the city clean, he said. Gulabi and team will continue DC's Green Campaign on Wednesday in Vellore, before moving to other parts of Tamil Nadu.

<http://www.deccanchronicle.com/140827/nation-current-affairs/article/dc%E2%80%99s-green-campaign-rides-elephant-vellore>

Theme Ganga highlighted at book fair's new stall

September 21, 2014, The Times of India

LUCKNOW: A stall dedicated to Ganga river was inaugurated at the ongoing book fair on Sunday. The special stall, however, offers few books on the river—the theme of the 12th National Book Fair—and more books related to environment.

Among the books on display are 'Discovery of Environmental Sciences', 'Business Environment and Law', 'Paryavaran Chintan', 'Environmental Pollution', 'Environmental Problems and Solutions', 'Bharat ke Vanya Vihar' and others.

The stall was inaugurated by actor, lyricist and director Piyush Mishra and the organisers have also started a signature campaign asking Lucknowites to pledge in keeping Ganga clean. The message reads 'we have polluted the Ganga. We will clean the river'.

On Sunday, the fair peaked as bibliophiles in large numbers flocked the Moti Mahal lawns. On the first Sunday of the fair footfall crossed the 40,000-mark.

"This is the sixth time I have come to the fair. With such varieties of books, I have crossed my budget of Rs 10,000 and have spent Rs 6,000 more. I will now have to cut on other things to maintain my monthly budget," Shazia from Sitapur.

"People now wait for the book fair in Lucknow," said Umesh Dhall, an organiser.

Among the popular books are drawing and sketching books for kids, inspirational one and real life stories. The demand for Hindi literature and novels like John Green's 'The Fault Is In Our Stars' and Amitabh Kumar's 'Mahant—The Godfather' soared further.

<http://timesofindia.indiatimes.com/city/lucknow/Theme-Ganga-highlighted-at-book-fairs-new-stall/articleshow/43107163.cms>

Neglecting the environment at our peril



Nivedita Khandekar is a journalist based in New Delhi, focusing on environmental and developmental issues. She has worked at the Press Trust of India, India's premier news agency, and the Hindustan Times, one of the leading national daily newspapers in India. Her journalistic achievements include a national award for environmental reporting, an award for reporting on health issues, and a Rural Reporting Fellowship.

As the raging floods in Jammu and Kashmir hog the limelight due to their intensity and large scale devastation, similar floods in Assam a few weeks ago mostly went unnoticed.

The north eastern states - Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura – are a veritable biodiversity hotspot. They hardly ever figure in the mainstream print media and when they do, it is mostly for the wrong reasons.

But forget Delhi editions ignoring the region. That is old news. What is striking is that a study by the Tata Institute of Social Sciences (TISS), Guwahati, has found out that even the Guwahati or Kolkata editions of national newspapers don't give enough space to the coverage of environmental issues from the region.

Using the 'Headline Analysis' method, TISS Guwahati students carried out a survey between July 25 to August 24, 2014 to study the environmental news coverage of four newspapers: *The Telegraph*, *The Indian Express* and *The Hindu* (Kolkata publications) and *The Assam Tribune* (Guwahati/Dibrugarh publications).

"The survey 'Headline Speaks' was an attempt to understand how the mainstream media reports environmental news especially from the North East and what its biases are. Media

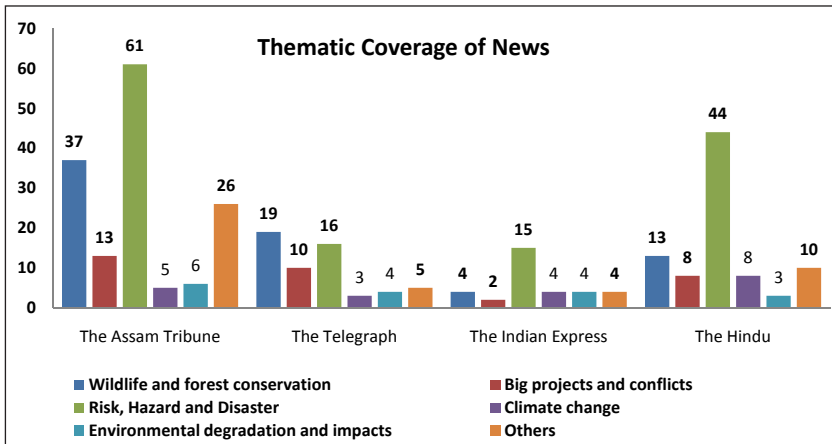
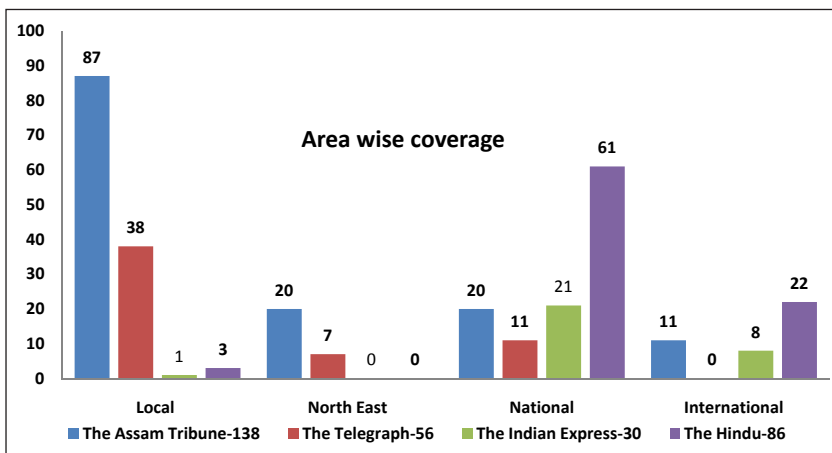
coverage shapes public perception of issues, and often determines how the issues are treated by the public and policy makers," said the MA course students, Amrita Baruah, Gyaneshwari Beshra, L Tsilise Anar, Mamatha Prasad and Pranjal Barman, who carried out the study with their teacher Dr Shalini Sharma.

The findings were published in the current issue of 'Envirovolution', a monthly publication of the TISS Guwahati's Department of Ecology, Environment and Sustainable Development.

The Assam Tribune, perhaps predictably, topped the chart by reporting 138 environmental news stories over the period. *The Hindu* carried 86 news items, *The Telegraph* carried 56, while *The Indian Express* reported only 30 items. When it came to regularity in reporting, *The Assam Tribune* gave daily coverage to environmental news. *The Telegraph* and *The*

front page?" Just 8 out of a total of 56 in *The Telegraph*, 8 out of 86 in *The Hindu* and 21 out of 138 in *The Assam Tribune* made to the front page. *The Indian Express* carried 4 news items from among the 30 on front page. Wildlife conservation, big projects and disasters dominated these news stories. *The Assam Tribune* focused more on wildlife conservation issues while *The Telegraph* gave more space to conflicts and legal developments.

In fact, the news about the tribunal ban on coal mining in Meghalaya was front page news in *The Telegraph* for three consecutive days, the study found. The thematic categories comprised 1. Wildlife and Forest Conservation (wildlife – flora & fauna – and forest, national parks and their conservation etc); 2. Big projects and related conflicts (development projects such as mines and dams, energy debates on renewable and non-renewable sources etc); 3. Risk,



Hindu did not carry any environmental news on two days while *The Indian Express* did not carry any for four days.

Apart from frequency, another question the students tried to ascertain was: "Is the environment important enough to make it to

hazard and disaster (Potential risks, current or future hazards, natural – or even man-made – disasters, environmental refugees, rehabilitation etc); 4. Climate change (causes and impacts, temperature and weather reports, awareness activities etc); 5. Environmental degradation and impacts (pollution, impact on livelihood,

economy etc) and 6.Others (any news items mentioned outside of above mentioned categories). As the study was conducted in Guwahati, the importance of the geographical focus was in this order: local (Assam), the North East Region, national (India, excluding the entire North East region) and international news.

The Hindu and *The Indian Express* hardly gave any coverage to Assam and other North East states. The region was covered mostly by newspapers published locally, mostly in their North East sections. *The Assam Tribune* had better coverage, which the study points out, "could be because of its clear focus on the North East issues." Explaining the rationale behind the study, Dr Sharma said, "Our quest was to understand 'How does this localization of news affect us?' In a context where environmental news stories are less reported overall, where the national newspapers do not cover the North East India and the North East newspapers relay environmental news as local news, what is the combined impact of this? It is that important news remains accessible to only a few, and the North East emerges as an area where conflicts and disasters are routine."

The TISS' Department of Ecology, Environment and Sustainable Development plans to carry out a similar study every month over a longer time period. For now, it offers a scary scenario. To repeat what the students said, media coverage helps shape public perception of issues and also determines how the issues/problems are treated by the general public and policy makers. Senior journalist Rajdeep Sardesai has famously described the 'Tyranny of Distance' as the reason for the electronic media's neglect of the North East. But none of the mainstream print media organisations can offer any such reason as almost all of them have a correspondent, at least in Guwahati.

The news wires, especially the Press Trust of India, offer ample stories from the region on a daily basis. This unabashed neglect by the main stream media merely adds to the problems of an already stressed region. Hope studies such as this, although rudimentary (explainable as it is the very first attempt by collegian enthusiasts), can bring in the much needed awareness and drive the youngsters to find out more avenues to make their voices heard in the main stream.

<http://thehoot.org/web/Neglectingtheenvironmentatourperil/7777-1-1-2-true.html>

Facets



Ruth Seago is an Information Officer at UNEP headquarters in Nairobi. Since 2012, she has worked with the News and Media Unit where her primary responsibilities include data management, media analytics and media relations.

Prior to joining UNEP, she was actively involved in the global youth environmental movement. She has represented youth in the work of the African Ministerial Conference on the Environment and was part of the pan-African youth delegation at the 14th session of AMCEN in Arusha, Tanzania.

In 2011, she was co-recipient of the Bayer Young Environmental Envoy Award, Kenya for her advocacy work in clean energy. She holds a Bachelor of Science Degree in Environmental Health from Kenyatta University and Masters in Environmental Law with a research focus on News Media Influence on Environmental Law.

She speaks English, Swahili and French.

<http://www.unep.org/experts/Default.asp?page=profiles&en&expertID=2700>



R Samban is currently Chief Reporter in the Thiruvanthapuram Bureau at Deshabhimani, a Malayalam Daily in Kerala. His work

focuses on environmental, health and rural development issues. Samban has won eight prestigious awards in the last year including the Press council award for rural reporting and the Cushrow Irani National Award instituted by The Statesman Daily for environmental reporting.

Samban's series on the encroachment of Vellayani Kayal, a freshwater lake in Thiruvananthapuram, highlighted how real-estate developers and land mafia had connived to choke a lake that's now "just a third of its size".

<http://indianexpress.com/article/india/india-others/ramnath-goenka-awards-the-storytellers/>



Vinod Kumar Menon is currently working with Mid Day

A water shortage in a village near Mumbai had led to the death of a woman. Menon's series uncovered the causes behind the scarcity. "My reports were recognised...and as a result, the village now gets 5,000 litres of direct water supply," he says.

<http://indianexpress.com/article/india/india-others/ramnath-goenka-awards-the-storytellers/>

Article

Media Lacking Aggression to Report Environment-Related Issues

Ram Awtar Yadav

Guest Lecturer, Department of Electronic Media, Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal, Madhya Pradesh

Abstract:

Over the one last decade or so, the natural disasters and extreme weather events have claimed human lives and damaged properties across the globe like never before. The news reports of natural catastrophes in one part of the world or other reached us through print, electronic or web media as frequently as if they were common reports on routine sports, crime, business or political developments. If we take a look of such calamities and extreme weather events occurring from 2012 to 2013, we will find a long list including – monsoon flooding in North Korea uprooting more than 2 lakh people in July, 2012, more than 5,30,000 being displaced in Nigeria due to unprecedented flooding of the Niger River, superstorm Sandy displacing 7,76,000 people in USA in October 2012 and many others. India too witnessed one of the biggest catastrophes in the country in the form of Uttarakhand flash flood in July this year which claimed thousands of lives and more than 15000 were reported to be stranded. Many studies have been revealing recently about the increasing frequencies of such natural calamities and extreme weather incidents due to human activities but media seems to be lacking the spirit and aggression to raise this issue among the governance for immediate redressal and among the citizens for their awakening. This paper aims at studying the increased frequency of the natural disasters and weather events in the world as a result of human activities like - deforestation, over grazing, river channelization, hardscaping and others. The paper would also try to analyse whether media is not giving the kind of attention required to tackle the environment related issues which is posing threat not only to India but to the entire world. Media is said to be the driving force for bringing changes in the society and world and therefore, it must, once again, realize its responsibility and adopt a proactive approach and launch a similar campaign collectively to aggressively raise the environment related issues before the governance.

Keywords: Environment, extreme weather events, media, reporting, natural disasters, climate change etc.

Research Methodology:

With a view to reach a meaningful conclusion on the basis of facts and figures from different articles, books, magazines, research papers, newspapers reports, books etc., the **Content Analysis** method has been chosen for this research paper. Besides, an **Interview** of the senior editor of Down to Earth Magazine was also conducted so that the point of view of those actively working in the science and environment reporting could also be gauged. This way there are two research methodology used in this research paper:

Content Analysis, Interview

OBJECTIVES:

This research paper aims at studying the role of media in reporting environment related issues.

- It also attempts to study the increasing frequencies of the natural disasters and extreme weather events during last 30 years.
- To some extent we also try to figure out the factors causing the increased frequencies of these incidents.
- The paper also tries to know how the media affect the way environment issues are taken up today.
- It also aims at finding out the challenges media organizations face while reporting environment issues.

Hypothesis:

- Media does not report the environment-related issues to as much extent as needed.
- The numbers of weather events and natural disasters have increased in frequency due to the human activities like deforestation, transportation, river channelization, hardscaping etc.
- In last 30 years or so, the number of such incidents has increased many folds.
- Mainstream media lack the will power to report these issues.
- There's a dearth of awareness campaigns by mainstream media among the people to bring awareness for environment conservation.

Introduction:

Global warming, today, is a matter of grave concern for the entire world. It has become a threat to the planet earth as a result of which the hot days are turning hotter, cold days are getting colder and the floods and the rainfall are also becoming heavier. The droughts too are more severe today.

The global warming today is not only causing these extreme weather events but is also causing changes to the landscape of the earth which is disastrous. The human activities like deforestation, river channelization, overgrazing

are also adding stress to the wildlife species and their habitat. The way, we are experiencing the changing (extreme) weather conditions in every season in different parts of the country and the world is also attributed, by the experts, to these human activities which eventually lead to global warming.

Media plays a crucial role in bringing the needed change in the world by bringing awareness among the masses that shapes a public opinion on an issue which results in public pressure ultimately leading to legislature. Considering the kind of attention that the environment-related issues needed, media has been lacking aggression. While these issues continue to haunt the entire globe and demand immediate redressal, the media seems to be lacking the will power that it needs to report these issues in a way that could compel the government of different countries to draft some effective policies for checking the environment-related issues.

An Analysis:

Over the one last decade or so, the natural disasters and extreme weather events have claimed human lives and damaged properties across the globe like never before. The news reports of natural catastrophes in one part of the world or other reached us through print, electronic or web media as frequently as if

they were common reports on routine sports, crime, business or political developments. If we take a look of such calamities and extreme weather events occurring from 2012 to 2013, we will find a long list including – monsoon flooding in North Korea uprooting more than 2 lakh people in July, 2012, more than 5,30,000 being displaced in Nigeria due to unprecedented flooding of the Niger River, superstorm Sandy displacing 7,76,000 people in USA in October 2012, a series of storms in China including Typhoon Haihui forcing 3.5 million people to leave their homes, heavy rains and large-scale flooding affecting around 2 million people in Pakistan in August, 2012 and the list is unending with the recent Typhoon Haiyan reportedly claiming over 10,000 human lives and dislodging over a million in Philippines.

India too is witnessing natural calamities from past few years as frequent as never before. Some of such disasters that took several lives and wrecked millions people in last one year were - Uttarakashi flash flood in Uttarakhand in August 2012, heavy floods in Assam and other North-Eastern states in July, 2012, Cyclon storm 'Nilam' Tamil Nadu in October-2013, landslides and flooding in Sikkim in September, 2012 and there were such many flooding and landslide incidents in West Bengal, Mumbai, Andhra Pradesh, Jaipur, Himachal Pradesh, Uttarakhand and others that eliminated hundreds of lives and forced thousands to leave their shelters. The incidents of flash floods, landslides, flooding, lightening, thunderstorm, cyclone etc. were regularly reported from some part of the country or other during the monsoon of 2012. And while the onset of 2013 saw many avalanches in states like Himachal Pradesh and Uttarakhand killing many, hailstorms wrecked havoc in states like Andhra Pradesh and Madhya Pradesh where many died and crops of more than 80 villages were damaged. After frequent incidents of flooding, landslides, hailstorm, thunderstorm, heat waves, cyclones, forest fire during the first half of the year came the flash flood of Uttarakhand that not only shook the state but the entire country wherein thousands of people lost their lives while more than 15000 pilgrims and tourists were left stranded.

Around 40,000 people were evacuated and moved to safe places following heavy flooding in Gujarat in September 2013.

In October 2013, Odisha was hit by Cyclone

Phailin that affected more than one crore people living in 16,000 villages of the state. Besides, over 3 lakh houses (according to ndtv.com report) and 26 lakh trees were damaged due to the heavy rains and strong winds, mentioned national English daily, Indian Express in a report.

While a report of WHO reveals that the world has warmed approximately by 0.75 degree Celsius in last 100 years, the rate of global warming has accelerated at over 0.18 degree Celsius per decade over the last 25 years owing to the human activities. Another study by *goodintents.org* shows that deforestation, over grazing, river channelization, hardscaping and many other activities impact the frequency and severity of natural disasters. The study further says that although tsunamis are caused by earthquakes, the destruction caused by them is greater in the areas where the mangrove swamps had been destroyed as it act as a sponge absorbing much of the force of the waves.

Many studies have suggested that climate change across the globe is raising the sea-levels and changing weather patterns in many parts of the world. As sea levels are continuously rising due to global warming caused by the pollution, low-lying coastal areas are becoming more prone to damage by sea-waves, tropical storms, cyclones and others. Areas witnessing increased rainfall owing to the changing weather patterns remain under the threats of flooding and landslides whereas the regions with decreased rainfall have to face crop failure, desertification, forest fires and other issues.

According to a report of British charity firm Oxfam, the number of natural disasters around the world has increased by more than four times in the last 20 years. After analyzing the data gathered by United Nations and researchers at Louvain University in Belgium, it found that the earth is currently experiencing around 500 natural disasters per year compared to 120 per year in the 1980s. The British firm has attributed the increasing disaster rate to global warming. Although many national and international organizations are working in the field of environment conservation, however, most of the countries of the world seem to be lacking a political will power to address such a serious issue as their focus remain on fast-paced development. The environment and pollution related issues are even more serious in developing countries like India which needs

serious and immediate attention both from its government and the citizens.

Media & Environment-Related Issues:

So far, media too seems to be lacking aggression in raising the environmental issues which could compel the government to formulate some effective policies and check human activities posing serious threat to the environment and eventually to the human existence. As of now, media is only seen reporting the events organized by different organizations and countries for working out some plans to deal with the problems related to the conservation of environment and check pollution. The proactive initiatives are clearly seen missing by media organizations not only in India but the entire world.

Media is said to be a driving force for bringing changes in the society and the world. And this has been testified time and again. Recently in Indian scenario, we saw media playing a decisive role following the Delhi-gang rape incident wherein it build public opinion in a way that people went on a movement that forced the government to introduce a new law for speedy trials of the cases involving crime against women. Media also played a significant role as the five states of the country – Rajasthan, Madhya Pradesh, Chhattisgarh and Mizoram (elections in Delhi are scheduled on December 4) – went to polls in November, 2013. Many newspapers launched voters' awareness drives that resulted in a heavy turnout of the voters in states like Chhattisgarh, Rajasthan, Madhya Pradesh and Mizoram. It was the courage and sense of responsibility towards electing a better leader and government instilled in people collectively by Election Commission and media organizations that drove them to the polling booths in such a large number defying the threats by the Naxalites in states like Madhya Pradesh and Chhattisgarh.

Media must, once again, realize its responsibility and adopt a proactive approach and launch a similar campaign collectively to aggressively raise the environment related issues before the governance. It should not stop until an effective policy is worked out by the government to resolve the environment-related issues which poses severe threat to the entire human existence. Media also needs to work to bring awareness at a mass-level about how every individual could make contribution in conserving

the environment and checking pollution so that we can lead a better and healthy life and offer a bright future to the generations to follow.

Interview with Mr. Richard Mahapatra, Senior Editor of Down to Earth – a fortnightly magazine published by Centre for Science and Environment:

Q.1. In the past few years, the frequency of natural calamities and extreme weather events have increased manifold across the globe which is attributed to the human activities like deforestation, over grazing, river channelization, hardscaping and others. With all these happening around, mainstream media seems to be lacking aggression in reporting environment-related issues. What's your take?

Answer: The media is reporting disasters as stand-alone events. That is the crisis, and it has been the case since generations. But the plot has changed, we have massive environmental degradation, we have climate change and also we have changes in fundamental of our socio-economic structures.

The media is not informed how these changes are inter-linked and how one change could be linked to another change. For example, the Uttarakhand floods. Many media coverage to begin with couldn't understand the links between rising urbanization and the disaster, the increasing deforestation and the link to severity of the flood. So, the media is yet to understand this links.

Q.2. Do you think media should change its approach in reporting issues related to environment protection so that it can force the government to formulate effective policies?

Answer: In an ideal situation, yes. As pointed out, media reportage is not a problem but the way it approaches. So, who will change this? First, the media itself needs to be more researching and understanding of a situation. Second, the other wings like scientists and NGO and research organization also need to orient the media on the linkages.

Q.3. Recently, during assembly elections, mainstream media was seen carrying out awareness campaign to encourage voters to exercise their franchise. Why is there lack of such awareness campaign among the masses to develop a healthy environment?

Answer: Again, media responds to its readers' interests. Voting is a general interest subject. So is, environment. But a media hardly in

understanding of it and its many manifestations, will never take up such campaigns. But yes a few TV channels have taken up campaigns. Like NDTV's tiger campaign. But if you look at the campaign it is a pure conservation campaign, forgetting the intimate linkage of tiger conservation with the well beings of the forest's tribal residents.

Q.4. How do you think media influence the way environmental issues are taken up in our lives?

Answer: Many ways, but not in the degree that we expect. Yes the NDTV campaign on tiger informed young viewers and government of the crisis of depleting tiger population. But, what about the reasons why it is happening? What about the Indian reality of forests being inhabited equally by human and animals? Why is the conflict between human and animals not being reported? You have very few examples of media influencing in such degree policies. You can count Down To Earth as one of them,

Q.5. What are the challenges that you think media faces while reporting environment issues?

Answer: As pointed out, the understanding of complexities involving environmental issues. More to it, the media houses' willingness to carry story. But I feel that if we make environment into a common man's issue, our editors will be forced to carry such stories.

Q.6. Do you feel that media sees environment with very narrow perspective? Down To Earth has been doing a remarkable job in raising issues before the governance and public to protect environment, if you can elaborate, how does DTE define environment?

Answer: DTE reports on everything but from environment and science eyes. Our biggest contribution is interpreting everything from human perspectives and writing and researching them with simplicity. For example, we see rise in car consumption as a threat to environment while the rest of media see it as a sign of economic growth. We then do a story on the environmental meaning of economic growth. So, the conclusion: growth leads to pollution. is there a growth that is environment friendly.

Q.7. Do you see international media working differently than Indian media when it comes to addressing environment issues?

Answer: Yes, to some extent. They have dedicated staff for such kind of stories. Also they have better interactions with scientific

and research community than us.

Q.8. How do you see the role of regional media in facing the challenges on the environmental front in future?

Answer: I think regional media is the first one to be writing about environment. Environmental stories are the most suitable stories at regional level.

CONCLUSION: Having gone through different articles, research papers, media reports from across the world on environment related issues, it was clear that the number of natural disasters and extreme weather events have gone up many fold. And the lack of aggression in reporting these issues in media was also confirmed with the interview of noted environment journalist and Senior Editor of *Down to Earth* magazine, Mr Richard Mahapatra. He admitted the fact that media is not raising issues like inter-connection between rising urbanization and disaster, the increasing deforestation and the severity of flood in different parts of the world.

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Dainik Bhaskar
The Hitavada

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Global Warming Trigger Event by Darryl Whitford, 2011

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21 Issues for the 21st Century: A report by United Nation Environment Programme (UNEP), February 2012

Magazines:

Down to Earth Frontline

Source: <http://ijmas.com/upcomingissue/15.04.2014.pdf>



The real enemies of press freedom are in the newsroom

George Monbiot has been named as the number one journalist covering the environment in the UK following a Press Gazette survey. He is a campaigner, author, activist and columnist for *The Guardian*.

Three hundred years of press freedom are at risk, the newspapers cry. The government's proposed press regulator, they warn, threatens their independence. They have a respectable case, when you can extract it from the festoons of sticky humbug. Because of the shocking failures, so far, of self-regulation, I'm marginally in favour of the state solution. But I can also see the dangers.

Those who cry loudest against the regulator, however, recognise only one kind of freedom. In countries such as ours, the principal threat to freedom of expression comes not from government but from within the media. Censorship, in most cases, happens in the newsroom.

No newspaper has been more outspoken about what it calls "a chill over press freedom" than the Daily Mail. Though I agree with almost nothing it says, I would defend its freedom from state censorship as fiercely as I would defend the Guardian's. But, to judge by what it publishes, within the paper there is no freedom at all. There is just one line – echoed throughout its pages – on Europe, social security, state spending, tax, regulation, immigration, sentencing, trade unions and workers' rights. Labour is always too far to the left, even when it stands for nothing at all. Witness the self-defeating headline on Monday: "Red Ed 'won't unveil any policies in case they scare off voters'." Ed is red even when he's grey.

This suggests either that any article offering dissenting views is purged with totalitarian rigour, or general secretary Paul Dacre's terrified minions, knowing what is expected of them, never make such mistakes in the first place.

A similar political monoculture afflicts much of the press. Reports that might reveal a different side of the story remain unwritten. A free market in news is not the same as a free press, unless freedom is defined so narrowly that it refers only to the power of government, rather than to the power of money.

The monomania of the proprietors – or the editors they appoint in their own image – is compounded by an insidious, incestuous culture. The hacking trial revealed a world, as Suzanne Moore notes, of "sleepovers, dinners, flowers and presents ... in which genuine friendship is replaced by nightmare networking". A world in which one prime minister becomes godfather to a proprietor's child and another borrows an editor's horse, and an industry that is supposed to hold power to account brokers a seamless marriage between loot and boot.

On Mount Olympus, the gods pronounce upon issues that afflict only mortals: columnists with private-health plans support the savaging of the NHS; editors who educate their children privately heap praise upon Michael Gove, knowing that their progeny won't suffer his assault on state schools.

It doesn't matter, the defenders of these papers say: there are plenty of outlets, so balance can be found across the spectrum. But the great majority of papers, local as well as national, are owned by exceedingly rich people or their companies, and reflect their views. The owners, in the words of Max Hastings, once editor of the Daily Telegraph, are members of "the rich men's trade union", who "feel an instinctive sympathy for fellow multimillionaires". The field as a whole is unbalanced.

So pervasive are these voices that they seem to dominate even outlets they do not own. As Robert Peston, the BBC's economics editor, said last month, BBC News "is completely obsessed by the agenda set by newspapers ... if we think the Mail and Telegraph will lead with this, we should. It's part of the culture."

An analysis by researchers at Cardiff University found a deep and growing bias in the BBC in favour of bosses and against trade unions: five

to one on the 6 o'clock news in 2007; 19 to one in 2012. Coverage of the banking crisis – caused by bankers – was overwhelmingly dominated, another study shows, by interviews with bankers. As a result there was little serious challenge to their demand for bailouts and their resistance to regulation. Mike Berry, who conducted the research, says the BBC "tends to reproduce a Conservative, Eurosceptic, pro-business version of the world".

Last week, a brilliant and popular columnist for the Times, Simon Barnes, was sacked after 32 years. He was told that the paper could no longer afford his wages. But he wondered whether it might have something to do with the fierce campaign he's been waging against the owners of grouse moors, who have been wiping out the rare hen harriers that eat their quarry. It seems at first glance ridiculous: why would someone be sacked for grouching about grouse? But after experiencing the furious seigneurial affront with which a former senior editor at the Times, Magnus Linklater, responded to my enquiries about his 4,000-acre estate in Scotland and his failure to declare this interest while excoriating the RSPB for trying to protect hen harriers, I'm not so sure. This issue is of disproportionate interest to the rich men's trade union.

The two explanations might not be incompatible: if a paper owned by a crabby oligarch wanted to sack people for reasons of economy, it might look first at those engendering complaints among the owner's fellow moguls. The Times has yet to give me a comment.

Over the past few weeks, Private Eye has published several alarming claims about what it sees as censorship by the Telegraph on behalf of its advertisers. It says that extra stars have been added to film reviews, and that a story claiming HSBC had overstated its assets was spiked from on high so as not to offend the companies that pay the rent. The Telegraph told me: "We do not comment on inaccurate pieces from a satirical magazine like Private Eye."

Whatever the truth in these cases may be, it does not take journalists long to learn where the snakes lurk and the ladders begin. As the journalist Hannen Swaffer remarked long ago: "Freedom of the press ... is freedom to print such of the proprietor's prejudices as the advertisers don't object to." Yes, let's fight censorship: of the press and by the press.

<http://www.theguardian.com/commentisfree/2014/jun/30/censorship-newsroom-freedom-of-expression>

Viewpoint



Climate change — what's that?

RADHIKA MITTAL, August 15, 2014, The Hindu Businessline

Most Indians are not aware of, or responsive to, the issue. For this, the media is squarely responsible

The Ministry of Environment and Forests is now the Ministry of Environment, Forests and Climate Change. Including climate change as a key component in the title of the ministry is all very well, but how do we envisage taking climate change and its everyday implications to the masses?

A 2011 Yale study found that 41 per cent of Indians had never heard of climate change, but 72 per cent could relate to the changes when furnished with an explanation.

Similarly, last year, a BBC Media Action survey spanning six Indian states highlighted that while people experience the strife and poverty that climate change exacerbates, they are struggling to respond to it.

Public pressure

These reports worked with small sample sizes, but still serve as an indication of the lack of perspective on climate change.

Recently, TERI's Environmental Survey listed climate change as a key concern amongst urban Indians, with the perception that climate change policies are not well implemented by the government.

Many Euro-American studies have mapped media coverage of climate change and other issues pertaining to the public understanding of science.

The few studies that have examined Indian media reporting of climate change identify a focus on North-South responsibility. There is less emphasis on reporting proactive efforts, public initiatives and on establishing a causal link between lifestyle patterns and climate change.

American cognitive linguist, George Lakoff, has pointed out that the environment beat, with its myriad facets, might be a challenging area for journalism. Adequately informed public perception can drive policy changes.

The public, or even sections of it, has the power to hold its government accountable for agendas to address impending risks.

The recent presidential plan in US to manage greenhouse gas emissions more effectively is cemented by consistent scientific data and sections of an informed, active citizenry. Climate change and environmental challenges should be made relevant by talking about actual measures people can take to manage their personal carbon footprints better. For instance, my recent study of Australian and American newspapers indicates that climate friendly food practices are poorly represented in mainstream news media.

Dietary practices

Climate friendly food practices incorporate a paradigm shift to plant-based, organic and local foods that can be independently adopted to leave a lighter environmental impression. However, the newspapers ended up creating ambivalent narratives.

The food movement in the context of climate change is gaining ground. It is visible in the work of scientists, artists and other concerned

citizens.

The National Geographic is running an eight-month series on food security, presenting complex material with the help of scientists from the University of Minnesota's Institute on the Environment, among others.

Food for climate change is just one area of focus. Lifestyle changes across many routine activities can make a tremendous difference, from usage of water in and around the household, active in-house waste segregation and management techniques, to energy choices and energy grooming behaviour, as well as careful daily transport decisions.

Living the good life need not be about making climate-stressful choices. Cultural theorists are already discussing how to make conscious consumption a pleasurable concept. We can alter the perception of an ideal, aspirational lifestyle to include a focus on the natural world and highlight personal benefits that pro-environment decisions bring to citizens.

Conveying a sense of immediacy that relates to people's lived experience and urges them to make the shift is vital.

In India, a minister — the Climate Change minister also heads Information and Broadcasting — has the opportunity to straddle the best of both worlds. He can focus on both implementable policies to tackle climate change and communication to encourage climate-friendly behaviour patterns.

The writer is a media sociologist focusing on climate change issues

<http://www.thehindubusinessline.com/opinion/climate-change-whats-that/article6321561.ece>



NGO Vignettes

Society of Environmental Journalists

The Society of Environmental Journalists was founded in 1990 by a small group of award-winning journalists, including reporters, editors, and producers working for *The Philadelphia Inquirer*, *USA Today*, Turner Broadcasting, Minnesota Public Radio, and *National Geographic*. Today, SEJ's membership includes more than 1,400 journalists and academics working in every type of news media in the United States, Canada, Mexico and 27 other countries.

SEJ's reputation for excellence, service, and integrity has been built upon annual conferences hosted by distinguished universities, scores of regional events, unique publications, on-line services, in-the-newsroom training sessions, and an extensive membership network.

As a 501(c)3 non-profit educational organization, SEJ provides educational opportunities and vital support to journalists of all media who face the challenging responsibility of covering complex environmental issues.

SEJ operating and project budgets are underwritten through a combination of foundation grants based on SEJ proposals, university sponsorships of the annual conference, media company contributions, earned income from dues and fees for services (including exhibit, ad space and single use rental of the mail list/email distribution listserv) and earnings from individual gifts to the endowment fund. SEJ seeks only small grants of general support from non-media corporations and environmental advocacy groups. Lobbyists and public relations professionals are not eligible for membership in SEJ. All are welcome to subscribe to SEJournal and participate in SEJ's annual conferences.

Objectivity as Independence: Creating the Society of Environmental Journalists, 1989-1997, by John Palen, provides an in-depth look at SEJ's creation and the philosophy of its founders. His paper was presented at the national convention of the Association for Education in Journalism

and Mass Communications in Baltimore, MD, in August 1998.

Vision

Credible and robust journalism that informs and engages society on environmental issues.

Mission

The mission of the Society of Environmental Journalists is to strengthen the quality, reach and viability of journalism across all media to advance public understanding of environmental issues.

Objectives

SEJ provides critical support to journalists of all media in their efforts to cover complex issues of the environment responsibly. SEJ addresses its mission and vision through effective programs designed by and for journalists who provide environmental coverage. Benefits and opportunities of programs and membership will be extended to journalists on varied beats, to students and all those who will be expanding and defining the field in years to come. SEJ is constantly developing new initiatives to:

- educate on emerging issues and beat basics;
- protect freedom of information on environment-related issues;
- build bridges between scientists and journalists;
- foster peer communication and networks of credible sources;
- provide recognition of excellence and support for media projects; and

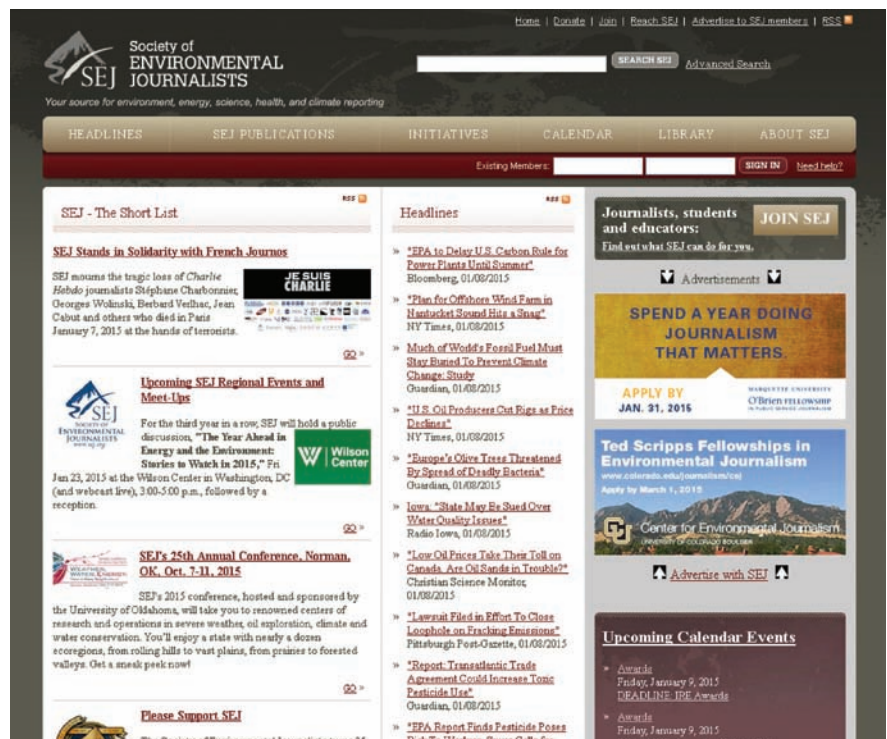
- provide vision and leadership for the field through creative projects and strategic partnerships.

Activities

Through combined efforts of board, staff, members and appropriate partners, the Society of Environmental Journalists offers unique educational programs and services, primarily for professional journalists, educators and students, including annual and regional conferences, tours, meet-ups and training events; daily *EJToday* headlines and summaries, with supporting links; Twitter feed from @SEJorg; quarterly *SEJournal*; special editions of *TipSheet* and other publications; Freedom of Information WatchDog project; SEJ Awards for Reporting on the Environment; mini grants through the Fund for Environmental Journalism; members-only listservs; mentoring program; website-based resources; and a lively membership network of journalists and academics.

SEJ also acts to raise awareness among philanthropists, editors, news managers, publishers, and other key decision-makers in the media on the value and importance of environmental news reporting. Non-members are welcome to participate in SEJ programs, especially the annual conference.

<http://www.sej.org/>



Awards

Ramnath Goenka Excellence in Journalism Awards 2012 Winners List

(For reference <http://epaper.indianexpress.com/c/3463178>)

JOURNALIST OF THE YEAR

Sreenivasan Jain - NDTV 24X7

THE SANJIV SINHA MEMORIAL AWARD FOR EXCELLENCE IN REPORTING

Appu Esthose Suresh - The Indian Express

THE PRIYA CHANDRASHEKHAR MEMORIAL AWARD FOR EXCELLENCE IN EDITING

Ipsita Chakravarty - The Indian Express

PRAKASH KARDALEY MEMORIAL AWARD FOR CIVIC JOURNALISM

Kunal Rajnikant Purohit - Hindustan Times, For a series of on BMC land surveys in Mumbai

UNCOVERING INDIA INVISIBLE (PRINT)

Manish Mishra & Neelesh Misra - Gaon Connection, For stories of aspirations and change from rural India

UNCOVERING INDIA INVISIBLE (BROADCAST)

Alka Atmaram Dhupkar - IBN Lokmat, For reporting on the lack of regulations protecting rights of surrogate mothers

HINDI (PRINT)

Brijesh Singh - Tehelka, For his report on the plight of refugees in the Jammu region

HINDI (BROADCAST)

Sharik Rahman Khan - NDTV India, For his powerful reporting of the politics behind the Muzaffarnagar riots

FILM & TELEVISION JOURNALISM (PRINT)

Shweta Thakur Nanda - The Week, For exploring how new bare-all celebs are reflecting changing attitudes in India

FILM & TELEVISION JOURNALISM (BROADCAST)

Yasser Usman - ABP News, For his show on the secrets of behind-the-scenes romance of stars



BOOKS (NON-FICTION)

Mr. Adrian Levy and Ms. Cathy Scott-Clark - Penguin Books, The Meadow

REGIONAL LANGUAGES (PRINT)

Soman T. - Mathrubhumi, For his six-part series on the new Kerala of migrant, exploitation and hope

REGIONAL LANGUAGES (BROADCAST)

Prajakta R. Dhulap - IBN Lokmat, For stories of girls who rejected child marriage and skewed sex ratio in Maharashtra

SPORTS JOURNALISM (PRINT)

Shantanu Guha Ray - India Today, For his hard look at Indian cricket after 0-4 test series defeat to Australia

SPORTS JOURNALISM (BROADCAST)

Vimal Mohan - NDTV India, For his report on how lack of facilities stand in the way of Olympics dreams

REPORTING FROM J&K AND THE NORTHEAST (PRINT)

Bashaarat Masood - The Indian Express, For his story of five grieving families, victim of Pathribal fake encounter

REPORTING FROM J&K AND THE NORTHEAST (BROADCAST)

Maya Mirchandani - NDTV 24X7, For her analysis of the clashes Kokrajhar and the Bodo movement

ENVIRONMENTAL REPORTING (PRINT)

Vinod Kumar Menon - Mid-Day, For reporting from Thane district's parched interiors

ENVIRONMENTAL REPORTING (BROADCAST)

Ajay Suri & Asif Khan - National Geographic, For the film on man-animal conflict in Uttarakhand

BUSINESS & ECONOMIC JOURNALISM (PRINT)

Nidhi Verma - Reuters, For her series on Iran's oil exports to India, hit by US sanctions.

BUSINESS & ECONOMIC JOURNALISM (BROADCAST)

Manu C. Kumar - Manorama News, For incisive report on malpractices in importing from China

FOREIGN CORRESPONDENT COVERING INDIA

Victor John Mallet - Financial Times, For his report on Narendra Modi titled 'The man who would be PM'

INVESTIGATIVE REPORTING (PRINT)

Adi Narayan, Andrew Macaskill & Mehul Srivastava - Bloomberg News, For their reports on how malnutrition affects India's children

INVESTIGATIVE REPORTING (BROADCAST)

Geeta Datta - News X, For uncovering illegal testing of experimental drugs on humans

ON THE SPOT REPORTING (PRINT)

Ashutosh Bhardwaj - The Indian Express, For poignant stories and hard-hitting exposes from the Naxal heartland

ON THE SPOT REPORTING (BROADCAST)

Arijit Sen - CNN-IBN, For reports from flood-affected Assam, revealing the tragedy and corruption

COMMENTARY AND INTERPRETATIVE WRITING

Niranjan Rajadhyaksha – Mint, For his sharp commentary on India's economy

REPORTING ON POLITICS AND GOVERNMENT (PRINT)

Muzamil Jaleel - The Indian Express, For detailing the innocuousness that became incriminating in SIMI arrests

REPORTING ON POLITICS AND GOVERNMENT (BROADCAST)

Marya Shakil - CNN-IBN, For reporting on the Muslims yearning to be part of the mainstream in UP

<http://expressindia.indianexpress.com/ramnath-goenka-foundation/>

Environmental Journalism Competition 2014

To encourage improved media coverage and reporting of environmental issues in India, **GIZ** (Deutsche Gesellschaft für Internationale Zusammenarbeit) through its **Indo-German Environment Partnership** is organising a competition for journalists reporting on environmental issues in India. By recognizing and awarding good journalistic reports, the competition aims to inspire journalists to take up a wider range of topics with regards to the environment as a part of their work and highlight solutions and positive stories.

Call for Entries: Contribute to spreading environmental knowledge and submit your work to enter the competition.

2014 Topics: The entries should deal with urban and industrial issues of environmental protection and management. Entries related to water and climate change – and presenting positive examples, possibilities and solutions – is encouraged.

All entries must be clearly associated to India.

Eligibility Conditions:

- The entries should have been published/broadcast between July 1, 2013 and June 30, 2014 in print, web, photo, TV or radio.
- Entries could be in any language. Entries

in languages other than English should be accompanied by an English summary of about 500 words.

- The entries should not have been awarded by any other competition or institution before.
- The quality of the work must be in line with journalism ethics and standards.
- The entries should be noticeably associated with India.
- This competition is open to each and every person except employees of GIZ, ICLEI, the Asian College of Journalism, The Third Pole, IFAT India and DW Akademie and their families or anyone else associated with the organisation of this competition.
- The participant can be of any nationality and reporting from any location in the world – as long as the focus of the entry is India.
- In case a winning report is by more than one journalist, the prize will be shared equally among them.
- Entrants must warrant that the medium they are submitting is their own work and that they own the copyright for it.
- Copyright for all entries submitted for this competition remains with the respective entrants. However, by sending their entries, each participant grants a worldwide, irrevocable, perpetual licence to the organisers to feature any or all of the submitted reports in any of their publications, their websites and/or in any promotional material connected to this competition.
- Short-listed applicants will be asked to submit an endorsement letter from the editor/news editor of the media house in which the respective report has been published. Reports published in personal web-blogs are not eligible.

Deadline: The deadline for submitting entries is **August 15, 2014** (midnight Indian Standard Time).

Winners will be notified by the end of August 2014. The awards will be presented at the IFAT India Fair in Mumbai on October 9, 2014.

<http://indiamicrofinance.com/indo-german-award-india-environmental-journalism-competition-2014.html>

Asian Environmental Journalism Awards 2014

The Singapore Environment Council's Asian Environmental Journalism Awards (AEJA) aim to recognise and reward excellence in environmental journalism at all levels of society. From passionate citizen journalists and photographers, to outstanding professional journalists, to the environmental attitudes of overall media organisations, the AEJA highlight exceptional journalistic work, and encourage continued high-quality coverage of environmental issues in Asia.

It is without doubt that the media plays a crucial role in advancing the cause of environmental protection. Journalists form an essential bridge between environmental issues and all members of society, whether it is the public, policy makers, or activists. By bringing environmental stories to the forefront of public perception, journalists play several key roles – through reports on environmentally harmful practices, they serve as the watchdogs of our environment; through features on environmental champions, emerging environmental technologies and business practices, they bring inspiration and fresh ideas on environmental protection to the public. They also enrich public understanding of the environment by presenting complex scientific, technical, ecological and cultural facts about a complex issue in a simple, accessible format.

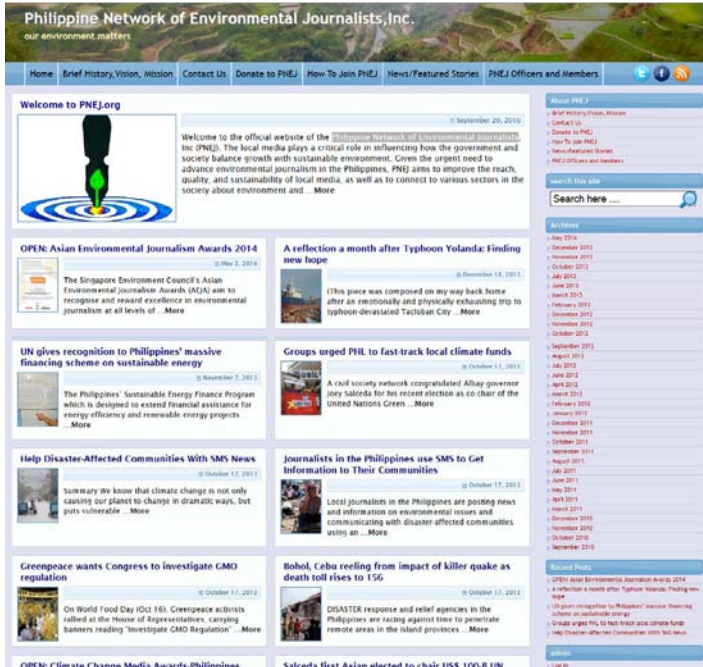
There are six categories for the AEJA 2014: 1. SEC-CDL Environmental Journalist of the Year 2. SEC Young Environmental Journalist of the Year 3. SEC-Coca-Cola Environmental Story of the Year 4. SEC-Sky Creation Design Environmental Blogger of the Year 5. SEC-CITIC Telecom International Environmental Photograph of the Year 6. SEC-Lee Foundation Excellence in Environmental Reporting by a Media Organisation.

DEADLINE: August 3, 2014

<http://pnej.org/?p=1257>

Open Window

Philippine Network of Environmental Journalists



The Philippine Network of Environmental Journalists, Inc (PNEJ) is a non-governmental, non-profit and non-partisan media group. With the support from the U.S.-based Internews' Earth Journalism Network, PNEJ was launched in Manila on June 5, 2010 (World Environment Day) to empower and enable journalists to improve the quality, accuracy, and intensity of environmental reporting in the Philippines.

<http://pnej.org/>



Internews Network and Internews Europe developed the Earth Journalism Network (EJN) to empower and enable journalists from developing countries to cover the environment more effectively. EJN establishes networks of environmental journalists in countries where they don't exist, and builds their capacity where they do, through training workshops and development of training materials, support for production and distribution, and dispersing small grants.

EJN has also organized its own Earth Journalism Awards program, in which over 900 journalists from 148 countries participated, and 15 journalists were honored for producing some of the year's best climate change stories, focusing on key related themes, and hailing from different regions of the world. We've partnered with other non-profits to carry out Fellowship programs to crucial events – including summits on climate change, biodiversity and water – where journalists from developing countries benefit from capacity-building activities and reporting opportunities. Finally, our online network connects hundreds of journalists from around the world with an interest in covering environmental issues.

<http://earthjournalism.net/>

National Council of Environmental Journalists



The National Council of Environmental Journalists (NCEJ), is first of its kind forum of environmental journalists at national level in Pakistan's history.

Comprises around 70 journalists as council members from 26 cities across Pakistan in all four provinces including Sindh, Punjab, KP and Balochistan and also Gilgit-Baltistan region, NCEJ is now registered with government of Pakistan as media organization.

Internationally award-winning journalist Nadene Ghouri, (also a former Internews Trainer) is a consultant who will help to design and implement future training sessions.

Over the past year the NCEJ was introduced on social media sites including facebook (<http://www.facebook.com/NationalCouncilofEnvironmentalJournalists>), twitter (@NcejPak), flickr and also on youtube.

<http://ncejpak.org/>

Media Analysis

Environment being an extremely sensitive aspect, its adequate coverage becomes all the more mandatory. It is almost the backbone of our survival and consistent maintenance on earth. Electronic media needs to lend the required space and structure to the environment that it rightly holds. Its only then that a mature and palpable interaction will be made possible.

Undoubtedly society and electronic media are congenially intertwined. They have very symbiotic relationship and have extraneous influence on each other. However the need is to accommodate environment effectively so that the validity of its essence is comprehended and widespread understanding is generated.

CMS ENVIS Centre has been collating and analysing the prominent news channels coverage on environment and wildlife issues in the month of July - September 2014.

Methodology

Over the years CMS Media Lab has acted as a source for the CMS ENVIS Centre because it has undertaken significant experimentation to develop a robust and rigorous methodology as given below. The content analysis broadly covers qualitative and quantitative aspects.

Prime time band: The prime time programming is the industry benchmark in News television for all significant events and issues that are prominently covered on a particular day.

Six mainstream news channels: AajTak, DD News, ABP News, Zee News, CNN-IBN and NDTV 24X7.

Recording: The recorded tapes were then previewed and the news stories listed under various classifications and categories to generate quantitative data.

Logging: The news content on the above mentioned channels were listed and documented in the log sheets.

Coding: The stories were classified and separately coded (e.g. politics, business, sports, environmental news etc.).

Environment related stories: The theme specific stories were separately reviewed and analysed.

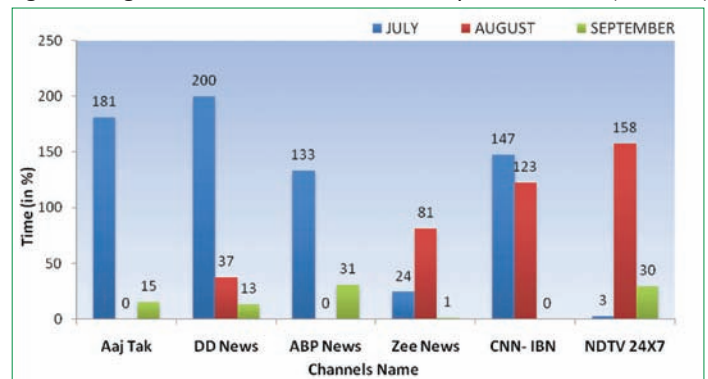
Time frame: The timeline taken for this particular study was July - September 2014.

Table 1: Coverage of Environment and wildlife Stories by News Channels from July-Sept. 2014

Month	News Channels (Total time spent in minutes)					
	Aaj Tak	DD News	ABP News	Zee News	CNN-IBN	NDTV 24X7
July	181	200	133	24	147	3
August	0	37	0	81	123	158
September	15	13	31	1	0	30

Source: CMS Media Lab

Fig 1: Coverage of Environment and wildlife Stories by News Channels (In minutes)



Source: CMS Media Lab

In the month of July, DD News topped the chart for coverage on Environment & Wildlife by giving maximum time (200 minutes), followed by AajTak (181 minutes), CNN-IBN (147 minutes), ABP News (133 minutes), Zee News (24 minutes) and NDTV 24X7 (3 minutes).

In August, the total time spent on covering environment & wildlife stories was 399 minutes, led by NDTV (158 minutes), CNN-IBN (123 minutes), Zee News (81 minutes) and DD News (37 minutes). AajTak and ABP News did not spare even a single minute for environment & wildlife coverage during this month.

The month of September recorded drastically low coverage by all of the major news channels. While ABP News and NDTV 24X7 fared better than the rest with 31 and 30 minutes of coverage respectively, AajTaktailed behind with 15 Minutes of coverage and DD News with 13 minutes. The coverage by Zee News was extremely poor, totaling to just 1 minute. CNN-IBN did not air any story pertaining to environment and wildlife during this period.

Table 2: Primetime coverage of stories (In minutes and percentage)

Issues	JULY		AUGUST		SEPTEMBER	
	No. of Stories	%	No. of Stories	%	No. of Stories	%
International Affairs	582	27.57	618	28.76	694	49.05
National Politics	781	37.00	816	37.97	346	24.45
Environment & Wildlife	55	2.61	29	1.35	24	1.70
Film & Entertainment	253	11.98	290	13.49	174	12.30
Crime	440	20.84	396	18.43	177	12.51
Total	2111	100.00	2149	100.00	1415	100.00

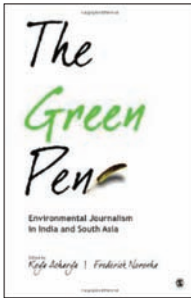
Source: CMS Media Lab

The month wise analysis of primetime coverage of stories reveals that International Affairs dominated the news channels in all the three months taking the 28%, 29% & 49% of the total primetime in months of July, August and September respectively. In July, National Politics stories held the first position with (37%) of the total primetime coverage, followed by International Affairs (27%), Crime (21%), Film & Entertainment (12%) and Environment & Wildlife (3%). While August saw a repeat of trends as in the month of July, September witnessed a focus shift on International Affairs (49%) from National Politics (24%). There was no change in the trend in terms of coverage of Crime and Film & Entertainment Infotainment (12%). Environment & wildlife stories occupied the lowest coverage with just 2% of the total primetime telecast in September.

Books

The Green Pen: Environmental Journalism in India and South Asia

Author: Keya Acharya



About the book: This is a collection of essays by prominent Indian and South Asian environmental journalists. The essays examine this specialisation of journalism both historically and in the present. Underlying almost all the essays is the changing

nature of media in the region and the dilemmas facing environmental journalists writing on a subject that is a new entrant to the field of journalism. The essays cover the topic both in a detailed and serious manner, and at the same time the varied background of the writers ensures that there is a wide range of realities and experiences from the field.

This is the first book on environmental journalism in South Asia. It provides an important benchmark for journalism in the region as well as an excellent source of material for the future evolution of environmental journalism. Apart from essays from India, there are contributions from Pakistan, Bangladesh, Sri Lanka, Nepal and the Maldives. A must-read for all.

Media Construction of Environment and Sustainability in India

Author: Prithi Nambiar



About the book: The book analyses the role of media and communication in negotiating the meaning of environment and sustainability in the developmental context of India. As part of the global development discourse, it has become necessary

to refocus on the meanings attributed to environment, sustainability and sustainable development at the local and national level. The impact of these globally generated imperatives on a democratic, fast-developing nation like India is determined by the extent to which meaning negotiation through discourse aids their acceptance within society.

Media Construction of Environment and Sustainability in India presents a theoretical framework against which the role of media

and communication in enabling this meaning negotiation is explored and illustrated through textual analysis and examination of interview data. The uniquely theoretical and practical perspective on the discursive construction of these concepts will be of immense value for policy makers, development and media practitioners, scholars and students of media and communication.

Media and Environment: Conflict, Politics and the News

Author: Libby Lester



About the book: Conflict over issues such as climate change, toxic waste and wilderness provides a key site for examining the shaping and negotiation of public debate. This book offers a new understanding of the relationship between

media roles and environmental futures, and of the ways in which news works to influence environmental decision-making across boundaries and over time. Drawing on a range of international examples, Dr Libby Lester invites readers to develop a nuanced understanding of changing media practices and dynamics by connecting local, national and global environmental issues, journalistic practices and news sources, public relations and protests, and the symbolic and strategic circulation of meanings in the public sphere. Media and Environment argues that news maintains a central role in environmental politics. As such, it asks about our understandings of place and community, of local responsibility and global citizenship, and how communication as a society on these crucial issues affects our lives, now and into the future.

Media, Culture and the Environment

Author: Alison Anderson



About the book: Are you getting the real news on environmental issues? Or are the reports you are hearing slanted to meet the special interests of the reporters? The government? A lobbying group? How are our views on the Torrey Canyon oil spill, the demise of Brazilian rain forests, or the Chernobyl disaster shaped by

individuals or organizations that know how to use the media to best deliver their message?

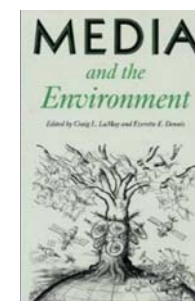
Media, Culture and the Environment provides an accessible introduction to key issues and debates surrounding the media politics of risk assessment and the environment. Anderson looks at nature as contested terrain and reveals how news sources use it to compete for our emotions and attention. She shows how framings of risk in relation to the environment are influenced by social, political, and cultural factors, but she also rejects extreme versions of social constructionism.

The book moves beyond traditional disciplinary boundaries by synthesizing recent debates in cultural theory and media studies with key developments in human geography. It offers an in-depth analysis of pressure politics and environmental lobbying groups, while examining the production, transmission and negotiation language of news discourse. The examples, drawn from both Europe and North America, include the tremendous headline controversies over oil spills and killing of baby seals. Difficult issues, clearly surveyed and incisively presented, make this book essential reading for anyone interested in how and why journalists handle environmental news in the ways they do.

"A rigorous and important contribution to this significant new dimension of media studies. The book's international scope and sophisticated treatment of the social construction of the environment will make it valuable to scholars and students in communication, journalism, cultural studies and related fields".
-- Mike Budd, Florida Atlantic University
-- One of the first books to combine media and environmental studies.

Media and the Environment

Author: Craig L. Lamay



About the book: Should environmental reporting offer advocacy or objectivity? How can the media explain complex issues of science and technology without oversimplifying? Does the prevailing definition of "news" limit the

media's ability to report on the environment? This is the first book to explore these and other questions about how the media cover the environment.



CMS Environment

Promoting Responsibility

Established in 1991, CMS has carved out a niche for itself as a research based think tank committed to rigorous and objective analysis to support improved policymaking.

CMS Environment, the team behind all the environmental endeavours of CMS, has been involved multifariously in policy research and programme evaluation aimed at creating sustainable solutions for environment protection. CMS Environment Team has also been consistently undertaken capacity building and enhancing initiatives with range of stakeholders to orient on contemporary environment issues like climate change, sustainable transport, conservation, etc.

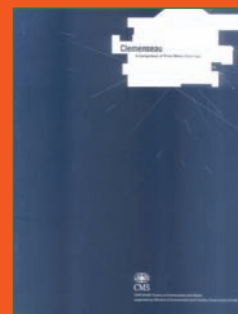
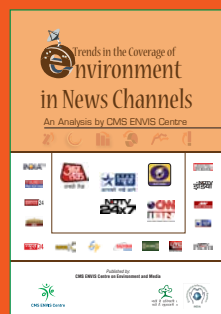
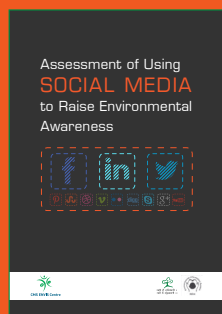
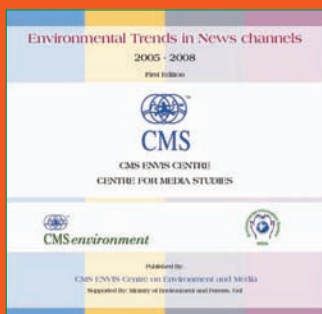
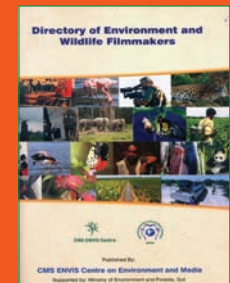
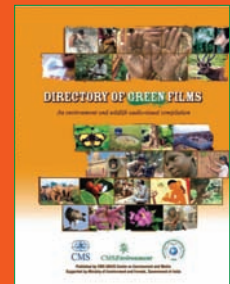
CMS ENVIS CENTRE

Established in 2000, **CMS ENVIS is a premiere centre** designated by Ministry of Environment, Forests & Climate Change (MoEF&CC), Government of India to **facilitate information dissemination** and further the cause of environment awareness and sensitisation. A separate space in its campus has been allocated to house documentary films, spots/ public service messages, info-mercials, quiz programmes, jingles etc. on environmental and wildlife issues. www.cmsenvis.nic

Green Films Resource Centre

Established in 2007, the Audio Visual Resource Centre (AVRC) is a state-of-the-art archive of documentaries, films and audio spots on environment and development issues.

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For more information:

Anand A Jha, Co-ordinator
CMS ENVIS Centre, RESEARCH HOUSE
Saket Community Centre, New Delhi 110 017
P: 91-11-2686 4020, 2685 1660, F: 91-11-2696 8282
cms@envis.nic.in
www.cmsenvis.nic.in

CMS ENVIS Parent organisation:

P N Vasanti, Director, CMS
pnavasanti@cmsindia.org
www.cmsindia.org