

April - June 2007

Green Voice

Quarterly Newsletter

CMS ENVVIS

Newsletter on Environment & Media



असौ के अस्मानी ।
ससौ के सुखदात्री ॥



Supported by : Ministry of Environment and Forests, Government of India, New Delhi 110 003

Contents

01

In Black & White

03

Talk Over

06

On Air

06

NGO Vignettes

07

View Points

08

Facets

09

Media Analysis

10

Film Bazaar

CMS ENVIS Centre on Media and environment



CMS environment

The CMS ENVIS Centre is a premiere centre designated by the Union Ministry of Environment and Forests, Government of India, to facilitate information dissemination and further the cause of environmental awareness and sensitization. Since its inception, it has come a long way to establish itself as a key resource center, coordinating body and platform for information dissemination on environmental communication, strategies and media related activities.

Today, the Centre reaches out to a large number of people through its various activities. The ENVIS quarterly newsletter, Green Voice the gateway of information on environment and media -- is received by more than 1,000 readers, while its daily e-newsletter, Green Media (on environmental issues in print media) has a circulation of over 3,000. From time to time, the Centre also undertakes focused studies of 'green space' in print and electronic media, and issues coverage analysis on different contemporary issues. The Clemenceau is one such highly acclaimed publication.

CMS ENVIS also collates for its readers impressive databases of more than 12000 'green' news from national and regional dailies, 800 advertising agencies and 2000 audio-visual programmes, thereby facilitating easy access to prominent and relevant media information. The Centre has been an active and dynamic channel for reaching out to people through different communication tools such as newsletters, publications, research studies, case studies and websites, and has striven to build public consensus on and a network for environment conservation.

www.cmsindia.org/cmsenvis

In Black & White

Film festival on water begins

Correspondent : Staff Reporter

1000 days and a dream, a film on peoples struggle against the Coca Cola bottling plant in Plachimada (Kerala) set the tone on the first day of Voices from Waters 2007, an international film festival on water, on Thursday.

1000 days and a dream, a film on people's struggle against the Coca Cola bottling plant in Plachimada (Kerala) set the tone on the first day of Voices from Waters 2007, an international film festival on water, on Thursday.

The opposition to the plant — that started after residents of the village noticed depleting groundwater levels due to the borewells dug up in the plant premises — was traced in the 90-minute film through interviews with the villagers, protests, rallies and conventions held against commercialisation of water. 1000 days and a dream is directed by P Baburaj and C Saratchandran.

In a post-film interaction with the viewers, Saratchandran said though the villagers were still on a relay hunger strike in front of the plant, the latter part of the agitation was "dominated" by people who were not directly affected by the plant. The festival is being organised by Bangalore Film Society, in association with Arghyam, Films for Freedom, Water Journeys, Finger Lakes Environmental Film Festival, Ithaca College and Urban Research Centre. Earlier, the festival kicked off with the screening of children's films. Satyajit Ray's Ganashatru was also screened in the afternoon.

The inaugural film of the festival was We corner people from Nepal, directed by Kesang Tseten. The festival was inaugurated by actress Nandita Das, who spoke on the need to conserve water to battle the ongoing water crisis. Eminent playwright Girish Karnad called for more educative films on subjects including water conservation.

The films will be screened between 10 am and 8 pm till June 11 at Gurunanak Bhavan, Vasanthnagar. Entry will be free. For more details, call 25493705/98862 13516

Source : Deccan Herald, Friday, 08 June 2007

Closer look at wildlife crime

Correspondent : Madhur Tankha

DELHI: The British High Commission will screen seven short documentaries on wildlife crime at its premises here this Tuesday to mark World Environment Day.

On the same day last year, the High Commission had announced seven fellowships under the UK Environment Film Fellowships to make documentaries on endangered species. These films are now ready to be shown to wildlife lovers. The special preview of the films is on bears, butterflies, elephants, leopards, marine corals, tigers and turtles. Under the law, the Indian sloth bear is entitled to the same protection as the tiger. Yet crimes against it are committed openly across the country as bears are made to dance. To show how this crime can be brought to an end, filmmaker Ashima Narain has made "The Last Dance". In the film, the filmmaker undertakes an undercover operation and witnesses the surrender of a dancing bear.

According to wildlife experts, tiger has the best chance to survival in India but even here its future looks most uncertain than ever before. "The Hunted" made by Jay Mazoomdaar seeks hope for curbing the tiger trade by offering the tribal hunters a new way of life. The diversity of freshwater turtle species in the country is one of the richest in the world. However, today most of them are heading towards extinction. Kalpana Subramanian's "Turtles in a Soup" is the untold story of the illegal trade of freshwater turtles.

The elephant has been revered in India for centuries. Yet the survival of the elephant is under threat today for a variety of reasons. Film "The Silenced Witness" by the Wildscreen award winning directorial team -- Radha.R and P.Balan -- highlight the reasons why the elephant is increasing facing threat.

Today the coral reefs are under major threat. A motivational film "Diminishing Resources" by Himanshu Malhotra seeks to sensitise the audiences to these invisible crimes. Focusing on the crimes against butterflies is Sonia Kapoor's film "Once there was a Purple Butterfly". The disappearance of these pollinators could affect all life forms on earth, including man. Gurmeet Sapal's "Leopards in the Lurch" captures the beauty and their threatened existence in the Himalayas.

Source : The Hindu, Monday, 04 June 2007

'Green Oscar' winner to promote biogas

Correspondent : Staff Reporter

Thiruvananthapuram: The Biotech Centre for Development of Biogas Technology and Other Non Conventional Energy Sources — an NGO that was recently awarded the Ashden Award — plans to organise road shows and awareness programmes in schools across the State to propagate the use of biogas. This was stated at a press conference here on Tuesday by the firm's director A. Sajidas who received the award also known as the 'Green Oscar' from the former US vice-president Albert Gore. The award carries a cash component of £30,000. "We have set up biogas plants in 12,000 homes, 220 establishments and in 20 markets in the State. This, we estimate, has led to the prevention of the release of about 3,700 tonnes of carbon dioxide into the air.

Source : *The Hindu*, Thursday, 28 June 2007

Multimedia tools for spreading biodiversity awareness mooted

Correspondent : Special Correspondent

Necessary hardware will be distributed to every village panchayat: Minister

CHENNAI: Tools of multimedia, computer and satellite technology should be employed to spread awareness of biodiversity and the rights and duties of farmers, Union Minister for Panchayat Raj, Youth Affairs and Sports Manishankar Aiyar said on Saturday. At a meeting on capacity building of the Panchayat Raj system in select districts of Tamil Nadu, organised by the M.S. Swaminathan Research Foundation here on Saturday, he said under the national e-governance policy, necessary hardware were to be distributed to every village panchayat. Such a facility could be used to spread awareness of biodiversity. Modern technology would enable the trainers of trainers to reach out to a larger audience quickly. Mr. Aiyar said village panchayat representatives had been entrusted with the task of safeguarding natural wealth and traditional wisdom of rural areas. The panchayat heads should strive to constitute biodiversity management committees in their regions. While doing so, they must keep only public interest in mind, and should not consider political recommendations. Dr. Swaminathan said the Biological Diversity Act and the Protection of Plant Varieties and Farmers Rights Act had enumerated the rights and duties of farmers. The natural affluence

of the country should be judiciously exploited to eradicate hunger and poverty. He concurred with the view that the last-person and last-mile-connectivity could be achieved through new technology. Modern and traditional technology could be combined to root out poverty. Income and employment should flow from natural endowments. The five-day workshop will train 30 elected members of local government from Namakkal, Cuddalore, Thanjavur and Pudukottai districts. In 18 months, the programme will cover 2,000 persons, said S. Bala Ravi of the MSSRF.

Source : *The Hindu*, Sunday, 03 June 2007

Two Indian projects short-listed for Green Oscars

Correspondent : Staff Reporter

LONDON: A Kerala company involved in tackling the problem of dumped food waste and a Karnataka firm that has provided thousands of rural families dung-based biogas plants are among 10 global projects shortlisted for the Ashden Awards for Sustainable Energy, popularly known as the "Green Oscars". Former US Vice President Al Gore will present the awards and more than 200,000 pounds (Rs 17 lakhs approx) of prize money to the winners at the Royal Geographical Society here on June 21. "The Ashden Awards are a powerful reminder that well designed and managed local sustainable energy initiatives can tackle climate change while meeting the needs of local communities. Tackling these issues simultaneously - in both rich and poor countries - is critical to addressing the twin planetary challenges of climate change and sustainable development," Al Gore said. 'Biotech' from Kerala and SKG Sangha from Karnataka will compete with contenders from Bangladesh, China, Ghana, Lao PDR, Nepal, Peru, Philippines and Tanzania for the five awards and the prize money earmarked to help project expansion and replication in other communities both locally and nation wide. 'Biotech' has been selected for tackling the problem of the dumping of food waste in the streets of Kerala through the installation of biogas plants that use the waste to produce gas for cooking and, in some cases, electricity for lighting. To date 'Biotech' has built and installed an impressive 12,000 domestic plants (160 of which also use human waste from latrines to avoid contamination of ground water), 220 institutional plants and 17 municipal plants that use waste from markets to power generations.

Source : *Times of India*, Friday, May 25, 2007

Talk Over



Meet **Amar Jyothi Borah**, the FEJI - CMS Academy Young Environmental Journalist Award winner; here he speaks with Rohit Singh about his passion for Environmental Media and his commitment to Environment news coverage

How did you take up environment to be your forum for journalism?

Ans. It is both by interest and chance. I was a science student till my 12th and was very interested in environmental science since my school going days, since those days itself I wanted to be involved with a career related with the environment. When I took up journalism after my studies and started to report for United News of India (UNI), I felt myself getting drawn towards environment related issues all the time. That is almost 2 years back. After that gradually I developed an immense interest in Environmental issues and Environmental news reporting.

When I got my most desired opportunity to report for Down to Earth, which is an Environment and Science Magazine, I got a lot of exposure and the opportunity to learn a lot about Environmental reporting. Since then I have never looked back and I hope to do much better in the near future.

Are there any specific issues you feel more drawn to while looking for stories?

Ans. I like to report on issue which has impact on the humanity as a whole. For example trees getting felled is perhaps not a complete environment news but the news of the trees getting felled and an analysis of its impact on the environment and the surrounding could be a complete environment news. Also neither the Chief Minister's assurance of restoration of green cover nor a conservation NGO's analysis of the destruction of the forest cover in the last couple of years is a complete environmental news. However, combining both the issues, if a news could be made on the CM's reaction after the NGO's report is out

or the effort by the Forest Department to restore the green cover after the CM gives his assurance, could a complete interesting piece of news.

I always try to connect and combine every issue with a bigger issue, and this is what really excites and satisfies me to do. I always get drawn towards such type of issues and stories.

Environment journalism has not yet found its rightful place in news world. What is your opinion about the issue?

Ans. Definitely it is true. People are more aware about political and crime updates, but appears least bothered about the environment where they live. I have come across newspaper readers who are still not aware about environment news and what actually is environment news. They know only one thing about the environment and that is 'global warming'.

It is rather unfortunate and for this the media houses should take the proper initiative. Also, in most of the houses there is no one specialized to report and work in the field of 'environment', one reporter who is specialized to report on crime, is also made to report on 'environmental issues'. Environmental reporting is one bit which needs in-depth study and knowledge, also the journalist needs to have an interest in studies related to the environment. To tackle with this the media houses needs to conduct training programs from time to time and educate the journalists regarding the latest in the field of Environment.

Do you feel there is often more pressure on environment journalists to accommodate with respect to space and coverage vis-a-vis other news?

Ans. There definitely is. I have come across instances where major investigative reporting on environment was dropped because a press meet conducted by an influential politician had to be given more space. It is really unfortunate, as it really discourages the journalists who have a keen interest to do news on environmental issues.

In another instance, the editor of a vernacular news paper told not to report much on flood, as most of the readers of his newspaper are from areas which are not flood prone. This type of attitude has to

change. It is high time for the editors to be aware that Environment reporting could be made more eye catching with proper investigation and with in-depth studies.

Any interesting experience while covering some of your stories.

Ans. I always go out to do my stories with an open mind and also with a blank mind, and this way I get dozen of experiences while doing my stories. Among those experiences there are a few which will perhaps remain as memories throughout my life.

In one instance, I was at a remote location to do a story on the tremendous pollution caused by a few cement factories in that area, and that area is militancy infested. There are no hotels and I stayed at a govt. guest house. At night around 12 o' clock a militant came to my room and asked me to introduce myself. He was armed and kept his weapon on the bed. I introduced myself and after he was convinced that I was not a spy, he left the place. In another instance, I was reporting on the malaria outbreak in Assam. The affected area was a remote location where there are virtually no road and electricity. I asked an aged person if anyone is having malaria in that area. That person told me, "noone is having malaria in this area, but many people are having high fever and they shiver a lot too". I was shocked as 'high fever and shivering' are symptoms of malaria. Later on when I contacted the concerned health officials, I came to know that those people don't even know what Malaria actually is.

What difference do you see between broadcast coverage and print coverage of environment issues?

Ans. There are a lot of differences. Broadcast gives the opportunity to the viewers to be able to feel the problems and understand the actual happening. It is also possible to make the issue very sensitive and highlight it in a very touching manner. The biggest advantage with broadcast is that with good footages and good editing ability even a small environment related issue could be made a real eye catching story. The biggest problem with broadcast journalism is the viewers in the rural areas. Among the rural area populace and also the Urban poor, the broadcast viewership is vastly lower as most don't have access

to TVs and satellite Channel (cable) connection. These people can depend only on the print medium as they have free access to it. Whereas compared to broadcast, in print the news are dry. Also, it needs good writing skills and creativity to be able to make the story lively and worth reading, which is somewhat difficult for many journalists.

There are several journals which focuses basically on issues of environment but in broadcast it is certainly not possible to have a channel which will focus basically on environment. TV channels have to accommodate all news including environment related news within its time slots. It is unfortunate that environment related news are not covered in prime time by most of the news channels, so this clearly shows that environment news are treated step motherly by most of the news channels.

There is a tendency in media to forget the issue once the initial hype about it is over. How far has it been a setback to environment advocacy in India?

Ans. The setback has been tremendous. It is really a matter of concern that once the initial hype is over no journalists actually bothers to follow up on the issue. If the proper follow is not done in time then all the efforts that have been put earlier simply goes down the drain. It is very unfortunate that very few journalists actually bothers to follow up and also very few media houses actually offers space for a proper follow up. If you take a small example, sometime around 1989 the MOEF had directed Coal India Limited to close the open cast mines at Margherita, and that was well highlighted in the media that time. Unfortunately noone ever bothered to do the follow-up on that issue, and till today the open cast mining activities are going on, totally violating the MOEF's direction and orders.

There are dozens of such instances and for this interested journalists should do constant follow-up on major issues of environment even after the initial hype is over. Also major information could be actually unearthed only after the initial hype is over.

India so far has been lacking an environment lobby. How have forums like 'forum for environment journalists' been helpful?

Ans. The Forum of Environment Journalists' in India is doing its best in the field of environment but unfortunately people are still not much aware of this forum. It has definitely been helpful in getting journalists working in the field of environment together across the country, but it will perhaps be more helpful if sub-committee of FEJI is formed at every state or maybe at every zone in India. This will help to get environmental journalists streamlined towards a common cause and a common goal.

Environment is often labeled as a drab subject. How do you make your stories interesting and attractive?

Ans. It is very much possible to make Environment related stories interesting and attractive. I always try to look at various types of issue, even issue related to politics and economics, through the eyes of an environmentalist. It just needs a passion towards environment issues and the update of environment related issues.

Secondly I always try to make my story as investigative and exclusive as possible. Most newspapers reports almost the same story, but if proper investigation is done some hidden angle always gets unearthed and it makes the story more attractive.

What should be done to make environment everyone's business and not just the agenda of roundtable conferences?

Ans. This is very important and for this educating people right from the grassroot is perhaps the key. Definitely it will take time, as the importance of knowledge about Environment has to penetrate deep into the minds of the people, and only after that they will understand the importance of a deep knowledge about environment.

For this everyone starting, from the politicians to the teachers, and from the journalists to the activists will need to play a leading role. When the wider section of the society will be involved then Environment and Environmental issues will definitely become everyone's business and not just the agenda of roundtable conference.

Do you feel a change in newspaper reporting of environment issues? How about the quality of news covered?

Ans. There has been a change over the last few years, and most news papers have also started a weekly supplement on environment issues. Unfortunately it is the quality which matter and the quality is not up to the mark at all. In most news papers, there are no specialized journalists to cover the Environment bit, so the quality of the reporting is never upto the mark.

12. Do you think with all the focus on political and crime stories, environment reporting will find a space of its own?

Yes, definitely it can. For this the outlook and the thinking of the journalist has to change. The journalist will have to be in touch with the latest happenings in the field of environment. In almost every issue there is something about environment hidden in it, and it depends on the Journalist to be able to identify the environment angle which is linked with the issue.

How does FEJI - CMS Academy Young Environmental Journalist (Broadcast and Print) Award matter to you?

Ans. The award means a lot to me. It is my first award and for me above being a award for my reporting works, it is a reward for all the sleepless nights that I had spent and the hard work that I have done during my career as a journalist. I have covered many of the major issues on the North East over the past two years and I enjoy every bit of the moment when I am out on spot reporting.

The moment when I came to know that I have got this award, I felt that my hard work has been rewarded.

Do you think awards like this will encourage journalist to cover Environmental Stories.

Ans. Definitely it will. There is a feeling among the upcoming journalist that there is not much of a recognition in Environmental journalism and so they try to avoid taking it up as their specialization. This award will encourage many young journalists to choose environmental journalism as their specialization.

You can reach Amar Jyoti at :
amarjyotiborah@gmail.com

On Air

NDTV looking for Documentary Films

NDTV 24x7 begins a new half - hour, prime time slot for documentaries to provide viewers an in-depth look at life -- as opposed to lifestyle -- and insights into the fast-changing, globalising world of today.

"Documentary" will go beyond the headlines and hype of instant news to focus on issues and individuals whose stories have a universal resonance.

The series begins in October and will feature episodes by both in-house correspondents and film makers from India and abroad. The films must not have been shown on television in India before.

NDTV is looking for quality films between 22 and 23 minutes long for a half hour slot.

They films should meet technical specifications given below and need to have an English voice-over. They don't need a Censor's certificate.

For More Information Contact :

Gunjan Jain: gunjanj@ndtv.com, 9811777387

or

Ayesha Kagal: ayasha@ndtv.com, 9811211715

Source: NDTV

NGO Vignettes

International Federation of Environmental Journalists (IFEJ)

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



The IFEJ, a network and international association founded in 1993 on the initiative of French and German environmental journalists, with the participation of journalists from 28 countries, today has members, correspondents and/or member associations in more than 117 countries around the world. Directly and indirectly, this network includes around 7500 journalists associated with every type of medium, scientific authors, filmmakers, etc.

Objectives of IFEJ:

- To identify and contact every national environmental journalists' organization and individual environmental journalists and involve them in IFEJ activities.
- To reach out to parts of the world where national environmental journalists' organizations do not exist and assist colleagues in these countries to establish such organizations.
- To support environmental journalists worldwide who are censored, imprisoned or harrassed for reporting about environmental issues.
- To work in partnership with other institutions in organizing workshops, training seminars, bringing out publications and promoting other activities, which fulfill the IFEJ mission.

Environmental Information System – ENVIS, India

Realizing the importance of environmental information and its dissemination, the Government of India, in December 1982, established an Environmental Information System (ENVIS) as a plan programme. The focus of ENVIS since inception has been on providing environmental information to decision-makers, policy planners, scientists, engineers and research workers all over the country.

Since environment is a broad-ranging, multi-disciplinary subject, a comprehensive information system on environment would necessarily involve effective participation of the institutions/organizations in the country that are actively engaged in work relating to different areas of environment. ENVIS has, therefore, devoted itself to networking with such institutions/organizations. A large number of nodes, known as ENVIS Centres, have been established in the network to cover the broad subject areas of environment, under a Focal Point in the Union Ministry of Environment and Forests. The Focal Point as well as the ENVIS Centres has been assigned various responsibilities to achieve the long-term and short-term objectives. For this purpose, various services have also been introduced by the Focal Point. ENVIS, due to its comprehensive network, has been designed as the National Focal Point (NFP) for INFOTERRA, a global environmental information network of the United Nations Environment Programme (UNEP). In order to strengthen the information activities of the NFP, ENVIS was designated as the Regional Service Centre (RSC) of INFOTERRA in 1985 for the South Asia Sub-Region countries.



www.envis.nic.in

View Point

Warmer Climate, Warmed up Media

Ranjan K Panda

In 1997 a research team led by Prof. Daphne Wysham of the US based Institute for Policy Studies visited Orissa and raised an alarm – that Orissa is going to be a climate change hot spot as coal fuelled power generation in the state will add up to about 3 per cent of the total global green house gas emissions by the year 2010. Hardly did anyone pay a heed to that. This did not make a ripple in the media too. Ten years after, Daphne visited Orissa's coal fields again this year to find further alarming trends in the climate. This time however the media did recognise her concern and reported her. Daphne along with Smitu Kothari did even contribute an open edit piece to The Hindu, one of India's premier national dailies.

Reporting climate change is picking up off late in developing countries like India. Disasters and standalone climate events were though coming to be seen, the link of all these with changes in climatic conditions was hardly visible in the media. Take the case of Orissa again. Disasters are striking Orissa more intensely and more frequently than ever before - so much so that, we have termed Orissa as the 'Disaster capital of India'. And we have been talking about this for about a decade. Like Daphne's, our claim too remain unrecognised for all these years. Recently, however, even the IPCC report gets reported and British's climate bill gets space in even the local media.

However the debate so far is lopsided with the consequences of extremities taking the centre stage. And this is job only half done. People have been warned of the threats. Time now is ripe for recognising and reporting the actions – both policy level moves and grassroots initiatives. Like the British climate bill, there are several other policy changes on way already and are on the verge of coming up. Similarly communities around the world are busy adapting to climate change and have demonstrated that with local actions too some damages can be fought back. Though the media is also starting to look into these, it needs to do more. Ralph Begleiter, former CNN world affairs correspondent and Professor of Communication and Political Science, recently said that "The media has become aware of that precipice and they are aware that movement from the demonstration to the action stage needs to be undertaken."

This is not at all an easy task. This needs constant persuasions. Every wing of the society, from the common man to the government, all are required to be persuaded at each stage. Media has a big job in its hand, as probably no tool has better persuasive capabilities than media. "A single showing of films like *The Day After Tomorrow* and *An Inconvenient Truth* would have greater impact in terms of climate change issues than a 3 day long conference," says Begleiter. Combating climate change needs some harsh steps that most politicians shy away from taking. The media can ensure that politicians are encouraged enough to take harsh decisions while making people understand that such harsh steps can not be avoided any more. Ex Vice-President of United State Mr Al Gore is now a more popular leader than before and a prime contender for 2008 US Presidential race mostly due to his aggressive activism against climate change. He is the maker of *An Inconvenient Truth*. Gore has used the media, through films, concerts, authoring books and other traditional forms of media, to good advantage. Scientists do their jobs, like the recent 4th assessment by the Inter-Governmental Panel on Climate Change (IPCC), and come out with reports. But it is up to the politicians to start real action. "The scientists are actually pretty grateful by and large that Gore has succeeded in bringing their issue to the public's attention," says renowned environment scientist Renee Montoagne on Al Gore's efforts. That's where media has to perform as a dynamic linkage.

Many circumstances may influence media's and people's role and perceptions of climate change. "It has been noticed that 'elitist' media highlights climate change issues more than others," says Prof D P Nayak, editor of The Agnisikha, a regional daily in Oriya. "But while they focus more on the macro trends, we highlight micro issues," he adds. There is another dimension to media carrying climate change issues. "Media of more advanced nations like those in the Western Europe, Some countries in South Asia including India, and few countries in the Middle East are following the stories of climate change threats. But there are media of other countries for whom climate change is not an immediate concern to address. They have other immediate problems to address and follow," says Begleiter.

Balancing Act Needed

"A poor fuel wood head loader would be less bothered by the fact that his act of felling trees is contributing to environmental imbalance. He is more concerned of

his livelihood. He can not be compared with someone who burns unclean energy to run an air conditioner which again contributes to climate changes and warming," says Nayak. Thus the media requires a fine balancing act. The scale of fixing responsibility can not be same for a head loader and rich luxury seeker. But at the same time they both need to be told and persuaded that their act is dangerous for the future.

Then there are other complex issues, like the Clean Development Mechanism (CDM), which need to be dissected and packaged into popular articles and the media needs to carry those. India is one country where media is slightly more active on issues of climate change. But many people still do not know anything about CDM or carbon credits. Though many people do not consider the CDM approach as a viable solution to global warming threat but surely that can be one of the most potent medium. If popularised, upcoming industries in developing countries like India may be more encouraged or forced to adopt clean technologies. But that has not been the case. In states like Orissa, dirty industries are piling up rapidly. Part of the reason may be attributed to media, which has not been successful to popularise solutions to the ills, eg, the CDM approach.

Media focussing more on climate change have helped some policy and law formulations at the government level. The next step is the most difficult one. Media needs to ease the situation where policies and laws be better enforced and put to action and people are made a cooperating party to such actions and enforcements. Like a slogan of an advertisement goes *Jor Ka Jhatka Dheere Se Lagey* – the media can perform the onerous task of being the soothing agent for an ailment that can be cured only if harsh and bitter treatments start early. Things are improving for sure as evident from the coverage Daphne and her reports got in Indian media. Hope the heat will stay in the media and will aggravate and that the dynamic Indian media can play an effective role in combating climate change.

For more details contact:

* **Ranjan K Panda**

Convener, Water Initiatives Orissa

C/O: MASS, Dhanupali, Sambalpur, 768 005, ORISSA

Phone: +91-663-2520962 / 2404974

Cell: +91-94370-50103

Email: waterinitiativesorissa@gmail.com /

ranjanpanda@gmail.com

Facets



Shriprakash

Shriprakash was born on the 23rd of December 1966 from a family of farmers in the state of Bihar, in an area that in 2000 became a separate state called Jharkhand. He graduated in Science and Journalism from Ranchi University and soon became interested in video as an activist medium. With

his films he has attempted to capture the struggles and aspirations of indigenous local communities in Bihar and Jharkhand, and to give them a voice. "I do not impose my views," he explains. "I am only the instrument that takes the camera to the place of struggle. It's the people participating in the struggle who actually make the film. They live out their lives and voice their concerns in their own words. I only record."

Shriprakash doesn't use grants or loans for his films, instead he relies on food and transport provided by the local communities themselves, who use his finished film to strengthen the resolve of their own people and lobby their cause in different fora. Post-production funds are raised from well-wishers and by selling CD copies of the films to NGOs and activist groups who use the films as motivational and training tools. As for the initial investment on a video camera, it was raised through a business that he started in Ranchi with some like-minded friends in the 1980's: video-shooting marriages and other functions, to pay for the kind of films they wanted to make. Since the business didn't work, the group dissolved and Shriprakash moved to Delhi, where he works on making video films for NGOs.

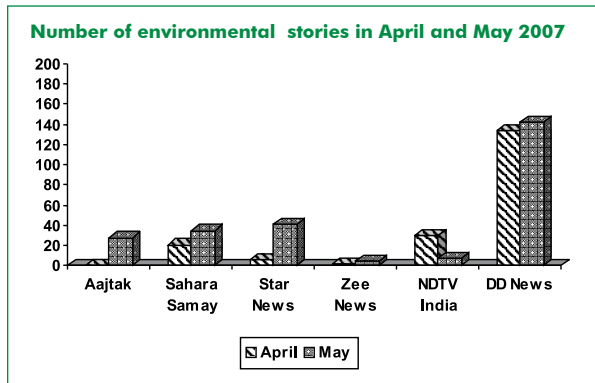
Shriprakash has directed and produced many documentary films during the last 15 years. He is also the chief co-ordinator of Kritika, a group working in the Jharkhand region since 1990 in the areas of culture and communication. He only uses his first name as a protest for the Indian caste system, which discriminates depending on the caste one belongs to, since family names in India indicate the caste of the family.

Contact Shriprakash at prakash.shri@gmail.com

Media Analysis

Six national news channels were monitored for environment news coverage during the prime time i.e. 7-11 p.m. In the month of April 2007 channels like Aaj Tak and Star News had minimum coverage of environmental issues. Aaj Tak who claims itself as 'Sabse Tej' proved to be 'Sabse Slow' when it comes to environmental coverage. The channel had absolutely nil coverage of environmental issues in this particular month. Sahara Samay had nine stories of about 21 minutes. On other hand, Star News had only three stories with six minutes of total time devoted, whereas seven stories of two minutes in total appeared on Zee News. On NDTV India channel six stories of 30 minutes were aired.

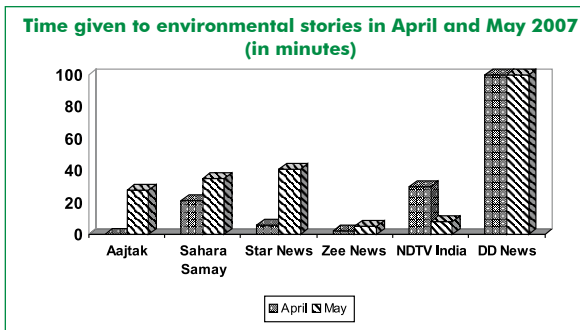
DD News has shown greater concern for environmental issues and given considerable airtime. The channel had given 134 minutes of the total time and covered 24 stories. But the coverage was relatively less in comparison to May 2007.



Source : CMS Media Lab

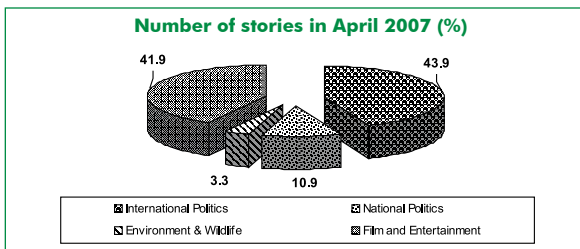
In the month of May 2007, the monitoring of six national news channel shows that Aaj Tak had seven stories on environmental issues with total time coverage of 28 minutes. Comparatively Sahara Samay had total of 14 stories and 35 minutes of coverage. Star news had 14 stories of forty one minutes in total. Zee news was lagging behind in covering such issues i.e. just two story with five minutes of total coverage, while NDTV India had seven stories devoting total time of eight minutes.

Amongst all the news channels, coverage of environmental issues by DD News was highest with 29 stories and total time coverage of 142 minutes. It is concluded that environment related news are much below in the priorities list of the channels.

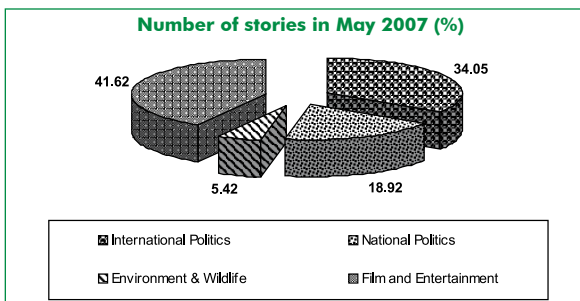


Source : CMS Media Lab

The news channels priorities for international, national politics, film, entertainment is much more than environment and wildlife issues. With 3.3% environment and wildlife related news, the channels most stories focused on politics (85.8 %) and entrainment (10.9%) in the month of April 2007. Similar trend was followed in month of May 2007 also.

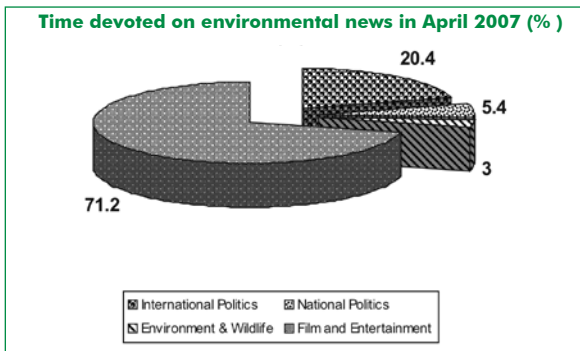


Source : CMS Media Lab



Source : CMS Media Lab

In comparison to politics and entertainment related news, only 3% and 4.1% of the time is spent on environmental news in the month of April and May 3007 respectively.



Source : CMS Media Lab

Film Bazaar

Dance with hands held tight

Krishnendu Bose

Different Indian Languages, 62 Min, DVD, Rs. 1000



Summary: 86 per cent of rural women are engaged in agriculture. In 92 per cent of the rural households energy needs is met by firewood. The landless and the poor mostly women among them, procure 90 per cent of this firewood from the forest commons. The sea supports livelihoods of 400,000 women just along the short 300 kilometres of coast of Karnataka.

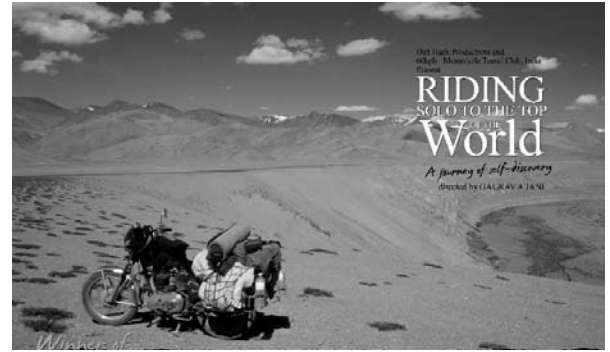
This intense relationship of women and natural resources across the country, throws up a whole range of issues and questions. Does the policy recognize this intensity? Do we all at large value the knowledge systems, which may have developed among these women? How have women coped with coercion from State in their accessing of natural resources? This film tries to explore these questions.

Film Title: Riding Solo to the top of the World

Gaurav Jani

English, 94 Min, DVD, Rs. 500

Summary: Riding Solo To The Top Of The World is the unique experience of a lonesome traveler, who rides his motorcycle all the way from Mumbai to one of the remotest places in the World, the Changthang Plateau, in Ladakh, bordering China. Situated at an average altitude of 15,000 feet, Changthang covers almost 30,000 square kilometers of Ladakh. A land devoid of roads and with temperatures which dip to minus 40 degree Celsius in winter. As a one-man film unit, he astonishes you, filming the landscape he



passes by and the people he interacts with, capturing moments of beauty, pain, love, hardship, self doubt and spiritual triumphs. As a city slicker, his interaction with the nomads of the region, the Chang pas, who live at the highest altitude used by mankind in the world, teaches him a new perspective on life, as does the religious fervor he encounters. The Hemis festival that comes once in twelve years, the Tashi Choling monastery where the Chang pas pray to the Rain God and the ever-changing life of the Chang pas, have all been shot in all their splendor and festivity. The man and his camera travels even beyond the realm of practicality as he films the monastery at Chemur, the very first time a camera has ever entered the said monastery. Riding Solo to the Top of the World, in essence, is a film about a journey that begins as an adventure and ends with the man, Gaurav Jani, seeking the person within.

Miles to Go

Nina Subramani

English, 58 Min, VCD, Rs. 450

Summary: 2002 - a unique journey was undertaken across India – 7 states, 6000 kilometres in just 60 days. The chosen destinations are not featured in tourist brochure's "must-sees". This is the story of India's forgotten backyards, a story of a thousand revolutions in a thousand Bhopals.

How do you explain pipes brazenly pouring untreated effluents into rivers, roads and houses constructed from radioactive materials, a skyline that is never free of poisonous fumes, children who are treated no better than guinea pigs? However, even this story has its heroes – people who refuse to accept the ineptness of the bureaucracy, the apathy of the government and the corruption of the industries.

Filed in 24 locations by a 2-member crew, Miles To Go is the story of what may well be one of the most important journeys ever made in India

Neemi

Vinay Rai and Meenaksi Rai

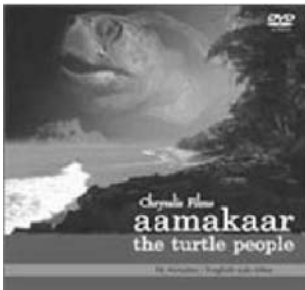
English & Hindi, 25 Min, VCD, Rs. 500

Summary: Neemi is the story of a village where people's movement changed this barren village's destiny by reviving traditional methods of water harvesting. Today the people of this village are self-reliant. Neemi has been selected as a model village by UNDP to be replicated by poor and developing countries, which are in dire need of cost-effective methods for growth and sustainability. The film focuses on the efforts of Magsaysay award winner Rajender Singh.

Aamakaar (The Turtle People)

Sunil Shanbag

English, 76 Min, VCD - Rs. 200, DVD - Rs. 350



Summary: Aamakaar tells the story of preservation. The people of a village in North Kerala fight to preserve their village, and their livelihoods, threatened by sand mining on their estuary. For the last ten years they have been

conserving Olive Ridley Turtles that come to their beach to nest. They see the preservation of a species on the verge of extinction as an extension of their fight against the destruction of their estuary, their village, and their lives. The film follows the rhythm of work in the village to unfold this struggle for existence of a species, of a people.

...there is Fire in Your Forest

Language/ Duration/Year/ Format (VCD/DVD)/
Price: English/ 58 mins / 2000 /DVD Rs. 1000


Summary: One of the central issues here is who does the forest belong to? who should it be conserved for?

The film is located in Kanha in Madhya Pradesh. Kanha because it's probably the most famous Tiger park in the world and secondly it is also from where the first of the adivasis were relocated in the mid '70s.







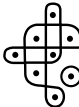


The film's central character is a wildlife photojournalist Sanjay Sharma. He is out on an assignment to Kanha and he meets Anita Pawar who works with the displaced adivasis of Kanha for years. Together with Anita he

discovers a new world beyond his. Initially suspicious, Sanjay finally starts seeing the Adivasi perspective and broadens his understanding of conservation. He interacts with villagers of Mawala on the buffer of Kanha. They have clear felled 100 acres of prime forest for farming, unable to survive the choking off their Nistar (collection of MFP) rights. Sanjay comes back and finishes his report. But his understanding of 'conservation' is now much more inclusive and he tells us the story of Kanha in a flashback.

To get films contact: webmaster@cmsindia.org



CMS
www.cmsindia.org

 <p>CMS social www.cmsindia.org/cmssocial socialteam@cmsindia.org healthteam@cmsindia.org</p>	 <p>CMS communication www.cmsindia.org/cmscommunication communicationteam@cmsindia.org</p>
 <p>CMS environment www.cmsindia.org/cmssenvironment envteam@cmsindia.org</p>	 <p>CMS surveys www.cmsindia.org/cmssurveys surveyteam@cmsindia.org</p>
 <p>CMS media lab www.cmsmedialab.org www.cmsindia.org/cmsmedialab medialab@cmsindia.org</p>	 <p>CMS transparency www.cmsindia.org/cmstransparency cmstransparency@cmsindia.org</p>
 <p>CMS ACADEMY COMMUNICATION & CONVERGENCE STUDIES www.cmsacademy.org info@cmsacademy.org cmsacademy@cmsindia.org</p>	 <p>CMS SYMBOLS Communication for Social Development forum http://cmssymbols.cmsindia.org</p>
<p>CMS ENVIS Centre www.cmsindia.org/cmsenvis cmsenvis@nic.in cmsenvis@cmsindia.org</p>	 <p>vatavaran ORG ENVIRONMENT FORUM www.cmsvatavaran.org vatavaran@cmsindia.org info@cmsvatavaran.org</p>
 <p>BREAD www.breadsocietyindia.org breadsociety@gmail.com</p>	

April - June 2007

GREEN VOICE

CMS ENVIS GREEN MEDIA E-NEWSLETTER

Daily e-newsletter Green Media, an electronic documentation of news and features, which appear in English News dailies in India. Green Media satisfies information requirements of environmentalists, wild lifers, conservation activists, researchers, media professionals, filmmakers, political activists, NGOs/ scientific organizations, mass communication institutes, lobbyists and advocacy groups in an effective and functional manner. The newsletter reaches to more than 3000 email boxes every day.

This e-newsletter also facilitates easy organization, maintenance of archival material electronically and quick retrieval of information. Presently, over twenty national dailies in India are documented in Green Media — the largest ever-daily compilation on environment and wildlife.

With the click of the mouse, you gain access to all news and features and other updates on environmental issues including environmental management, air pollution, water pollution, noise pollution, ecology, wild life, nature and natural resources conservation, health toxicology, solid and hazardous waste, energy, policy matters etc. These topics are also available in the archives of CMS ENVIS. CMS has established this site to provide access to back files on news and features related to environment, wildlife and conservation issues.

For subscription email to:

Web Master at webmaster@cmsindia.org



International Summit on Climate Change
13 September 2007, New Delhi

A Report

We Cause Global Warming

The report includes experts' views, their presentations in CD, discussions, conclusion and key recommendations.

Year: 2007
21.5 X 28 cm; 32 pp (soft bound)

Language: English
Cover Price: Rs. 200.00

For copies please contact:
CMS Environment
RESEARCH HOUSE
Saket Community Centre
New Delhi 110 107
P: 91-11-26864020, 26522244
F: 91-11-26968282
E: envteam@cmsindia.org

For online orders:
www.cmsindia.org/cmsenvironment
www.cmsvatavaran.org

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
- 30 - No Tobacco 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 Disaster 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

International Biodiversity Day 22 May, 2007

The annual International Biological Diversity Day 2005 was celebrated on Sunday 22 May. The focus this year was on the importance of biodiversity as the Life Insurance for our Changing World, where the growing human populations and expanding consumption are placing great pressure on biological diversity.

If you are interested in sending us articles, features or any other relevant information please contact us at webmaster@cmsindia.org

Compiled & Edited by:

Alka Tomar
Rohit Singh
Shalini Sharma

Published by



CMS environment

CMS ENVIS Centre

RESEARCH HOUSE
Saket Community Centre
New Delhi 110 017
P: 91-11-26864020, 26851660; F: 91-11- 26968282
www.cmsindia.org/cmservis
cms@envis.nic.in

Design by Ivy D'Souza