

Green Voice

April - June 2008

Quarterly Newsletter

CMS ENVIS

Newsletter on Environment & Media

Theme: Environmental Economics



An Initiative of



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CMS *environment*

Promoting Environmental Responsibility

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The CMS Environment Team is involved in policy research and programs evaluation aimed at creating sustainable solutions for environment protection and improving the quality of the environment. Creating capacities, undertaking outreach and advocacy and formulating strategies are its strengths.

Key Areas

- Urban and Rural Environment
- Climate Change
- Water Sector Reforms: Water Supply and Sanitation
- Natural Resource Management: Watershed, Forestry and Livelihoods
- Wildlife Conservation
- Environmental Education and Awareness

Services

- EVALUATION OF ENVIRONMENTAL PROGRAMMES
 - Water Sector Reforms; Drinking Water Supply and Sanitation
 - Natural Resource Management (Watershed, Forestry and Livelihood)
 - Environmental Education and Awareness
- CAPACITY BUILDING
- OUTREACH PROGRAMMES
 - Environmental Communication Strategies and Studies
 - Environmental Education and Advocacy
- ENVIRONMENT INFORMATION RESOURCE CENTRE

April - June 2008

Green Voice

In Black & White

NDTV launches India's first environment reality show

Correspondent : Staff Reporter

To commemorate the occasion of 'The World Environment Day', NDTV has announced the commencement of the first phase of its environment campaign, 'Open Up Tomorrow, Today' with the launch of India's first ever environment based reality show, India's Environmentalist, and an environment-based website, www.green.ndtv.com.

A step towards NDTV's commitment on cleaner environment, India's Environmentalist, a unique reality show will search for enthusiastic and passionate environmentalists, who have a vision and are involved in environment protection work. The show will present the journey of short listed candidates who will perform various time bound tasks and the winner, chosen through public voting under the guidance of a panel of eminent judges, will be declared as India's Environmentalist during a 24-hour telethon, which will be a part of NDTV's nationwide environment campaign later this year. The entries for the reality show will be open between June 5 and July 5, 2008.

The website www.green.ndtv.com, will enable visitors to write and read articles, view environment specific messages from eminent personalities and download environment collateral, screensavers and wallpapers. The website will also have a dedicated section on India's Environmentalist, where people will be able to file their entries for the reality show.

Speaking on the occasion, Smeeta Chakrabarti, Executive Producer, NDTV said, "With the launch of India's Environmentalist and [green.ndtv.com](http://www.green.ndtv.com), we hope to offer a mix of TV and web based opportunity to people who are passionate about environment and highlight their work about protecting our natural habitat. And above all, with these initiatives we hope to bring to the fore, ideas that address common but chronic problems that are threatening our environment today."

This initiative is an extension of a nationwide environment campaign- 'Open up Tomorrow, Today', which NDTV had launched recently in partnership with Toyota. This three year long campaign puts the spotlight on environmental concerns that threaten the

future of the earth and encourages the public to make important lifestyle changes to move towards a greener tomorrow.

Source: Saturday, June 14, 2008

Call for entries to Reuters-IUCN environmental media awards

Correspondent : Staff Reporter

Reuters Foundation and IUCN (International Union for Conservation of Nature) launch 2008 media awards for excellence in environmental reporting.

London and Gland, Switzerland, 15 April 2008 (Reuters Foundation/IUCN) – Reuters Foundation and IUCN (International Union for Conservation of Nature) launch today the 2008 Media Awards, a worldwide competition aimed at raising global awareness of environmental and sustainable development issues, by encouraging excellence in environmental reporting worldwide. The awards are co-funded by Reuters Foundation, IUCN and COM+ Alliance of Communicators for Sustainable Development.

Previous winners have come from countries as diverse as Argentina, Bolivia, Brazil, Burkina Faso, Canada, China, the Democratic Republic of the Congo, Egypt, El Salvador, Germany, Great Britain, Kenya, Macedonia, Nigeria, Pakistan, Philippines, Qatar, Russia, South Africa, Togo, USA, and Zimbabwe.

"Environmental reporting is a crucial step towards a more sustainable future. Through this competition we are looking for examples of investigative and inspired reporting that helps both decision-makers and the public conserve nature and contribute to human wellbeing," said Julia Marton-Lefèvre, Director General of IUCN.

5,000 US\$ cash prize for global winner

Journalists working in print and online media are invited to submit entries to 2008 Reuters-IUCN Media Awards. One winner from each of the six regions – Latin America; North America, including the Caribbean and Oceania; Europe; Asia, including the Middle East; English-speaking Africa; and French-speaking Africa will be invited to attend the Global Awards Ceremony taking place in Barcelona, Spain, during the IUCN World Conservation Congress in October 2008. The global winner will receive a cash prize of US\$ 5,000. All submissions must have been published between 12 September 2006 and 10 June 2008. Candidates

may submit one article only, accompanied by an entry form. Entries written in a language other than English, French or Spanish must be accompanied by a translation.

"Communicating the triumphs and tragedies of the unfolding story of man's ability to destroy or preserve his environment is perhaps the most important journalistic endeavour of our times. We want to honour those journalists around the world who are excelling in this work," comments Rosemary Martin, Director Reuters Foundation.

Source: www.newswatch.in, Tuesday, April 15, 2008

Hollywood studios to film with environment in mind

Correspondent : Staff Reporter

LOS ANGELES: Hollywood's major television and film studios on Friday unveiled a guidebook with rules they plan to follow to try to reduce their carbon footprint and workplace waste.

In late 2006, university research here charged that the film industry was a major source of the sprawling megalopolis' notorious pollution, topped only by oil refineries. So this "Best Practices Guide for Green Production" announced by the Motion Picture Association of America (MPAA) is aimed at improving the industry's record and reputation.

"A new norm is emerging in which eco-friendly practices are best business practices, and ... behind the scenes, every major studio is getting in on the act," said MPAA chief Dan Glickman.

The guide offers ideas for environmentally responsible approaches to issues as diverse as filming on sets, transport, post-production work and even hair and makeup.

"Hollywood's film studios have come a long way since they started recycling in the 1970s," said Gary Petersen, environmental member of the California Integrated Waste Management Board.

"Studios' waste reduction and recycling efforts are having a real impact on reducing greenhouse gasses and they have implemented many other responsible practices that showcase how the private business sector can contribute to sustainability," he added.

Source: Friday, April 18, 2008

Conserving water with a click of camera

Correspondent : Staff Reporter



A picture is worth a thousand words. This is what a young lecturer from Punjab University (PU) is out to prove with his exhibition here on the importance of water conservation in our lives.

It took Gaurav Gaur, 25, seven months to click an assortment of photographs with different themes in the rural areas of Punjab, Haryana, Himachal Pradesh and Chandigarh to drive home the point about deterioration in quality and depletion of quantity of water. The photos present a contrast in themselves. Some showcase sparkling glaciers and flowing tube wells while some show barren land, young girls carrying heavy pitchers of water, and rivers contaminated with dirt and filth.

"My aim is to target young people of society to make them conscious towards the wastage of nature's most valuable gift to us, that is, water. If a third world war ever happens on this earth, it will happen only because of water scarcity," pointed out Gaur, a lecturer in the department of social work at the university.

Gaur has put up his photo-exhibition at various departments of the university, at a summer workshops for schoolchildren in Gurgaon and also in some schools in the villages of Punjab.

"I am meeting principals of various schools of Chandigarh and adjoining areas to exhibit my photographs over there. I am also in the process of collaborating with Chandigarh administration to put up my photo exhibition at various locales of Chandigarh," he said.

"It is the best way to sensitize people towards the cause of water conservation," said R.C. Sobti, vice-chancellor of Punjab University, who was present at the exhibition.

Source: <http://green.ndtv.com/ecowatch.aspx>

Talk Over



Matt Petersen is President of **Global Green USA**. Recently his organization garnered a lot of media attention thanks to its Red Carpet - Green Cars appearances at movie premieres

and other Hollywood events. Matt was kind enough to answer a few questions for *Electrifying Times*.

Global Green USA has established itself as quite an influential environmental powerhouse in the entertainment industry in the last couple of years, enlisting the participation of such stars as Leo DiCaprio and Cameron Diaz. How did this come about?

In today's cluttered media environment, we recognize that you have to be creative to harness the power of communication. Working with figures in the entertainment industry that have a deep commitment to the environment has provided a great opportunity to reach millions of people with a message about sustainability, and life style choices.

What are the connections, if any, between your group and what the Earth Communications Office and the Environmental Media Association have done in the past?

We know both organizations well, and are supportive of each other's efforts.

The founder of Earth Communications Office, Bonnie Reiss, is now the Governor of California's chief of staff... is Global Green USA in touch with her?

We have been in touch with Terry Tamminen, who has been asked to implement Gov. Schwarzenegger's environmental platform.

Governor Schwarzenegger promised to transform one of his Hummers into a hydrogen burning vehicle. Do you know what happened to that promise? Any insight as to why Terry Tamminen, California's new Environmental Protection Agency director appointed by the Governor put this campaign promise on the back burner?

As we have read in recent reports, the Governor still has not converted his Hummer to hydrogen. Personally, I think greening a Hummer misses the point as it represents excess to an extreme degree. The cost and energy needed to make the Hummer clean also makes it cost prohibitive to be done by those except the most wealthy at this point.

Terry has a tall order to fill given the ambitious plan, and the forces in the Governor's administration that may not feel that these plans are the best use of political capital. Terry however is dogged and determined to succeed.

In our correspondence, you mentioned interest in AC Propulsion's t-Zero prototype, a pure electric convertible sports car with standing start speeds of 0 to 60 mph in less than 3.4 seconds. Do you think the t-Zero might have a future as the new "it" toy for the rich and famous in Beverly Hills?

I think it does. Tom Hanks mentioning the car on Letterman has gotten a lot of attention, and I've heard other people in the entertainment industry talk about the car recently. It certainly would take our desire to make ZEV and hybrid vehicles sexy to a new level given it is a sports car.

The Green Stars, Red Carpet campaign Global Green USA sponsors has gotten a lot of media attention since the Oscars, but as to be expected, it has also been poopooed by the conservative press. How do you answer your critics on the right who accuse green celebrities of hypocrisy driving hybrids while also traveling by private jets?

The reaction shows that we succeeded in our communications campaign to show that hybrid cars can be sexy. We received dozens of emails from around the country, and have talked to dozens of others that saw or read about the campaign, who loved it. Many were inspired by it push them toward getting a hybrid, including a Republican I know. The issue of battling conspicuous consumption by putting stars in hybrid cars was also a central point. I don't know if these stars fly in private planes, but through our campaign we are both helping stars open their eyes - Tim Robbins got his own hybrid after last year's Oscars and our first year of the campaign - or compliment their already growing commitment.

A team of Japanese engineers built a pure EV limousine prototype called the KAZ, which can reach speeds of 190 mph, and cruise comfortably at 90 mph for up to 300 miles

on a single charge. The limousine industry in America is independent from the Big Three in Detroit, with custom shop scattered all over Southern California. Does this mean we can soon expect pure electric limousines on the red carpet?

I think it would be a fantastic opportunity to find another way to show we can do things differently. We will still however promote cars that are accessible to the general public.

A concern I often read on listservs, both from the right and from the left, is that Global Green has Mikhail Gorbachev, an ex-KGB Soviet Union president, on its board of directors. Tell us about the man himself. How did he come about such concern for the environment?

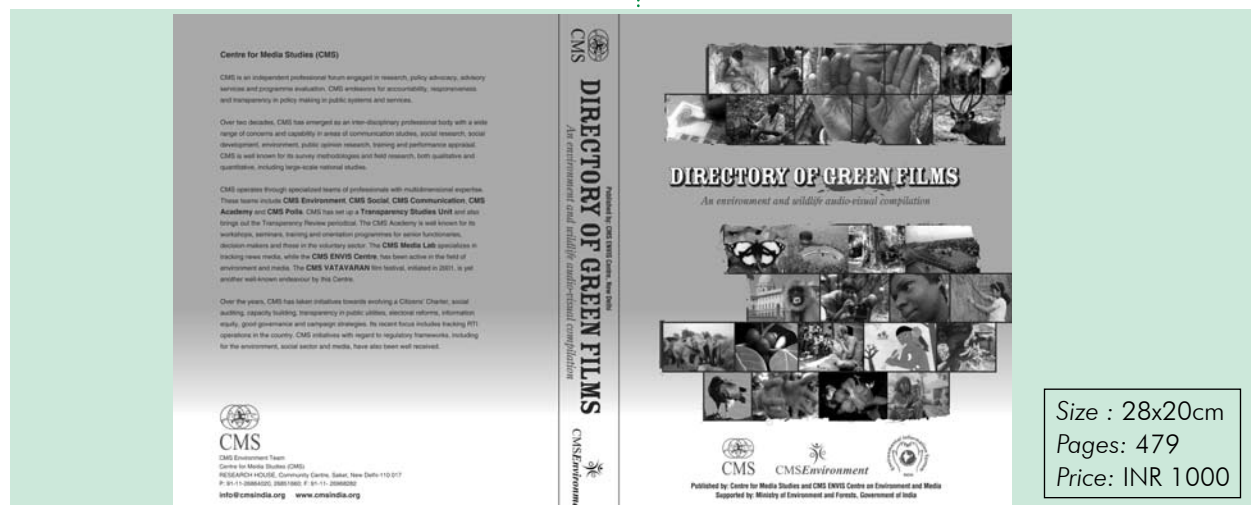
Gorbachev saw the destruction Soviet policies were causing to the environment, and Chernobyl was the clearest wake up call of all. Growing up on a farm and working the fields gave him an early connection to the Earth and nature. He also sees that politically the environment has to be a priority for governments, businesses and individuals alike. Gorbachev is considered by many -- including President Bush Sr. -- to be the most critical figure in ending the Cold War, and his closest partners in that period were Republicans. The environment should not be a partisan issue, but given the current Bush Administration's horrific record on the environment, it is hard not to see it in this light.

The name "Global Green" scares anti-globalization demonstrators as well as Globalists alike. Some on the left feel Global Green is using the environmental movement as a pretext for globalization, while those on the right feel Global Green is but a cabal of

anti-corporate bleeding heart Hollywood liberals. How do you reconcile the two?

We are the US affiliate of Green Cross International. There are 29 different affiliates that comprise a global network of organizations all focusing on issues that are critical in their country. In Russia, it is addressing the legacy of the Cold War and safely destroying chemical weapons and helping the communities around CW stockpiles that are deeply impoverished. Green Cross Bolivia is working the issue of water by coming up with low-tech solutions in semi-arid regions to provide drinking water to poor villages. They are using cisterns and catchment basins. The US comprises 5% of the world's population yet uses 25% of the world's energy makes. Therefore, in the US we are promoting green building, fuel efficiency, and renewable energy as a solution. Green Cross International is committed to addressing the 3 greatest challenges facing humanity: weapons of mass destruction, lack of clean water and climate change. And our focus is not just on nature, but how we ensure the future survival of humanity for one simple reason: man can not live without nature, but nature can live without man. The question of balance is how we find balance between our market economy, government policies, and lifestyle choices around the globe. Here's the simple answer to your name question: Were it not for a trademark restriction on Green Cross in the US (it is held by the National Safety Council for its Green Cross workplace safety campaign), we would be Green Cross USA. In the countries where there is a trademark restriction on the Green Cross, we have created Global Green as our alternative organizational name. This is the case for Germany as well, where the national organization is known as Global Green Germany.

Source: http://www.electrifyingtimes.com/matt_petersen_interview.html



NGO Vignettes

Development Support Centre (DSC)

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



Development Support Center (DSC) is a resource organization that provides knowledge based support to the Non-Government Organizations (NGOs), government agencies and other stake holders in the field of natural resource management.

Established since 1994, in response to the felt need for, indeed a demand from various segments concerned with the rural development in Gujarat, India. DSC provides variety of services that aims to improve rural livelihood through participatory management of natural resources such as land and water on which large number of rural population directly depends upon. Mr. Anil C. Shah (Founder Chairman of the organization), Rural Development Secretary (I.A.S. Ret'd.) in Govt. of Gujarat, India. DSC has a multi-disciplinary team of professionals that helps in capacity building of key functionaries, performs hand holding operations in the field when required, takes initiatives for appropriate policy changes and carries out field studies related to policy issues.

DSC's present focus is on five thematic areas:

- Watershed Development
- Participatory Irrigation Management
- Agricultural Productivity Enhancement
- Drinking Water and,
- Joint Forest Management

ABSTRACT

Do stock markets penalize environment-unfriendly behaviour? Evidence from India

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A growing body of research points to the fact that capital markets react to environmental news and thus create incentives for pollution control in both developed and emerging market economies.

In this paper, we conduct an event study to examine the impact of environmental rating of large pulp and paper, auto, and chlor alkali firms on their stock prices. We find that the market generally penalizes environmentally unfriendly behaviour in that announcement of weak environmental performance by firms leads to negative abnormal returns of up to 30%. A positive correlation is found between abnormal returns to a firm's stock and the level of its environmental performance.

These findings should be viewed as further evidence of the important role that capital markets could play in environmental management, particularly in developing countries where environmental monitoring and enforcement are weak.

Keywords: Green rating; Capital market; Environmental management; Event study

For full article write to shreekant29@yahoo.com or bng@ieg.ernet.in

In the above thematic areas DSC offers following portfolio of services:

- Capacity Building / Training of NGOs, CBOs and Government functionaries.
- Action Research through Field Implementation
- Communication Services
- Research and Monitoring Services
- Policy Advocacy
- Networking

Let's colour the Telly Green

A study by CMS MEDIA Lab

It's fashionable nowadays to know your carbon footprint. The term is all over on television. Is this an indicator that the electronic media is giving increased space to environmental issues or does environment coverage in the electronic media count only when World Environment Day approaches? Do issues such as the reducing tiger count in India occupy media stage only when the tiger census paints a grim picture? Do all sides associated with and affected by the Narmada dam struggle find equal space in the media? Ecological issues directly impact our life and our livelihoods. So why is it that they never occupy centrestage like sports, politics or business? Why is it just fashionable and not critical for television to talk about environment?

Television finds environment and wildlife issues a yawn, reveal the statistics collated by the Centre for Media Studies which has tracked 24x7 top-rated television channels to find out just how important are environment concerns to them. The channels consistently tracked have been Star News, Zee News, Sahara, Doordarshan, NDTV and CNN-IBN, since its launch. For these channels, environmental issues have simply no spice say like the life of a celebrity which sends their TRPs soaring. Hence news channels

today are giving more space to celebrity scandals, crime, sports and movies – all guaranteed to capture eyeballs resulting in higher ratings.

The CMS Media Lab tracked six mainstream Hindi news channels, namely, DD News, Aaj Tak, NDTV India, Star News, Zee News and Sahara Samay from April to December 2007 and from January to March 2008 two English news channels, CNN-IBN and NDTV 24x7, were added.

CMS followed a rigorous methodology to ensure intensive data collection and meticulous analysis, with both qualitative and quantitative aspects being evaluated. The prime time band was monitored primarily as its programming is the industry benchmark in news television for all significant events and issues on a particular day. The news stories were listed under various categories such as business, sports, crime, entertainment, environmental, social health.

The analysis shows that in the last quarter of 2007 specifically from October to December 2007, 42.07% of the total coverage was given to international affairs, 37.98% was on film and entertainment, 17.20% was given to politics. Environment and wildlife? Just 2.75%!

In the months of January, February and March 2008, on an average merely one per cent of the stories covered were environment-oriented. Only

Environment & Wildlife - April 2007 to March 2008 (Number of Stories)

Month	Aajtak		Sahara Samay		Star News		Zee News		NDTV India		DD News		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
April		0	9	0.7	3	0.37	7	0.62	6	0.67	24	1.82	49	0.82
May	7	1.31	14	0.88	14	1.51	2	0.34	7	0.76	29	1.61	73	1.14
June	4	0.57	2	0.15		0	4	0.57	6	0.66	34	1.87	50	0.79
July	1	0.18	7	0.53	2	0.25	3	0.45	4	0.41	22	1.24	39	0.64
August		0	7	0.48	2	0.31		0	10	1.03	22	1.52	41	0.71
September		0		0		0	3	0	1	0	11	1	15	0
October	9	1.64	5	0.48	8	0.97	7	0.97	4	0.38	14	0.81	47	0.79
November	6	1.22	2	0.29	9	1.21	10	1.5	4	0.46	11	0.69	42	0.83
December	13	2.8	3	0.5	30	4.2	8	1.3	9	1.1	13	0.7	76	1.5

Source: CMS Media Lab

Environment & Wildlife - April 2007 to March 2008 (Number of Stories)

Month	Aajtak		Sahara Samay		Star News		Zee News		NDTV India		DD News		Total	
January	7	1.22	15	0.70	13	1.51	7	1.14	3	0.26	9	0.86	54	1
February	9	1.86	33	1.93	19	2.62	11	2.25	4	0.35	33	3.43	109	1.97
March	2	0.38	28	1.66	10	1.46	12	1.96	13	0.79	43	3.56	108	1.69

Source: CMS Media Lab

Environment & Wildlife - April 2007 to March 2008 (Time Devoted)

Month	Aajtak		Sahara Samay		Star News		Zee News		NDTV India		DD News		Total	
	T	%	T	%	T	%	T	%	T	%	T	%	T	%
April		0	21	0.41	6	0.15	2	0.05	30	0.66	134	2.91	192	0.73
May	28	0.63	35	0.56	41	1.14	5	0.12	8	0.18	142	2.64	259	0.92
June	44	1.06	6	0.1		0	40	0.9	26	0.65	298	5.98	414	1.53
July	2	0.05	12	0.21	2	0.05	3	0.06	26	0.58	114	2.17	158	0.57
August		0	57	0.96	5	0.14		0	36	0.78	120	2.16	217	0.75
September		0		0		0	22	0.5	1	0	49	0.9	72	0.3
October	42	1.11	18	0.31	63	1.52	44	1.03	8	0.17	105	1.82	280	0.99
November	18	0.49	7	0.13	41	1.07	32	0.72	22	0.52	66	1.2	186	0.69
December	29	0.7	5	0.1	230	5.5	69	1.7	19	0.4	94	1.6	445	1.6

Source: CMS Media Lab

Environment & Wildlife - April 2007 to March 2008 (Time Devoted)

Month	Aajtak		Sahara Samay		Star News		Zee News		NDTV India		DD News		Total	
	T	%	T	%	T	%	T	%	T	%	T	%	T	%
January	69	1.71	71	1.23	60	1.49	32	0.79	23	0.51	31	0.70	286	1
February	48	1.31	145	3.18	64	1.78	52	1.59	6	0.17	87	2.12	403	1.76
March	2	0.05	55	1.03	36	0.97	73	1.97	16	0.37	143	3.34	324	1.28

Source: CMS Media Lab

0.86% environmental stories were broadcast in January, whereas in February and March, the stories with environment focus were 1.97% and 1.69% respectively. The average time devoted by 24x7 news channels on these stories was also disappointing with 1.07%, 1.76% and 1.28% in January, February and March 2008 respectively.

Environmental reporting on English news channels fared no better. Environmental issues got approximately just 1-2% of reporting on the six prominent channels, while the maximum time was devoted to films and entertainment. (For details see data sheet below).

The electronic media today is capable of creating the greatest impact upon the minds of people and hence bringing about change in attitudes. It has been amply demonstrated by its coverage in cases such as the Nitish Katara murder case, the Jessica Lal case and the Aarushi murder case, currently occupying prime time on the television. Relentless television coverage of these cases have led to massive public support for the victim's family and kept up the pressure to give them justice.

What a terrific change in attitude television could then bring in people by such relentless coverage of environmental issues. It could hammer in the message that their activities which increase greenhouse gases and aerosols is choking their world; imaginative and interactive programming on global warming, climate

change and pollution could make people realize that environmental issues impact daily life — they are not distant subjects to be debated upon by world leaders at platforms such as the Kyoto summit only; it could make environment and wildlife issues as much a part of our lives and conversation as the IPL matches.

There is a new order that has slowly seeped into the system of electronic media that spells globalization. Per say it becomes difficult for the topics like the environment to actually create a substantial space for itself. Therefore it becomes significant for the media to give it enough space and realize the priority in terms of their role to play — that the future of our children is more important than the latest celebrity gossip. They can make June 5, World Environment Day more than just a fashionable two minutes.

Little Environmentalist

Go green with Noddy contest



Write a story or paint a picture on Noddy and his 'green' adventures and get a chance to win some very exciting merchandise packs of Noddy Live !

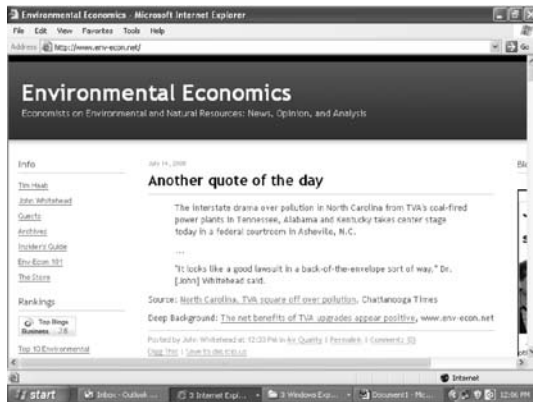
Source: <http://green.ndtv.com/noddy.aspx>

Open Windows

Theme: Environmental Economics

Economist on Environmental and Natural Resources

<http://www.env-econ.net/>



This website caters to the need of economists working on environment and natural resources. The website has news coverage section of environmental economics, opinions by the leading economists on financial aspects of natural resources. You can also browse a user guide to environmental economics. Blogs, archives in various categories are useful feature. Post your opinion on the website through opinion polls. Links to similar issues are also found on the website.

Environmental Information system Centre on Environmental Economics

<http://envis.mse.ac.in/>



The website of ENVIS centre on Environmental Economics gives a basic understanding on environmental economics. Visit this website for an understanding the concept, environmental regulation and environmental values. The site also features links to legislation and policy issues, publications and

literature. Resource centre, conference and jobs are also added value. This website provides comprehensive information about environmental economists in a user friendly manner.

eColve: Evolving environment

<http://www.ecolve.com/>



The website of eColve is a common platform for the people who want to put the thoughts on sustainable environment and environmental economics together from across the world. To translate these thoughts into real business venture, eColve encourages people to generate ideas that are practically and economically viable and provide benefit to the environment. The website has a forum for the members and a photo gallery on thematic issues.

South Asian Network for Development and Environmental Economics

<http://www.sandeeonline.org/index.htm>

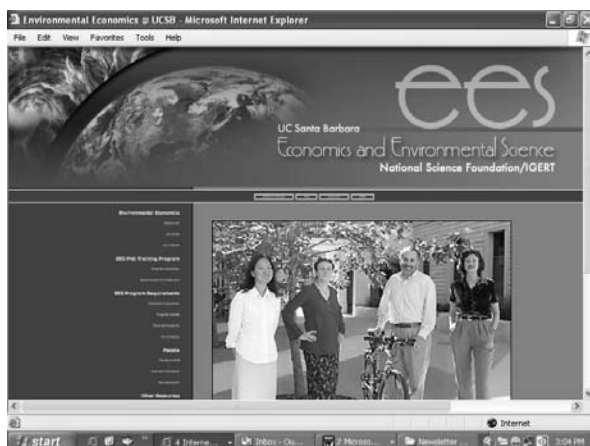


The South Asian Network for Development and Environmental Economics (SANDEE) is a regional network that seeks to bring together analysts from the different countries in South Asia to address environment-development problems. The website offers wide range of information on research

guidelines, advisors, FAQs regarding research grants, how to design a research project in environmental economics with helpful tips for good writing and schedule for the research and training workshops in south Asia. The websites also offers a brief on the training scholarships for researchers and faculty. Must visit website for links to other networks, websites, research institutes, universities, bibliographies and databases. Do not miss out this website if you are an environmental economist.

Economics and Environment sciences

<http://www.ees.ucsb.edu/index.html>



This particular website tells about economics and environmental sciences training and PhD programs and its objectives. It has the description about the various EES Phd training programs and its requirement, eligibility and resources. The site has also listed the details of its training program, profile of its faculty, staff and students.

On Air

I Am a Child of the Sea

TVEAP joins Asian co-production series for and by children



Lakshani, 9, has lived by the sea all her life. When she was six, the Asian Tsunami of December 2004 destroyed their beachfront house in Koralawella, Moratuwa, on Sri Lanka's western coast. More than three years later, her family is still struggling to raise their heads. Lakshani takes us through a typical day, and shares her wishes for a cleaner beach and better neighbourhood. No longer afraid of the waves, she is back being a child of the sea. This is the synopsis of a short, 3-minute film produced by TVE Asia Pacific as part of a regional television co-production project about, for and by Asian and African children. The film, chronicling a day in the life of young Lakshani Fernando, is titled 'I am a Child of the Sea'.

Duration: 3 mins

Produced by TVE Asia Pacific

This film is online at TVE Asia Pacific's channel on YouTube.

About ENVIS Network in India

Working towards the conservation of environment, an environment information system (ENVIS) was established by the government in Dec 1982, with a view to provide information regarding environment to decision makers, policy planners, scientists and engineers, research workers etc all over the country. Environment being a broad ranged and multidisciplinary subject, requires an involvement of concerned institutes/ organizations that are actively engaged in the different subject areas of environment, therefore a large number of nodes have been established to cover the broad subject areas of environment. ENVIS is a decentralized system, which ensures collection, collation, storage, retrieval and dissemination of environmental information to all concerned. These centers have been set up in the areas of pollution control, toxic chemicals, central and offshore ecology, environmentally sound and appropriate technology, bio-degradation of wastes and environmental management etc.

www.envis.nic.in



Media Analysis

Source: CMS Media Lab

Every big brand is in the race of opening a news channel, every month you can find one or two new news channel added to the list of numerous Hindi or English or say regional news channel. But none you will find with adequate coverage on environment. They would talk about latest Bollywood flicks, will dedicate prime time to crime files, or the latest laughter masalas on the news channel. There are crime reporters, political reporter, entertainment reporter but there is hardly any environment reporter joining the “no. 1” news channel of the country. There lies a dilemma for environment movement, it’s a known fact that media coverage is the single biggest factor shaping the political debates on the future of the planet, but television still finds the environment a big yawn. The dearth of environmental coverage is certainly isn’t due to a dearth of visual material or a lack of conflict, the TV channel go by the policy “why bore people with country’s assault on environment when they can be entertained instead.

Methodology

CMS Media Lab has undertaken significant experimentation over the years to develop a robust and rigors method methodology. The content analysis broadly covers qualitative and quantitative aspects.

1. Prime time band of study. The prime programming is the industry benchmark in News television for all significant events and issues that are prominently covered on a particular day.
2. Six mainstream news channels were included. i.e. DD News Aaj Tak, CNN IBN, NDTV 24X7, Star News and Zee News.
3. The recorded tapes were then previewed and the news stories listed under various classifications and categories to generate quantitative data.
4. The news content on the above mentioned channels were listed and documented in the log sheets.
5. The stories were classified and separately coded (politics, business, sports, environmental news, crime etc.).
6. Environmental related stories are being separately reviewed.

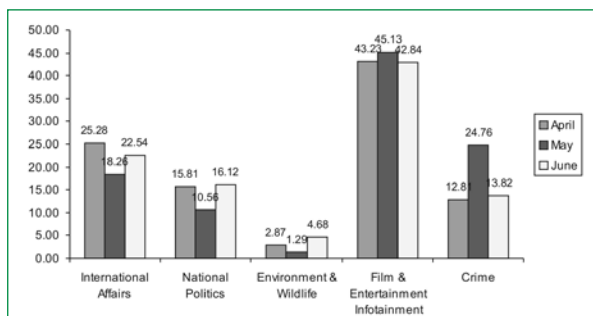
The news channels analysis of the first quarter of the final year 2008-09 i.e. April – June 2008 it has been revealed that only approx. one percent of the stories

Table 1: Percentage of environmental stories in News Channels

TV Channels	April 2008	May 2008	June 2008
Aaj Tak			
Environmental Stories	5	0	4
Total Stories	434	362	384
% of Stories	1.15	0	1.04
DD News			
Environmental Stories	34	18	29
Total Stories	1875	1512	1656
% of Stories	1.81	1.19	1.75
Star News			
Environmental Stories	15	11	12
Total Stories	839	789	880
% of Stories	1.79	1.39	1.36
Zee News			
Environmental Stories	6	4	3
Total Stories	564	597	681
% of Stories	1.06	0.67	0.44
CNN-IBN			
Environmental Stories	7	6	11
Total Stories	1425	1024	1502
% of Stories	0.49	0.59	0.73
NDTV 24x7			
Environmental Stories	10	12	24
Total Stories	1224	1337	1288
% of Stories	0.82	0.90	1.86
Overall Channel			
Environmental Stories	77	51	83
Total Stories	6361	5621	6391
% of Stories	1.21	0.91	1.30

Source: CMS Media Lab

Time spent from April - June 2008 in percentage



Source: CMS Media Lab

covered in the month of April, May, June 2008 were environmentally oriented. In the month of April 2008, 1.21% environmental stories broadcasted whereas in the month of May 08, it was just 1.30% (Refer Table 1). Time spent by these channel on pertinent environmental issues were also equally less, in the month of May it was 1.29% while for the June percentage increased to 4.68% (Refer Chart 1). On the other hand the coverage of film, entertainment and crime was around approx. 23.9% and 26.2% for the month of May and June respectively.

Conclusion

The role that media should play is bringing real picture to the people, but the laid back attitude by the channels has made the environmental issues of low priority, rather than making a fake sensational story, the channels can try making the environment story a sensational one, unless the story is broadcasted the real sense of environment conservation won't reach the masses, and will fail create to sense of my environment and I should conserve it.



To commemorate the occasion of 'The World Environment Day', NDTV has announced the commencement of the first phase of its environment campaign, 'Open Up Tomorrow, Today' with the launch of India's first ever environment based reality show, India's Environmentalist, and an environment-based website, www.green.ndtv.com.



CMS VATAVARAN 2008-Environment and Wildlife Travelling Film Festival will be held in eight cities, namely, Agartala, Bhopal, Coimbatore, Hyderabad, Leh, Lucknow, Pune and Ranchi. The festival will facilitate greater understanding of environmental concerns through films, talks, seminar, symposia, workshop and exhibitions amongst the people.



Festival Schedule

The festival which begins in August 2008 will run for five months and conclude in January 2009.

CMS VATAVARAN 2008

In each city the festival which will be a free-for-public event aimed at 10,000 people of all ages and streams across the city to ensure the participation of approximately 80,000 people during its traveling film festival in the 8 cities across the country.

Participation in CMS VATAVARAN 2008 is free for public at large, representatives and staff of the government, corporate sector, civil society organizations, media, defence, police and paramilitary forces. Varied group of student community from general, fine art, technical, defence and professional courses including school children will participate in large number. Policy makers, lawmakers, businessmen, wildlife, nature experts and filmmakers and technicians etc will be prominently present. Some 80,000 people are expected to participate in the festival.

The Festival will be a 3-day programme comprising of film screenings, symposia on water for all, conservation and livelihoods security, climate change, seminar, exhibitions, workshops, ecotour, competitions and climate expo in every city.

Latest Green Films

Theme: Environment Economics

Trading Pollution for Clean Development

Sashi Sivramkrishna
15 Min 47 Sec, English



Summary: One of the most challenging environmental issues facing the world today is global warming and climate change, arising from increasing emissions of greenhouse gases into the atmosphere. The Kyoto Protocol, an international agreement that attempts to control carbon dioxide emissions is based on the work of the economist, Ronald Coase. This film gives the viewer a simple understanding of how property rights over pollution are assigned to countries and who must then trade these rights when they exceed their quotas. Trading pollution could actually help in slowing down the process of global warming. An NGO in Karnataka is presently trading reduced carbon emissions to fund a biogas project, substituting firewood used by villagers.

Faecal Attraction - Political Economy of Defecation

Pradip Saha, Centre for Science and Environment (CSE)
32 Minutes 27 Seconds, English



Summary: Most rivers in India have turned into sewage canals. The stretches passing through cities are the worst off. What the urban middle class is most bothered about is the lost beauty of these rivers. So urban authorities evict poor people living in 'illegal' shanties by the rivers or they build expensive sewage treatment plants to clean the rivers. But nothing works.

The problem is that the people who make the grand plans don't know how much sewage is generated, that the whole city is not connected to the sewerage network and that there isn't enough electricity to run the treatment plants. All the system is keyed to do is respond to rich people's demand for water and sanitation with heavy subsidies. This comes at a cost. Poor people get very little water, mostly unsafe, and pay more for it in the bargain. They do not get sanitation cover and pay a heavy price in terms of health. This film is about the absurd relationship between rich people's shit and poor people's water.

Changing Climates: The Impact

Centre for Science and Environment (CSE)
27 Min, English

Summary: Gujarat has played host to a thriving agate (Akki) industry for centuries, and for decades, to a killer disease Silicosis. Agate grinding and polishing, largely a hereditary profession has exclusively been functioning in Kambath and nearby villages of Gujarat. During the grinding of big stones to smaller pieces, which are then used for decorative items or ornaments, the workers are exposed to dangerous amounts of dust containing free Silica, which is known to produce the lung disease, Silicosis.

Water Wars

Nutan Manmohan
26 Minutes 28 Seconds, English



Summary: Water is the petroleum of 21st century. It has become an issue of confrontation between many nations all over the world. The struggle for fresh water has engulfed Jordan, Turkey, Israel and the Arab countries for more than a decade. Water is already a big issue between Singapore and Malaysia. The water conflict is clearly spreading across the globe and when such a confrontation crops up between two nuclear neighbors who already have a history of three battles, who look at each other with suspicion and distrust and where the tension is yet to settle... it can take the form of a 'Water War'. The Indus Water Treaty between India and Pakistan - that helps the two countries to share the waters of five rivers that flow

from Kashmir has become a point of confrontation. Analysts warn that if water is used as a weapon in current tensions between India and Pakistan, it could result in a full-scale war. An estimated four million people in India and one million people in Pakistan are directly affected by this water treaty. Kashmir's people and Government have been clamouring to turn off the taps. The Indian Minister for Kashmir said "we give them water and they send back terrorists". Pakistan officials have threatened to approach the UN and the World Bank to intervene if India does scraps the treaty. Clearly... the prophecy that the future wars will be fought on the issue of water has come true.

Tiger - The Death Chronicles

Krishnendu Bose

63 Minutes, English



Summary: Tiger, the national animal, the most charismatic animal on the face of the earth-is in severe crisis today. It's prey, habitat and the animal itself is being decimated. Tiger-the death chronicles, sharp focuses this crisis The film is presented and directed by Krishnendu Bose, someone who has spent 20 years, making conservation films. He takes the viewers on a journey through the Tiger's Terrain, to explore the crisis. The film travels to tiger hotspots like Sariska, Panna, Buxa, tiger reserves which have been decimated, to unravel nuts and bolts of the crisis. It looks at Indian states like Madhya Pradesh, Orissa and Goa and how they are trading their tigers and their forests, for more economic revenue. The film highlights the good work done in tiger reserves like Corbett, where people and tigers are protected and benefits shared. Up in the BR Hills, in the state of Karnataka, the film peeps into the world of the Soligas and shares their secret of saving their forests and tigers. Tiger-the death chronicles in 63 minutes encapsulates 30 years of conservation attitude in this country. In a fast developing country like India, with a billion people and a few thousand tigers saving the tiger would always be a critical challenge. For the first time ever, a film joins diverse voices from tiger scientists and conservationists to ordinary citizens, to attempt a brutal and an honest assessment of the present and the future of the Indian Tigers. ■



CMS ENVIS Centre

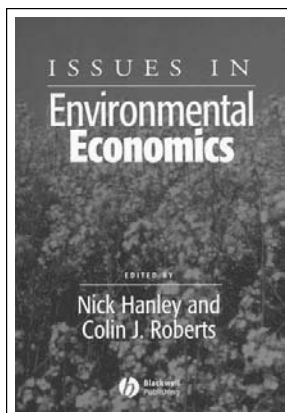
on Media and Environment

Operational since 2000, CMS ENVIS Centre had initiated several activities towards making itself effectively functional. The area in which CMS has expertise is communication strategies specifically in the context of the electronic media. It has been working in developing itself as a resource centre, as a coordinating body and as a centre for dissemination of environmental related information. In the short span CMS ENVIS Centre has identified the database on different parameters. Also initiated innovative programmes to highlight the environmental concerns.

Among its various activities the centre has been indexing coverage of environmental issues from print media as well as electronic media, conducting small research studies to bridge the information gaps, the mailing list with addresses of agencies, individuals, institutions, departments NGOs, Radio and TV channels, advertisers along with computerized database of Audio-Visual resources has been updated regularly, media orientation programmes including screening of films, discussions and interactive sessions on different environmental topics are conducted. The main thrust is upon maintaining ENVIS CENTRE/ NODE websites.

www.cmsindia.org/cmsenvis

Issues in Environmental Economics



Edited by: Nick Hanley (University of Glasgow, UK) and Colin Roberts

Series: Surveys of Recent Research in Economics

Description

This book addresses cutting edge issues in the rapidly developing field of environmental and natural resource economics.

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About the Author

Nick Hanley is Professor of Economics at Glasgow University.

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Paperback

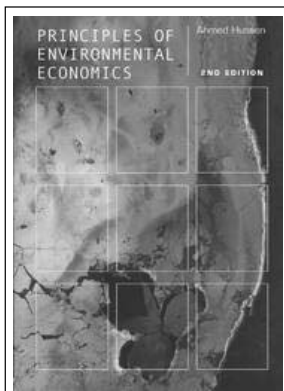
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Principles of Environmental Economics

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Can economic growth be environmentally sustainable? This crucial question goes right to the heart of environmental economics and is a matter of increasing concern globally. The first edition of this popular title was the first introductory

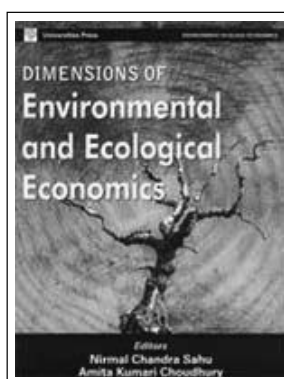


textbook in environmental economics that truly attempted to integrate economics with not only the environment but also ecology. This new version builds and improves upon the popular formula with new material, new examples, new pedagogical features and new questions for discussion. With international case-studies and examples, this book will prove an excellent choice

for introducing both students and other academics to the world of environmental economics.

Format : Paperback; Publisher : routledge;
ISBN : 0415275601

Dimensions of Environmental and Ecological Economics



Nirmal Chandra Sahu (ed.) Amita Kumari Choudhury (ed.)

Environmental and ecological economics is a transdisciplinary branch of knowledge. It covers the study of the processes of simultaneity involved in the functioning of the economy and the environmental/ecological system, with a view to promoting human

well-being sustainably. During the last three decades, numerous difficult environmental problems of humanity have been explored and analysed which have entangled the frontiers of environmental and ecological economics. Yet the vast mass of literature on the subject remains diffused in a variety of study materials not easily accessible to students. Besides covering the paradigmatic bases of environmental, ecological and natural resource economics, this book discusses the economic dimensions of and approaches to pollution, environmental and ecosystem management, biodiversity, global warming, energy and resource use, environmental evaluation and sustainable development. The book can serve teachers and students at graduate and post-graduate levels and also stimulate research in this vast and growing field.

ISBN: 8173714630; Format: Softcover, viii+604p., Figures; Tables; Maps; References; Index; 24cm.; Pub. Date: Jan 2005, 1st ed.; Publisher: Universities Press (India) Pvt. Ltd.; Language: English; Bagchee ID: 21874

April - June 2008

G r e e n V o i c e

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.

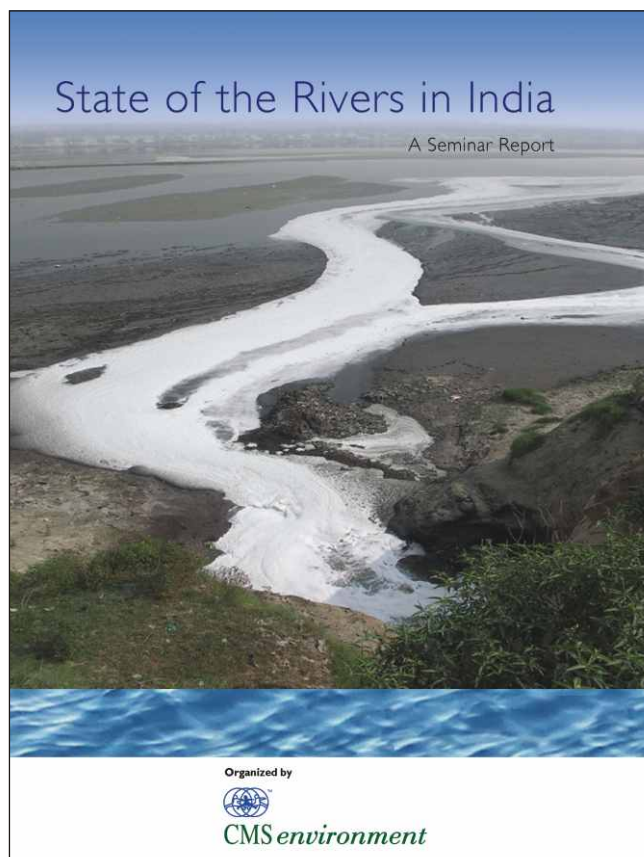
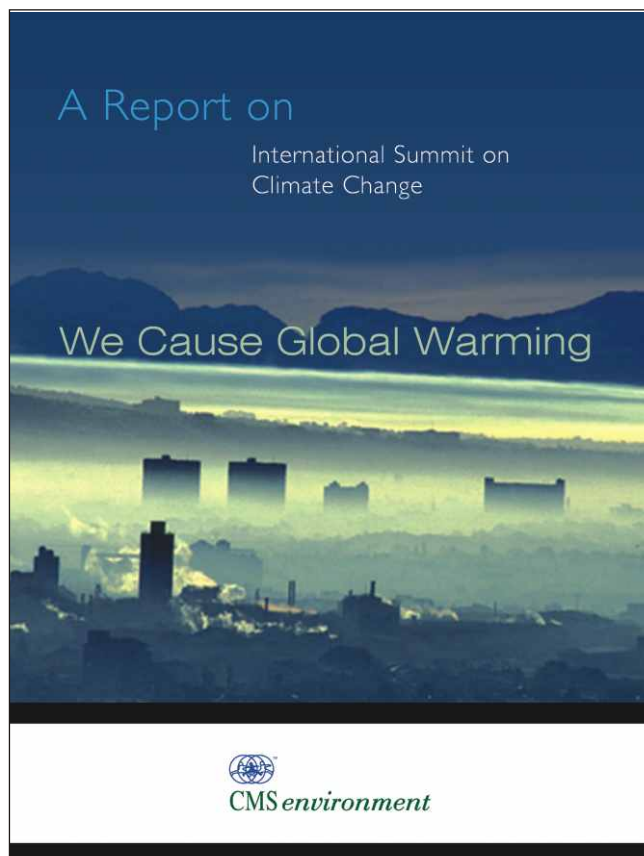
This e-newsletter also facilitates easy organization, maintenance of archival material electronically and quick retrieval of information. Presently, over twenty national dailies in India are documented in Green Media — the largest ever-daily compilation on environment and wildlife.

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:
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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
- 18 - World Heritage 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
- 12 - International Youth Day

September

- 16 - World Ozone Day
- 28 - Green Consumer Day

October

- 1-7 - Wild Life Week
- 4 - World Animal welfare Day
- 6 - World Habitat Day
- 10 - International Day for Natural Disaster Reduction
- 16 - World Food Day

November

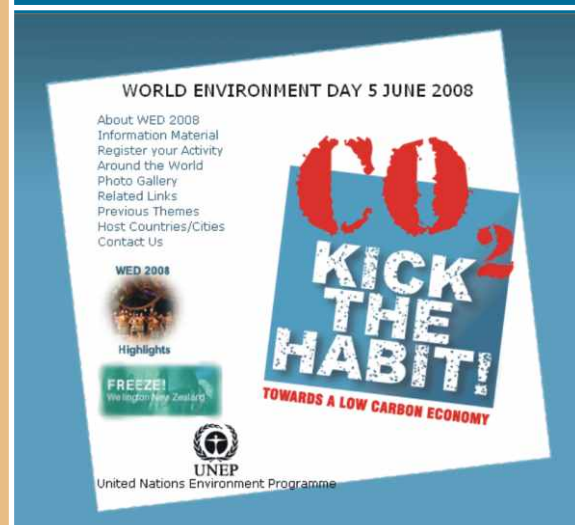
- 6 - International Day for Preventing the Exploitation of the Environment in War and Arm Conflict
- 10 - World Science Day
- 14 - Children's Day in India
- 20 - Universal Children's Day
- 21 - World Television Day

December

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

World Environment Day

June 5, 2008



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

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