

January - March 2006

Green Voice

CMS ENVVIS

Newsletter on Environment and Media



CMS

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जहाँ है हरियाली ।
वहाँ है खुशहाली।।



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Enviro News

An engineer's passion for wildlife photography

Correspondent: Staff Reporter

Wildlife photography fascinated D.K. Bhaskar even while he was studying engineering.

A visit to the Kaziranga National Park made the difference. I photographed elephants in various times and moods and they are still my favourite animals in the forests,' he tells K. Satyamurty. A career in scientific research did not interest him; years later he became among the few from Bangalore to have traversed nearly 6,400 km of the Amazon river across South America. D.K. Bhaskar, who has completed a book on his expedition and is looking for the right publisher, says wildlife photography has been his first passion, even as a student of engineering in Bangalore. "A visit to the Kaziranga National Park made the difference. I photographed elephants in various times and moods and they are still my favourite animals in the forests," he says. Wildlife photography was a random pastime to start with, but became something close to a profession a few years later. By this time, he had quit the job with a research institution and realised his career had to take another direction.

For the past three years, Mr. Bhaskar has been regularly visiting the Amazon and its environs, travelling through Brazil, Bolivia and Peru, often off the beaten track and venturing deep interior. "Up in the Andes mountains, it is a different world altogether ... I thoroughly enjoyed the treks there, sometimes on a boat or bus but very often just hiking," he recalls. Often at altitudes of 6,000 metres and above there were nosebleeds and the lack of oxygen in the atmosphere to cope with.

Among the most fascinating experiences was seeing five active volcanoes high up in the mountains.

"The smoke from the volcanoes and the cloud formations above them at different times of the day; the wildlife, including birds of the kind you don't see anywhere else ... I can never forget the experience," he says. A lot of that has been captured by his camera.

Boating down the Amazon is yet another experience Mr. Bhaskar describes vividly. "Nothing around but the rain forest and the vast expanse of water ... water so pure and calm. Occasionally during early mornings you see river dolphins and then birds, including parakeets in unbelievably colourful plumage. There are also monkeys and large predators like jaguars and pumas," he says.

The people of the rain forests are very unlike others. "I visited some of the villages and learnt about their lifestyles and how they earned their livelihood. Many are a matriarchal family and some have allowed modern influences to creep in. Fish is their staple diet and even small children paddle a canoe with ease.

Mr. Bhaskar has given more than 100 talks about his expeditions along the Amazon to select gatherings in the U.S. and the U.K. and is preparing for one more visit to South America later this year.

Source: *The Hindu*, Tuesday, February 28, 2006

Animal Planet plans series on eco reality

*Correspondent: Staff Reporter
Bangalore, March 29*

Animal Planet and WWF (no, not the world wrestling federation, but the global conservation organisation) have begun an eco-reality series - Planet Action.

Panama turtles

The series follows an international team of seven enthusiastic amateur environmentalists as they

work in remote locations, saving endangered Leatherback turtles in Panama and helping orangutans fight for survival.

Mr. Ravi Singh, SG and CEO, WWF-India, said, "Planet Action is a great example of active media partnership to showcase the tough work of conservation to the world. I am hopeful that more and more people will be sensitised about the threats to the environment and to its species and the urgent need to conserve the same."

Emotion and drama

Team members hail from Venezuela, Vietnam, Sweden, Australia, Brazil, the UK and the US. Mr. Raja Balasubramanian, Brand Director - Animal Planet said, "Planet Action will inform and entertain viewers by presenting them all the emotion and drama of a group of amateur environmentalists tasked with real-life challenges."

Mentors

WWF experts are on hand as mentors' during each challenge, as the team learns firsthand about the realities of conservation while at the same time coping with extreme conditions, unfamiliar cultures and the pressures of protecting wildlife.

The six-episode series will air on Animal Planet every Sunday at 9 p.m., from April 2.

Source: *The Hindu Business Line*
Thursday, March 30, 2006

Whale' of a story

Correspondent: V. Gangadhar

Hard, fatty substances on the beach could make you a millionaire.

Unlike sharks, whales do not interfere with people and Hollywood has left them alone.

"CALL me Ishamel!" "Thar' She blows!" Unforgettable lines from Herman Melville's novel Moby Dick, chosen by Somerset Maugham as one of the ten best novels ever written. On a lighter vein, former Random House editor and humorist, Bennett Cerf wondered if the novel would have become so popular had it been named "Moby Richard".

The whale is one of God's mightiest creations and makes news all the time. It is needed for the world's ecology and laws have been enacted to protect it. Yet, nations like Norway and Japan vigorously protest the ban on hunting whales because it is big business for them.

Magnificent creatures

Whales occasionally stray into shallow waters close to the coast. The huge creatures, unfortunately, are not used to shallow waters and most of the time die. Every time a whale dies, the world loses a wonderful creature. Unlike sharks, whales do not interfere with people and Hollywood has left them alone. We have a number of shark movies, most of them on the horror side, but hardly any whale movie. Hollywood director John Huston did film Melville's Moby Dick with Gregory Peck in the lead role, but it was a movie centred on the theme of good and evil.

Two whale stories, one sad and the other happy, were recently reported in the media. Millions watched in amazement on TV, the plight of a bottlenose whale, which was spotted in the shallow waters of the Thames River. A whale in the Thames! If American President George Bush had stated he had been briefed by the CIA that the arrival of the whale was an act of the terrorists, British Prime Minister Tony Blair would have believed it and ordered the bombing of the whale! Ultimately, the whale died, swaddled in blankets on a rusting salvage barge when attempts to take it to the deeper waters failed. That was the sad whale episode.

Now for the happy story. Australian fisherman Leon Wright and his wife, Lorelee, came across an unusually solid fatty object weighing around 15 kg while walking along the beach. They ignored the object, which they found again after some days. This time, they took it home in their truck. It turned out that the fatty object was a chunk of ambergris, sought after by perfume manufacturers. Ambergris, in fact, is solidified whale vomit, which is thrown up by the huge mammals to get rid of hard objects like squid beaks. Valued at \$20 a gram, the Leon Wright discovery fetched the family around \$2,95,000. What a piece of luck for the beach walkers.

Looking ahead

I occasionally walk the Juhu Beach in Mumbai and, after reading the ambergris episode, keep my eyes open for hard substances. Of course, whales do not come anywhere near Mumbai beaches. They are so dirty that the mammals will die of pollution. Who knows, if one of the species did turn up, the pollution or the eatables thrown into the sea could make it throw up. I only hope I am there when that happens. Dead or alive, in fact or in fiction, let us salute the whale. Moby Dick is pretty serious stuff but the true story of Leon Wright should inspire us to walk along the beaches and keep our eyes open.

Source: The Hindu, Sunday, March 26, 2006

Media not focusing on environment: Heblikar

Correspondent: Staff Reporter

He says the other side of Green Revolution was forgotten

Mangalore: Media is not highlighting environmental issues, activist and filmmaker Suresh Heblikar said here on Tuesday.

Mr. Heblikar was inaugurating a two-day seminar on "Environment, education and media" at Mangalagangothri, Mangalore University.

He said the impact of industrialisation on environment is not properly reflected in media. The green revolution helped the country to attain self-reliance. But the use of chemical fertilizers has resulted in loss of soil fertility.

The media, which glorified the Green Revolution, did not concentrate on the ill effects of the new techniques. He said the Government is giving importance to urban development at the cost of villages.

In its budget, the Centre has set aside Rs. 4,500 crores under Urban Renewal Mission. The development of infrastructure in cities is being given prominence at the cost of developing infrastructure in villages.

Mr. Heblikar took objection to laying of Hubli-Ankola railway line. If the work is taken up, three lakh trees will have to be cut. The line will pass through a thick forest, known for its rich biodiversity.

He objected to the Government's plan to set up a thermal power plant at Tadadi near Gokarna in Uttara Kannada. If this project comes up, it will destroy the marine life, he said.

Mangalore University Vice-Chancellor K. M. Kaveriappa said that there is a need to spread environmental literacy for sustainable development. Following the Supreme Court direction, the University Grants Commission (UGC) has asked the educational institutions to include environmental studies in their syllabi. The Department of Mass Communication and Journalism of the university had organised the seminar.

Chairman of the department G.P. Shivaram welcomed the gathering. Umeshchandra, lecturer, proposed a vote of thanks.

Source: The Hindu, Wednesday, March 21, 2006

Screening of wildlife film for raising funds

Correspondent: Staff Reporter

Hyderabad: The State office of World Wide Fund for Nature - India will screen the award winning Wildlife film 'Nagarhole- Tales from an Indian Jungle' at Prasads lab, Banjara Hills, on March 26.

Nagarhole produced, photographed and written by Shekhar Dattatri is a conservation oriented natural history film that visually captures the changing season of the forest and the hidden drama that goes within it.

The film won the Special jury award in the International Wildlife Film Festival, USA besides a prize in the Valvert International wildlife film festival in Brussels, according to the WWF State Office Director Farida Tampal.

Donor passes

Donor passes are available with the State Office and for more details one may contact WWF - India, AP, 818, Castle Hills Road No. 2 near NMDC, Vijayanagar Colony Ph.No. 23534151, 9393009251.

Source: The Hindu, Wednesday, March 21, 2006

Music video showing snakes has animal lovers hissing

Correspondent: Staff Reporter

A music video called Nag Devta that features snakes in its songs has invited the wrath of animal rights activists who say the reptiles have been filmed illegally.

World Music, a company based in Cuttack city, 26 km from here, released the album last month. "It shows snakes and snake charmers in all its 10 songs," Jiban Ballav Das, secretary of People For Animals, Orissa chapter, told IANS.

The use of snakes for commercial purposes is illegal under the Wildlife Protection Act of 1972. Anybody wanting to use them has to take permission from the state's wildlife authority, he said.

Generally permission is granted with the stipulation of engaging the services of a veterinary surgeon who examines the health of the reptiles. Besides, at least one representative of the local wildlife society has to examine whether any cruelty has been caused to the animal during the shooting.

"The VCD violates every norm," Das alleged. "We have lodged complaints with the state wildlife chief and asked him to take action against the producer as well as ban the VCD," he said.

Jayaprakash Mohanty, the producer of the VCD, admitted he did not apply for permission. "I am not aware of any ban," he said.

He said hundreds of snake charmers were exhibiting snakes publicly for entertainment and earning money. The government had not taken any action to stop them.

"Why then should I be subjected to action for using snakes in my VCD?" Mohanty asked. He said the VCD associated snakes with Lord Shiva. "It would rather generate love and respect for snakes."

But wildlife activists are far from convinced.

"Wildlife officials must take action against the producer because it is illegal," said Biswajit Mohanty, secretary of the Wildlife Society of Orissa.

Source: *The Pioneer*, Friday, February 17, 2006.

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.

websites. www.cmsindia.org/cmsenvis

On Air Programme

"Yeh Gulistan Hamara"

This 15 Minutes programme gives information regarding various issues relating to environment, forest and wildlife particularly on the thematic aspect in a dramatic format with good supporting music

1. Environmental risks and the media

Ulrich Beck (Foreword), Stuart Allan (Editor), Barbara Adam (Editor), Cynthia Carter (Editor)

Routledge, an imprint of Taylor & Francis Books Ltd.

Environmental Risks and the Media explores the ways in which environmental risks, threats and hazards are represented, transformed and contested by the media. At a time when popular conceptions of the environment as a stable, natural world with which humanity interferes are being increasingly contested, the media's methods of encouraging audiences to think about environmental risks - from the BSE or 'mad cow' crisis to global climate change - are becoming more and more controversial. Examining large-scale disasters, as well as 'everyday' hazards, the contributors consider the tensions between entertainment and information in media coverage of the environment. How do the media frame 'expert', 'counter-expert' and 'lay public' definitions of environmental risk? What role do environmental pressure groups like Greenpeace or 'eco-warriors' and 'green guerrillas' play in shaping what gets covered and how? Does the media emphasis on spectacular events at the expense of issue-sensitive reporting exacerbate the public tendency to overestimate sudden and violent risks and underestimate chronic long-term ones?

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cow' crisis to global climate change - are becoming more and more controversial. Examining large-scale disasters, as well as 'everyday' hazards, the contributors consider the tensions between entertainment and information in media coverage of the environment.

2. The Daily Globe: Environmental change, the public and the media

Joe Smith (Editor)

Arguably the greatest challenges facing humanity are environmental. However, they are routinely under-reported in the media. Pressure groups and governments trying to get information through to the public often blame the media, but the picture is not necessarily this simple. This text presents the state of knowledge about media treatment and public understanding of key environmental issues, above all, climate change and biodiversity loss, which have enormous implications for economic, social and environmental security, yet mean little to the person in the street. The concept of sustainable development, which underpins responses to these problems is also shown to be unknown by most people.

Most, although not all, of the examples quoted throughout the book are drawn from UK broadcasting and print journalism. But contrasts are drawn between attitudes in other Western countries, including the USA, and developing countries where journalists often face far greater obstacles to their efforts to achieve objective reporting on environmental issues. For those who want to know what makes the media work in the way that it does, and how to make it work better on issues of fundamental importance, but which are perceived by the public as fundamentally boring, The Daily Globe is a good read.

Environmentalism and the Mass Media: The North/South Divide (Global Environmental Change S.)

Graham Chapman and Routledge, an imprint of Taylor & Francis Books Ltd

The mass media in different countries reflects dominant concerns of contemporary societies. Ideas of 'environmentalism' are often broad and imprecise, holding neither meaning nor currency. *Environmentalism and Mass Media* sheds new light on the diverse ideas of 'environmentalism', the way environmental ideas circulate, and public reaction to environmental concerns conveyed by the media. Drawing on unique interviews with journalists, media pictures, and public opinion surveys in both UK and India, the authors outline the differing cultural, religious and political contexts against which 'world views' form present a fascinating picture between North and South. Mass media and communication technology is in danger of locking Northern countries into a ghetto of environmental self-deception, thereby perpetuating poverty in the South. The South's goal remains the attainment of development; the North sees 'environmental' problems occurring elsewhere' - in Eastern Europe and developing countries. Whether or not 'environmentalism' becomes a universal cause depends on how and to what extent such sharply contrasting world views can converge.

"*Environmentalism and Mass Media*" sheds new light on the diverse ideas of environmentalism, the way environmental ideas circulate, and public reaction to environmental concerns conveyed by the media. By drawing on interviews with journalists, analysis of media content and public opinion surveys in the UK and India, the authors develop a model of how the dominant environmental concerns of contemporary societies are reflected and projected.

This book presents unique research and addresses wider issues in the key global environmental/development debate.

Source: www.amazon.com

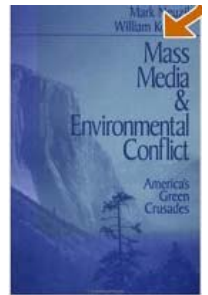
Mass Media and Environmental Conflict: America's Green Crusades.

Neuzil, Mark & Kovarik, Bill (1996)

Thousand Oaks: Sage.

List Price: \$54.95

Throughout the history of the environmental movement-- from the mid-19th century to Rachel Carson in the 1960s--the mass media, the environmentalists, the government, and various power groups have interacted on many levels to effect social change. In *Mass Media and Environmental Conflict*, the authors emphasize these interactions using a series of case studies of environmental conflicts that have occurred in American history. This innovative new text explores the role of books, magazines, newspaper articles, and other media and the ways they have created both regional and national communities of environmental understanding. Authors Mark Neuzil and William Kovarik fold together early environmental groups, the mass media, the bureaucratic power structure, and the social system of each period, examining battles over public land, wild animals, clean air, and workplace hazards. Other topics covered in the book include Yosemite, Yellowstone, and America's national parks; species depletion and the evolution of hunting regulations; muckrakers and the great Alaskan land fraud; Hetch Hetchy and the first big dam controversy; the 1920's ethyl gasoline debate; and workplace toxins and the Radium Girls. Focusing on the growth of the environmental movement and its not so silent partner--the media, *Mass Media and Environmental Conflict* is an



important work that will interest students and researchers in communication, media studies, environmental studies, public policy, sociology, and political science.

Source: www.amazon.com

Communication and Public Participation in Environmental Decision Making

Depoe, Stephen P.; Delicath, John W. and Elsenbeer, Marie-France, April 2004

Albany: State University of New York Press

Price: \$55.00

The contributors to this volume explore the communication practices of various stakeholders--interested citizens, grassroots and public interest groups, industry representatives, scientists and technical experts, government agencies, federal regulators--engaged in a variety of environmental decision-making contexts in the U.S. and elsewhere. Included are case studies that analyze individuals and organizations participating both within institutional mechanisms and through alternative forms of environmental advocacy. These studies reveal that public participation in environmental decision making is both shaped by and, in many cases, constrained by the ways in which environmental issues, problems, and solutions are defined or framed through the strategic communication practices of the participants.



Source: www.amazon.com

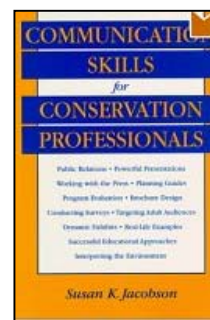
Communication Skills for Conservation Professionals

Jacobson, Susan K. (1999)

Washington: Island Press

Community and public support are essential to the success of conservation and resource management programs. Often, the level of support received depends on whether or not the goals and importance of the program have been clearly

explained to the public, the press, or policymakers. Without good communication, even the best programs are liable to fail. *Communication Skills for Conservation Professionals* provides in-depth guidance on achieving conservation goals through better communications. It introduces communication approaches -- marketing and mass media, citizen participation, public information, environmental interpretation, and conservation education activities -- and offers scores of real-world examples and straightforward advice that will help conservationists develop the skills they need to communicate effectively. Following an introductory chapter that provides an overview of the communication process, the book: describes research techniques for gathering background information and targeting audiences outlines the steps involved in developing a communications campaign explains how to use mass media--from giving interviews to writing news releases and holding press conferences provides examples for developing interpretive media for conservation explores long-term conservation education strategies presents program evaluation techniques to determine the level of success achieved, or to identify steps for improvement Throughout, the author presents a rich storehouse of examples, guidelines, and planning tools for all kinds of communication challenges. Strategies and materials that have been used by organizations across the country -- from the U.S. Fish and Wildlife Service to The Nature Conservancy, from Adirondack Park to Yellowstone National Park - - are featured, providing both inspiration and support for others involved with similar projects. *Communication Skills for Conservation Professionals* is a much-needed contribution to the environmental literature that will play a vital role in helping scientists, managers, concerned citizens, and students to more effectively communicate their knowledge and concern about the environment, and to achieve greater professional and community success with their environmental campaigns.



Source: www.amazon.com

Suggested Links

Earth Justice

www.earthjustice.org

Earth justice is a public interest law firm dedicated to enforcing and strengthening environmental laws on behalf of organisations and communities to protect the earth and defend the right of all people to a healthy environment.



The Bombay Natural History Society

<http://www.bnhs.org>

The Bombay Natural History Society is today the largest non-government organisation (NGO) in the Indian sub-continent engaged in nature conservation research. In the 120 years of its existence, its commitment has been, and continues to be, the conservation of India's natural wealth, protection of the environment and sustainable use of natural resources for a balanced and healthy development for future generations. The Society's guiding principle has always been that conservation must be based on scientific research - a tradition exemplified by its late president, Dr. Salim Ali.



Enature.com

<http://www.enature.com>

Nature.com has a database of 4,800 species of plants and animals with colour photographs, online field guides and help with identification. Send wildlife postcards, listen to bird songs, talk to other nature enthusiasts. eNature's content is derived from the best-selling National Audubon Society Field Guide series.



The Ecologist

<http://www.theecologist.org>

Founded in 1970 and read in over 150 countries, The Ecologist is an environmental magazine that has been opening new areas of debate on science and technology to the impact of globalisation on economic development.



The People's Commission on Environment and Development India

<http://www.pcedindia.com>

The People's Commission on Environment and Development India, a non-governmental, non-profit association, was launched in New Delhi in 1990. It holds public hearings in the country to harvest

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the perspective on, and the insight into, environmental and development issues from a wide constituency of stakeholders and induct them into the government's decision-making process. Its modality of public hearing represents a novel way for the people to dialogue with government about the critical survival issues, and provides an opportunity to the people to forge partnerships for change and express their shared commitment to a new paradigm of socially equitable and environmental sustainable development.

Wildventures.com

<http://www.wildventures.com/gallery/main.php>



This is a travel website that focuses on travel to Indian wild places to get visitors to understand/appreciate the immense biodiversity India represents. India's biodiversity is disappearing at a rapid rate because of Economic growth, over-population pressures, rampant poaching....the list is endless.

Institute for Global Communications- Eco Net

<http://www.igc.org/index.html>



Eco Net was the world's first computer network dedicated to environmental preservation and sustainability. IGC strategically uses technology to enable international co-operation on issues.

CSR and Environmental Reporting

<http://www.enviroreporting.com>



This site dedicated to Corporate Sustainability / CSR and environmental reporting. This is the first site (since 1997) dedicated to this theme and has attracted many, many visitors since. You can find actual news, a complete resource library (guidelines, tools, articles etcetera), an award gallery and more.

Wildlife filmmaking is not about money, says Prithvi Ratna Bedi

Filmmaker Naresh Bedi was recently conferred the Prithvi Ratna (Jewel of the Earth) Award, instituted by the Centre for Media Studies and United Nations Environment Programme, at the recently held Vatavaran Film Festival 2005, for his extraordinary contribution to filmmaking on India's wildlife and natural history. He is also the first Asian to have won the 'Panda' or the 'Green Oscar' as Best Wildlife Cameraman at the world's most coveted Wildlife and Television Festival, Wildscreen 1984. Today Naresh Bedi is an established name among the wild life filmmakers across the globe.



Sudeshna B. Baruah

Film Festival 2005, for

"...the coverage that wild life gets across different TV channels is minimal, one per cent only. Even the most accessible national channel, Doordarshan, has a tendency of dragging its feet on broadcasting these films..."

Meet the king of the jungle in conversation with Sudeshna B Baruah...

What ignited your interest in wildlife filmmaking?

My father, Dr Ramesh Bedi, had a great role to play in igniting interest in wild life. A doctor by profession, he was a keen observer of wild life too. During my stay at Hardwar, as a child, our family often used to go on picnics. And my father would carry me and my brother Rajesh on his shoulders to make us see wild elephants. My tryst with the wild life thus began at the age of around 6-7. Besides, the sylvan surroundings in which our house was located

made it a favorite haunt for many animals. So it was not an unusual sight to take a glimpse of elephants in our backyard itself. All these things, triggered in me the inquisitiveness to explore the world of wild animals.

How important are these films in raising awareness about wild life issues? Do you think enough is done to take them to the masses?

Yes, they can go a long way in raising consciousness about wild life issues. But they have to find a platform. The onus of taking

them to the masses does not lie on the filmmaker alone. Media, indeed, has a major role to play in this regard. And the coverage that wild life gets across different TV channels is minimal, one per cent only. Even

the most accessible national channel, Doordarshan, has a tendency of dragging its feet on broadcasting these films, despite the availability of videos. Given that these films do not have a great lucrative value, even distributors do not show much interest in them. Somebody has to take up the cudgel in making them accessible to the masses.

As a filmmaker what have been your efforts in taking these films to the masses?

The involvement of my sons in the wild life ventures have really been of great help. It is their effort to have brought out CD's and VCD's. Bedi films have distributed them in many schools in interior Kolkata. We would expedite such moves to make them accessible among different sections of the society.

How do you see the Indian market for wild life films vis-a-vis the western market?

The western market is huge for wild life documentaries films. They even have TV channels dedicated to animals. But India is yet to grow in terms of such films. I would say the market is zero in India.

Going to the untrodden depths of earth must be risky? How do you overcome them?

Risks are many. It is not very easy to do research on animal movements. You have to forego your lunches and dinners in the wildness of jungles. (Chuckles) Well, if you have the passion for wild life and your story, you do not care whatever might come your way. I would cite a recent episode of our wild life voyage. We were out on a shooting at Sariska in Rajasthan. It was a project on the receding number of tigers in this area. And would you believe we started at 7 am and packed up at 7 pm of the same day. We had to stay empty stomach for those 12 hours.

You have been credited with making some of the best documentaries on wildlife. Which would you rate as your best till now and why?

I would rate *The Ganges Gharial* as the film closest to my heart. It had bagged an award at the International Wildlife and Television Festival, 'Wildscreen 1984'. It took us a research of five years to portray for the first time the full life cycle of this unique fish-eating crocodilian. The thrilling adventure of five years makes it the film my heart loves dearly.

Is professional qualification essential to take up wild life film making?

Yes. One has to be trained in the technical aspects of wild life filmmaking. My training period at the Film and Television Institute of India, helped me learn the nuances of capturing the predators and the prey on camera, besides

scripting for wild life documentaries. Hence, one has to have professional training in the area.

Your advice to the budding talents in this area.

Wild life filmmaking is indeed a good profession to pursue. But one has to be driven by passion. But if someone has money on mind, then I would rather suggest not taking up this profession.

Source: Hindustan Times, November 30, 2005

Filming wildlife for a cause

Correspondent Vishal Gulati



Documenting wildlife is a passion with Syed Fayaz

Deteriorating environment and the threat to flora and fauna worries the Delhi-based filmmaker, Syed Fayaz, who has four investigative wildlife documentaries to his credit.

"Documentaries are an effective medium to sensitise the common man about the deteriorating biodiversity," believes Fayaz. One of his investigative documentaries is on the endangered otter in India.

...And Then There Were None, the 15-minute documentary on the rampant poaching of the otter, shot in Jammu and Kashmir, focuses on the shocking illegal trade of the animal. The film, which made it to the final of the International Wildlife Film Festival, 2004, in Montana, USA, showed how nomadic riverine communities hunt the otter with the help of trained hounds. It also highlights the widespread illegal trade of tiger and leopard skins and their body parts.

"These playful animals are being hunted for their highly prized pelts, which are smuggled out of India for making fur coats and trimmings," says the filmmaker, who won the Golden Tree Award at Vatavaran 2003 (National Wildlife Film Festival) for his film on conservation, *A Brush with Death*.

This film is about the poaching of the mongoose to make drawing and paint brushes. "Let art not wipe out the species" is the theme of the 22-minute documentary.

"Making wildlife documentaries is not a matter of livelihood but a passion with me. I treat it more as a social responsibility."

"To be an investigative wildlife filmmaker, one needs to be aware of many things such as the law and, of course, the threat involved."

"Before making a documentary, one should be mentally prepared to work round the clock and even go without food for days," says Fayaz.

"What has always shocked me is that we all tend to focus on big animals and ignore the small animals. Every animal and insect has a role to play. If we lose even one of the species, there are definitely going to be repercussions. We may not be able to see them immediately but we will have to face them in future."

In 1998, he made a documentary on shahtoosh trade in Jammu and Kashmir.

His recent production is *A Walk on the Wild Side*. Funded by the British High Commission, the documentary is yet to be released. "The documentary takes you through the natural heritage of our country," says Fayaz.

He has also received the UK-Centre for Media Studies Environment Fellowship for his proposed documentary *The Hot Planet and the Hole in the Sky*. It will look into the effects of global warming in India.

Source: *The Tribune*,
Sunday, January 15, 2006, Chandigarh

Centre for Media Studies (CMS)



CMS is an independent professional forum engaged in research, policy advocacy, advisory services and programme evaluation. CMS endeavors for accountability, responsiveness and transparency in policymaking and public systems and services. CMS initiatives, debates and dialogues on important public issues are well appreciated nationally. CMS has emerged as an inter-disciplinary professional body with a wide range of concerns and capability in areas of communication studies, environment, social research, social development, public opinion research, training and performance appraisal. CMS initiatives with regard to regulatory framework, including in the media sector, are well known. Over the years, CMS has taken up lead initiatives in evolving citizens' charter, Social Auditing, capacity building, transparency in public utilities, electoral reforms, information equity, good governance and campaign strategies. CMS Academy is well known for its conferences, seminars, training and orientation programmes for senior functionaries, decision makers and those in voluntary organizations. www.cmsindia.org

2nd Traveling Environment and Wildlife Film Festival

Vatavaran Travels is a vehicle addressing the felt need to take this festival to audiences across the country and reach out to masses across the vast geographical expanse. It is an endeavour is to highlight the complex environmental problems that we face today. It will also attempt to raise and address local issues through discussions. The encouraging response to its initial effort has prompted the Directorate to further Vatavaran Travels on a larger scale. With the experience of traveling festivals in Chennai, Mumbai, Coimbatore, Guwahati, Kaziranga, Golaghat behind, the Directorate plans to take the traveling festival with a mission mode.

Goal

Vatavaran Travels has its set goal to reach out to a maximum number of audiences across the length and breadth of the nation with the best of India's environment and wildlife films; foster dialogue amongst various stakeholders as well as the general public; create and strengthen a platform for raising local issues and lastly, developing a solid network of concerned individuals/organizations.

Objectives

The traveling festival has the following objectives:

- Sensitize people about topical issues of concern.
- Pro-active approach with stimulating discussions.
- Reaching out to a wider, more diverse audience through documentary films.
- Networking with educational institutions and students, NGOs, Civil Society Groups and other concerned institutions.

- Provide good green films for screening and also use them as educational and motivational tools towards the cause of environment.
- Provide a platform to aspiring, upcoming and brilliant environment and wildlife filmmakers in NE who have remained largely unsupported in their endeavor.
- Pro-active approach with motivating discussions involving the basic stake holders

Audience

The festival will target children, youth and aspiring filmmakers besides the general audience who will gain knowledge about the art of environment and wildlife filmmaking through experience sharing discussions and an exceptional slate of seminars and screenings. Besides this, the festival also would involve local NGO's, environmentalists, students of filmmaking, school children and eco-club teachers and members. Vatavaran would provide an enjoyable chance to learn about the threatened species and ecosystems across the country. Through the traveling festival 2006, CMS Vatavaran targets at reaching out to approximately 50,000 people across the nation.

The festival will be open for all.

Activities

The Traveling festival will bring in its fold highlights from its bouquet of Vatavaran films from across 2002, 2003 & 2005 providing access to the work and issues that have featured in these festivals from across the country. In every location festival will be of three to four days with screenings for schools and colleges.

The festival will also feature parallel events besides the screening of selected films. This would feature current topics that are of relevance to the local regional settings as well as national concern.

- Screenings
- Interactive discussions and debates
- Expert talks
- Symposium/ Panel discussion/ Workshops
- Photo exhibition
- Film bazaar

Proposed Locations

Vatavaran Travels would be organized through partner agencies at the regional level. This year CMS proposes to organize the festival at Guwahati in Assam, Srinagar in Kashmir, Chandigarh, Ranchi in Jharkhand Bangalore in Karnataka, Chennai in Tamil Nadu, Hyderabad in Andhra Pradesh, Shillong in Meghalaya, Gangtok in Sikkim, Imphal in Manipur, Kohima in Nagaland, Agartala in Tripura, Aizawl in Mizoram and Itanagar in Arunachal Pradesh.

Issues to be Reflected

Issues to be reflected through the medium of documentaries, public service message and animation would be waste management, deforestation, climate change, water crisis, industrial/bio-medical/electronic waste, wildlife conservation, traditional livelihood of fishing community, effects of pesticide, arsenic pollution, forest degradation, sacred groves, community participation in conservation, biosphere resource conservation, man-animal conflicts, wildlife trade, wildlife conservation efforts, to mention a few.

Some of the issues that could be taken up concerning forests are conservation through proactive but non-degrading eco-tourism activities, the biotic pressure and biodiversity, scientific restoration techniques, the banyan tree which is a complete ecological system in itself, the development of an eco-friendly method to solve the problem of defoliator outbreaks to mention a few.

The importance of water as a base to nurturing life is recognized by all. Water conservation and the interrelationship between water, forest

and life is one issue. Arsenic poisoning through underground drinking water and privatization of water bodies are other serious concern while it is ironical that in Cherrapunji, recognized as one of the world's wettest place, people have to struggle for drinking water.

Issues of deforestation and conservation were issues that were of central concern in the films by Mike Pandey, Binu Damodaran. Along these lines are the concerns for community based conservation, traditional sacred groves.

Wildlife natural history issues that were screened in this year's Vatavaran subsumed human-wildlife conflicts, dynamics of conservation effort, conservation practices, plight of the animals cooped up in small cages in zoos, adverse effect of certain traditions on ecology, rapid deaths of vultures in the Indian sub-continent and man's dependence on this carrion eater.

Havoc of e-waste business, the continued impacts of toxic wastes caused by the Bhopal Tragedy, the effects of the pesticide Endosulfan, bio-waste management, hazards of bio-medical wastes, disastrous iron ore mining in Kudremukh on one hand and the BEIL initiative towards hazardous waste management on the other hand have also been taken up.

Other issues that could be dwelt upon are flood control techniques, CNG, importance of agrobiodiversity and community Gene Banks in preserving traditional crop varieties, disaster management of storms, women-natural resources link, impact of certain mining activities, traditional fisherman's resistance to mechanized fishing, breakdown of the traditional system balancing nature's resources to man's needs, air pollution, nexus of development-marginalized population, decentralized sustainable developments, nexus between youth lifestyles and their ecological footprints, people's initiatives in resource management, human rights violation in the name of development.

www.cmsvatavaran.org

People's Agenda for Biodiversity Mobile Festivals of the D.D.S.

English with English subtitles /26mins/ 2005

Director: P. V. Satheesh and Vijendra Patil

Subject Focus: The film chronicles the journey of the Mobile Biodiversity Festival of the Deccan Development Society.

Synopsis: The Deccan region of South India principally hosts rain fed agriculture and is the home to a fascinating biodiversity of crops. Millets, legumes, oilseeds, uncultivated foods produce an incredible matrix of diverse crops on the farmers' fields. Medak District, where the Deccan Development Society (DDS) works, has thousands of amazing women farmers who have kept alive a vibrant diversity on their farms and fields. It is these women, marginalised and working on marginalised lands who have courageously preserved and conserved agrobiodiversity in the Deccan. The diversity followed by these women is an unbroken tradition that has lived with them for centuries. This is the tradition that inspired the biodiversity festivals of the DDS. The film "People's Agenda for Biodiversity" faithfully chronicles the journey of the Mobile Biodiversity Festival of the DDS.

Vultures: Death Watch

English/47mins/2005

Director: Nikhil and Niret Alva

Subject Focus: Death Watch explores the disappearance of vultures in the Indian sub-continent and its impact on the communities dependant on it.

Synopsis: Death Watch sets out to find out what's killing vultures in the Indian sub-continent. Over a decade, their numbers have dropped by almost 90per cent. Ornithologists across the

world are alarmed. Indian communities like the Parsis for whom vultures are an important part of their tradition and play a crucial role in the disposal of their dead are worried. As are the thousands of "cattle skinners", spread across the country that are dependent on the efficiency with which vultures scavenge on animal carcasses, for their livelihood. The film explores the dependence of man on this carrion eater.

Changing Destiny - Best Practices

English/25mins/2003

Director: Chandromouli Basu

Producer: Niret Alva and Nikhil J Alva

Subject Focus: The film documents the development initiatives by the government in areas of eco-development, health and information across the country.

Synopsis: A film that focus on three different areas of public concern-eco-development, health and realizes Ed. Case studies from different parts of the country provide the maximum geographical variation. The film travels from Changer in the Himalayan foothills to Indore in Madhya Pradesh and onto rural Karnataka and illustrates how government's initiative and people's participation can bring about a dramatic change in the quality of life. These initiatives are not merely textbook examples meant to be debated and studied. They can be replicated in every village and town. This film was produced for the United Nations Development Fund.

Bhopal - The Survivor's Story

English with English subtitles/25mins/2004

Director: Rumah Rasaan

Producer: E Deenadayalan

Subject Focus: The film talks of the hardships that survivors of the Bhopal Gas Tragedy are facing even twenty years after the incident.

Synopsis: On the night of 2nd December 1984, forty eali of Methyl Isocyanate, a lethal gas used in making Sevin, a pesticide leaked from the Union Carbide factory in Bhopal. On that night more than 2000 people were killed. Conservative estimates of the death toll today have mounted to more than 20,000. Wanton and criminal negligence continues to kill more people each day. More than 500,000 have been affected and at least 50,000 people are left too sick to work. Survivors of this disaster still await justice and continue to suffer even as you watch this film.

The film explores the grim reality of lakhs of survivors and their children, caught between Dow-Carbide's denial of liability and the Government's reluctance to pursue Dow-Carbide, as they continue to face the unfolding hardships of the nearness of death and of living poisoned daily. This Documentary looks at the environmental impacts of thousands of tones of toxic wastes that lie abandoned by Dow-Carbide and the frightening reality of the continued migration of these chemicals into the soil, the groundwater, the vegetation and the people who live there. Even more horrifying is the confirmed presence of toxic residues in human breast milk essentially ensuring and endowing future generations with a continued legacy of suffering.

About ENVIS

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, biodegradation of wastes and environmental management etc.

www.envis.nic.in

Under Water Filming Workshop

Vatavaran Film Festival 2005

2:30 pm - 5:30 pm, Amaltas Hall, India Habitat Centre, New Delhi

A 'master class' for young and aspiring filmmakers by Doug Allan a freelancer wildlife filmmakers



and photographers Doug Allan specializes in wildlife and documentary work in extremes - particularly underwater and in the poles. Doug has worked for a number of broadcasters including the BBC, Discovery, National Geographic, Granada and others. Doug spent almost 5 years working on the BBC National History Unit series "The Blue Planet - A National History of the Oceans" which took them all over the world - from the tropics to the poles. He had some amazing adventures during the series - filming killer whales hunting gray whales in California, filming bioluminescent squid in Japan and swimming with beluga whales under the Arctic ice.

Background and Purpose

The workshop was specially designed for filmmakers and students of filmmaking interested in learning about underwater filming. It gave students an opportunity to interact with filmmakers who have filmed in diverse terrains and extreme climates. Handling the camera, tricks of underwater filming, catching the best shots, along

with some exciting clippings from their productions will all be a part of this workshop.

Session

Mr. Allan explained the role of key people for making films are of producer, editor and cameraperson. A cameraperson takes first step for capturing good pictures therefore, a picture has to be stylish and keep editors in mind to make attractive film. Good camera techniques must be treated as basic to every movie such as feature film, environment documentary or wildlife film. The great thing about Under Water Filming is to get closure to animals or subject hence, the first thing for under water photographer is to get familiar and enjoy with water for capturing appropriate image.



He showed his favorite sequence that has combination of music and visuals with less commentary. He cited that setting tripod in under water is troublesome task. Dolly crane could give three dimensions of movement. Sometimes, diving on different days could build relationship with animals such as your way of looking animals, breathing, and so on - all these needs continuous practices. He said that cameraperson spends time with animals, which facilitate good story and good pictures always goes hand in hand. Before going for shooting, planning of storyline is very important and you can make storyboard for designing sequences however you cannot believe it, as it is only an imagination.

He added that a person who has been aware of animals must plan storyboard. On the location, you must develop relationship with local community so that they can help in needy situation.

He discussed camera movement in under water shoot that while capturing pictures your head would move in panning or tilting camera whereas, you don't have to move in zooming and allow to take wide shot to close up towards subject. He explained that slow motions make dramatic effects for animals and must avoid wide shots in slow motion for example, wide shot establishes body of whales and gradually, camera can move to mid close up and therefore to extreme close up of head, eye, nose etc.

Discussion

Discussion held on importance of tripod that he used it only for taking semi micro shots otherwise it is a hassle to operate in under water shooting. He explained duration of traveling in cold water that if you are shooting in the condition of - 1.80c for 15 minutes and not too deep, you would need three hours to again heat up your body. Therefore, if you spent three hours in cold water is exceptional and two hours are average. He highlighted that it depends upon your living conditions as your body gets physiological adaptation in cold water. He talked about features of lightweight camera that shutter speed and white balances could be changed manually and automatically. Wide angles are always better and crucial and close shots bring out clarity and colours. The issue of using flash was raised that he would prefer to use flash in still photographs. When he goes under water with lights, the amount of light changed with distance from subject because lights get absorbed. When lights get closed to your subject, they appeared differently and he preferred to shoot with available lights with color balance.

Camera movements, lightings and different shots were the main concern in under water shooting. The shooting conditions of cold water were very important for divers and capturing perfect images.

Clemenceau - Role of Media

A Publication by CMS ENVIS Center on "Clemenceau"

From all the debates and Discussions surrounding clemenceau, what is apparent is that it did make an impact on the country as a whole and this would have not been possible without unstinted support of Media & its subsequent scrutiny by various non- governmental agencies, which took up the cause actively on their own to help it bring to its logical conclusion.

CMS ENVIS has compiled the issue into a news clippings format.

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News Channels Analysis

Environmental Reporting in Media

Environment seemingly has taken a backseat in most of the stories covered by electronic media. Considering its audience coverage capacity, it becomes mandatory for the electronic media to focus on the environmental related news. The necessity becomes manifold in the view of the excessive environmental depletion that surfaces now days. Inspire of the growing need and demand for the special attention that is required by the environmental issues, sidestepping of pertinent news by the leading news channels is grotesquely evident.

In a study conducted by CMS labs on highly rated news channels its is observed that an average of .3% of the stories covered in the months of January'06 were environment oriented.

Similarly in months of February it was not more than .9%, that too when referring to a single news channel. Rest of the channels dwindled around the figures like .4% and .7%. Saddening in the month march the figures rolled down the ladder at the ground level of 0% while only Sahara Samay and DD news covered .9% and .6% respectively.

The role, the value and the use of informational technology are changing rapidly. 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 themselves. In such a situation there is a lack of interaction and communication in between the two, media and environmental issues. Therefore it becomes significant for the media to

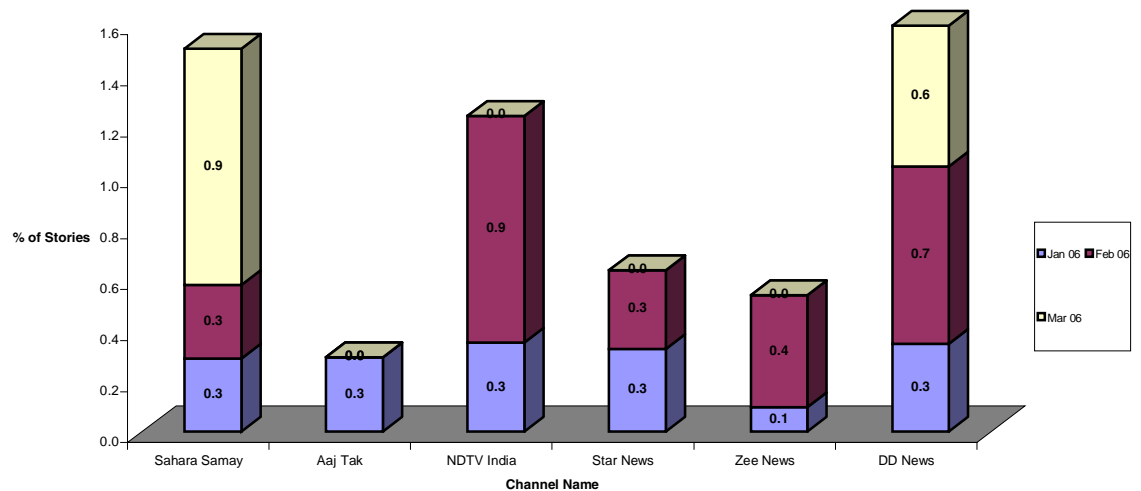


Table: Percentage of environmental stories in News Channels

Channel	Jan 2006	Feb 2006	March 2006
Sahara Samay	0.3	0.3	0.9
Aaj Tak	0.3	0.0	0.0
NDTV India	0.3	0.9	0.0
Star News	0.3	0.3	0.0
Zee News	0.1	0.4	0.0
DD News	0.3	0.7	0.6

donate enough space and realize the priority in terms of their role to play towards betterment and awakening of the masses.

Methodology

CMS Media Lab has undertaken significant experimentation over the last one year to develop a robust and rigorous 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. Five mainstream Hindi news channels were included i.e. Aaj Tak, NDTV India, Star News, Zee News and Sahara Rashtriya
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 (Ex politics, Business, Sports, Environmental news etc.)
6. Environmental related stories are being separately reviewed.



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

Environment Calendar

January

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

February

- 2-4 – World Wetlands Day
- 21 – Science Day
- 28 – National Science Day

March

- 24 – World Sustainable Days
- 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
- 31 – No Tobacco Day

May

- 11 – International Migratory Day
- 22 – International Day of Biological Day
- 31 – World No Tobacco Day

June

- 5 – World Environment Day
- 8 – World Ocean Day
- 17 – World Day Combat Desertification

July

- 11 - World Population Day

August

- 6 – Hiroshima Day

September

- 16 International Day for Preservation of the Ozone Layer
- 28 – Green Consumer Day

October

- 2-8 - Wild Life Week
- 4 – World Animal Welfare Day
- 5 – World Habitat Day

November

- 6 – International Day for Preventing the Exploitation of the Environment in War and Arm Conflict

December

- 2 – Bhopal Tragedy Day

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