

January - March 2007

Green Voice

Quarterly Newsletter

CMS ENVVIS

Newsletter on Environment & Media



जहाँ है हरियाली ।
वहाँ है खुशहाली ॥



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CMS ENVIS Centre on Media and environment



CMS *Environment*

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

Today, the Centre reaches out to a large number of people through its various activities. The ENVIS quarterly newsletter, *Green Voice* the gateway of information on environment and media -- is received by more than 1,000 readers, while its daily e-newsletter, *Green Media* (on environmental issues in print media) has a circulation of over 4,000. From time to time, the Centre also undertakes focused studies of 'green space' in print and electronic media, and issues coverage analysis on different contemporary issues. The *Clemenceau* is one such highly acclaimed publication.

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

www.cmsindia.org/cmservis

In Black & White

Plea against release of film on Periyar dismissed

Correspondent : Special Correspondent

CHENNAI: The Madras High Court on Saturday found no merit in a public interest litigation petition seeking orders against the release of a Tamil film on Periyar E.V. Ramasamy. The Hindu Makkal Katchi had filed the petition, stating that a couple of lines in a lyric in the film offended Hindu sentiments.

Dismissing the petition, the First Bench, comprising Chief Justice A.P. Shah and Justice K. Chandru, said: "The film is only on the life and philosophies of Periyar, and references to his views about the Vedic and Puranic gods were inevitable. We hasten to add that several books have been written about the principles and philosophies of Periyar and they are freely available in the market."

The Judges, pointing out that the particular lyric was available in audio cassette/discs, said, "The film has been viewed by the panel members constituted by the Censor Board and it has been approved by the Board." The Board has granted 'U' status to the film, they said. "We, therefore, see no reason to interfere with the Censor Board's decision. We are not persuaded to read the song in question the way in which the petitioner wants it to be read."

Source : *The Hindu, Sunday, March 25, 2007*

Short film on waste management

Correspondent : Staff Reporter

Loyola College students produce nine-minute film

CHENNAI: J.P. Karthikeyan, a student of Sociology at Loyola College, has made a short film on 'biowaste management'. Eager to give his team's environmental science project an audio-visual dimension, he and his friends recorded the garbage management process at the Koyambedu market, and segregation and composting procedures at an Exnora International centre.

The nine-minute film is aimed at conveying the importance of processing and re-using vegetable and

fruit waste effectively. "We can adopt simple measures at homes and apartments to ensure that our environment is protected," said Karthikeyan. M. Gautaman, faculty advisor, guided the team during the making of the film.

M.G. Muthukumaraswamy commended the team for their socially relevant project. He urged them to take up more such community-oriented topics that would, besides enhancing students' understanding of a subject, benefit society.

Founder of Exnora International M.B. Nirmal said controlling automobile exhaust and planting trees were two important ways of preserving the environment. He lauded the team for its effort. Mr. Nirmal also offered to train students of the college in similar projects and provide practical exposure to the subject.

Vice principal Rev.Fr. Xavier Vedam and head of Sociology department S. Stanislaus were present.

Source : *The Hindu, Thursday, March 15, 2007*

Three-day short film festival inaugurated

Correspondent: Staff Reporter

Noted wildlife and environment filmmaker Mike Pandey on Monday inaugurated 'Glimpses of Other World', a three-day short film festival.

The festival has been jointly organised by Vanya Prakashan, the publication wing of the Tribal Welfare Department, Doordarshan Bhopal and PSBT, New Delhi.

The inaugural function was also attended by noted filmmaker Kundan Shah and was presided over by Tribal Welfare Minister Kunwar Vijay Shah.

The film festival began with the screening of Earth Matters, a film on coral reefs, directed and shot by Mike Pandey. A short question and answer session was also held after the screening of the film.

The Muzaffar Ali directed Ghalib Ghadar and Smriti Swar, a film directed by Sushila and Ravi Williams was also screened at the inaugural session.

On Tuesday, Nishan, a film on UNESCO world heritage site Bhimbetka would be screened.

Festival of Faith, a film by Bhopal based filmmaker Rajendra Jangle would also be screened on Tuesday. The last film to be screened in the first session on Tuesday would be Kundan Shah directed Ram Singh ki Training.

The film is about a police official who finds himself to be a misfit in the system which leads to people not acknowledging him as a policeman. The protagonist then tries to behave in a manner in which people would start acknowledging him as a cop.

The second session on Tuesday would witness the screening of the Manju Singh directed Swaraj, Rajendra Jangle's Kova Kova and Sunil Gaekwad's Rasanwa.

Source : *The Pioneer, Tuesday, February 20, 2007*

Vigil at Panna park through satellite

Correspondent : **Staff Reporter**

Panna, Feb 15: The Panna national park with national award would be kept free from the terror of dacoits. In this connection a high profile meeting was held at Hotel Jewel of the jungle Madla. The officials of forest, police and revenue department were participated in the meeting to prepare effective strategy.

According to strategy a satellite would keep vigil at every nook and corner in the Panna national park and the SAF jawans would also be present and after receiving information they would reach at the spot and kill them.

Principal secretary (forest) Avneesh Vaishya presided over the meeting and the forest department officials presented the report to face the bandit gangs.

A strategy was prepared after a long discussion among the officials of different departments.

Chief forest conservator BR khare, Chief forest conservator (wild life) Subhash Kumar, commissioner RR Gangareker, IG Swarna Singh, Chief forest conservator Shahwaz Ahmed, DIG Vijay Katariya and in the presence of several higher officials including collector Panna Dipali Rastogi , several important decisions were taken. According to the decisions, Madla police station would be equipped with modern facilities and powerful and police force would be

increased. Two companies of Special Armed Force would be deployed in Panna district equipped with advanced arms and resources.

Lalar police post would be reopened. The information system of police would be made strong. In this connection informers would be encouraged. The Chief Secretary has sanctioned Rs one lakh for the informers.

The retired soldiers deployed in Panna national park would be given guns and they would be treated as special police officers. A BSNL tower would also be installed in Madla to make the communication facility strong.

The Chief Forest Conservator of Panna Tiger Reserve Shahbaz Ahmed talking to Central Chronicle said that the results would be seen soon. The officials in the meeting were full of confidence. There fear ended when they heard about the facilities.

CCF said that the management work of villages in the area of Panna tiger reserve would be done in priority basis and the villagers would be given facilities. The three departments , police, forest and revenue would work jointly for the safety of wild animals and to face the dacoits activities under this strategy.

Source : *Deccan Chronicle, Friday, February 16, 2007.*

Green crusader asks US to sign Kyoto Protocol

Correspondent : **Staff Reporter**

DH News Service New Delhi:

Three times Green Oscar winner and globally-renowned environmental and wildlife filmmaker Mike Pandey on Tuesday expressed grave concern over the impact of global warming on Earth and said the United States should realise the seriousness of the matter and sign the Kyoto Protocol.

Mr Pandey, launching Planet Earth, a 11-part TV series co-produced by Discovery Channel and BBC, said the US, which produced 60 per cent of the world's greenhouse gases, should "learn" from the effects of global warming, such as the 27 cyclones that hit the country last year.

"The US President is not in agreement that greenhouse gases affect world environment. I hope the Americans learn, as mankind learns only from mistakes," he said.

However, Mr Pandey sounded a note of caution for the developing world too, including India, saying these countries are also not far behind the developed world in creating greenhouse gases, and stressed on the urgent need for creating public awareness on the issue.

"It is us, the people, and not the governments, who need to be sensitised. If we switch off that extra light, use only one AC, don't throw garbage in rivers, things can improve."

Source : Deccan Chronicle, Wednesday, January 24, 2007.

Nat Geo to give educational material

Correspondent: Sangeeth Kurian

THIRUVANANTHAPURAM: Learning could not have got better. High-school students in Government schools across the State can soon view educational materials prepared by the National Geographic Channel.

A discussion in this regard is under way between representatives of the channel and officials of the Directorate of Public Instruction and its project IT@School.

Under the proposed plans, the U.S.-based television channel will provide supportive educational content of about 50-hour duration, which will be beamed to students in episodes through VICTERS (Virtual Classroom Technology on EDUSAT for Rural Schools), an education channel launched in the State last year.

The content, designed for students from classes 8 to 10, will cover subjects such as science, history, geography and mathematics. "We will beam the content in accordance with the subject and chapter taught at school," Director of Public Instruction M. Sivasankar said.

For instance, if there was a chapter on volcanoes, supportive materials would be aired at the time when it was taught, he added.

It is estimated that the proposed programme will benefit over 15-lakh students.

C.K. Sankaran Nair, Executive Director, IT@School, said: "At a time when schools in the private sector are making all out efforts to provide educational content of international quality to students, distributing

educational programmes created by the National Geographic Channel is the easiest and cheapest means of ensuring similar quality to the students in Government schools."

He said the directorate had a fruitful discussion with the representatives of the channel. "We are looking for a three-year contract with the channel & awaiting State Government's approval" Mr. Sankaran Nair said.

Source : The Hindu, Thursday, February 01, 2007

Environmental Information System - ENVIS, India

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



Since environment is a broad-ranging, multi-disciplinary subject, a comprehensive information system on environment would necessarily involve effective participation of the institutions/organizations in the country that are actively engaged in work relating to different areas of environment. ENVIS has, therefore, devoted itself to networking with such institutions/organizations. A large number of nodes, known as ENVIS Centres, have been established in the network to cover the broad subject areas of environment, under a Focal Point in the Union Ministry of Environment and Forests.

The Focal Point as well as the ENVIS Centres has been assigned various responsibilities to achieve the long-term and short-term objectives. For this purpose, various services have also been introduced by the Focal Point.

ENVIS, due to its comprehensive network, has been designed as the National Focal Point (NFP) for INFOTERRA, a global environmental information network of the United Nations Environment Programme (UNEP). In order to strengthen the information activities of the NFP, ENVIS was designated as the Regional Service Centre (RSC) of INFOTERRA in 1985 for the South Asia Sub-Region countries.

www.envis.nic.in

Talk Over



Meet Mike H Pandey Internationally renowned wildlife filmmaker and conservation, here he speaks with

Shalini Sharma about his passion and commitment to wildlife filmmaking & conservation.

You have experimented with a variety of issues, how far do you think, you have made a mark as far as environment documentaries are concerned?

The conservation films have done remarkably well. They have brought about changes. Made a difference not only nationally but also globally. A documentary that can be a catalyst in Protection and saving a species is testimony of the power of films.

Where did your environmental ethic originate?

I think its to do with my childhood -- the values and way my parents brought us up. We lived next to the Nairobi National park. Evenings were always forays in the National park in my fathers Landrover. That played a crucial role in our lives. It helped us understand and develop a closer bond with the natural world.

Do you think the documentary films in present world of glamour and glitz are able to create an impact?

Cheap entertainment and commercial interests have nudged out serious and value-based documentary films. But in spite of the shortcomings, good docus still manage to filter out into the mainstream and make a mark.

Fortunately, cable tv and its glitz does not reach over 70% of India but these documentaries, specially those dealing with public interest issues, are watched in the rural areas on Doordarshan and they are having an impact.

Awareness on environment issues is abysmally low, how far do you think

documentary films are instrumental in spreading awareness.

That's where we need to thank the stars that we have a public broadcaster with the largest reach in the world...Doordarshan..!

I receive nearly 750 letters every week in response to Earth matters -- my environmental and wildlife series on DD National. It reaches nearly 800 million people and covers 52 countries. We've recd letters even from as far as Ethopia. that's a communication tool for you !

Do you think electronic media does justice to the issues of the environment, and devote its desired space?

Not really. Much more needs to be done. Except DD, none of the other Indian channels have either the time slot or well researched value-based educational environmental programmes. There is an urgent need for such programmes.

As a director if you are asked to acclaim any of your environment related films capable of creating an impact which ones would you put forward?

- Natural History of the Cheeta.
- The Last Migration. Wild elephant in Sarguja.
- Shores of silence whale sharks
- Broken wings vanishing vultures
- Vanishing Giants.
- Forests of the ocean..coral reefs. Earth matters episode.

They have been landmark conservation films, successful in making a global impact and a difference, bringing in legislation, changing acts and triggering off conservation movements not only nationally but globally.

How do you characterize the environmental situation in the country? What issues do you feel need to be brought to central domain?

The situation is Critical -- not only in India but the whole planet. Water, health, forests, climate change we are all in a mess.

As the most intelligent species on the planet we need to focus our attention on conserving and protecting our resources. The future depends on how we treat and use these limited resources, specially water and fossil fuel. Also our forests and our landuse policies.

From animation films to documentary films, from being a filmmaker to conservationists you have done it all...which medium has been most satisfactory to you?

At the end, any effective tool for communication is satisfactory. Feature films, documentaries or print mediums -- all have their strengths and operate at different levels. All these excite me. So in short I am just a communicator and all these mediums are tools. I am happy and at home with the lot.

What about within the environmental movement.. is there anyone who you looked to for inspiration or hope?

The awesome designer -- the creator of life, of the natural world is my inspiration. Like the blossoming of a leaf, you need to let go and free yourself of all bondages, and you become one with nature. Your destiny takes over really like a magnet and you get drawn to whatever you are programmed for. I believe the wild wind drives you to where you must reach.

You have come to create a niche for yourself as an activist filmmaker. How has been your journey so far?

A great learning and growing experience...and it still continues. Each day is an adventure, a new learning -- exciting and exhilarating -- turbulent and trying at times but satisfying on all fronts. Success or failure, both are great teachers.

Recently, there has been a lot of talk in the media about the "death of environmentalism." As a conservationist, how do you see the future of the environmental movement? How are the issues being reframed?

The world is trying to cope with the crisis...mankind, we all, are learning from our mistakes. I think we are waking up and taking remedial steps to slow down the decline.

What do you think are the roots of all this environmental destruction? How can we

reverse this and build a culture of care for ecosystems and other species?

Mindless progress and extreme greed are the root causes. Garnished with corruption. If only we slow down and think for a minute: "where are we all headed for in such a great hurry?"

Life is short and all the mountains of gold will be left behind, so where is the point in the frenzy with which we try to accumulate and plunder the earth to make these illusionary castles.

Please share some of your experiences while shooting some of your most challenging works (especially *The Last Migration - Wild Elephant Capture in Sarguja, Shores of silence...*)

These films were shot under difficult circumstances and like all professions, filming has its ups and downs, and dangers. All these hone your skills and instincts for survival.

What would you like to advise future environment and wildlife filmmakers?

Life is a challenge but wildlife filmmaking is a tougher road, and there are no pots of gold to be made at the end of the road. It's hard work and it requires commitment, dedication, passion and sincerity. But your efforts can help make a great difference and that is what is the need of the day...

The earth is in a crisis and only information and education can reverse or help slow down the decline. And remember no matter how small it may seem every effort can make a difference.

For Further Interaction Contact: wildlife@vsnl.com

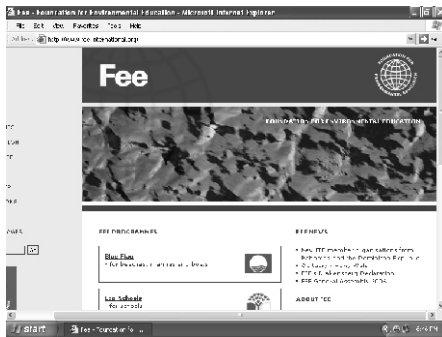
*Mike H Pandey is an internationally renowned wildlife filmmaker and conservationist. Born in Kenya, Mike trained in UK and USA before returning to India to work in the country of his origin. Committed and dedicated to the protection of Indian wildlife and environment, Mike's films have always reflected his passion. In 1994 he won the Wild Screen Panda Award, better known as Green Oscars, for his film *The Last Migration*. Six years later his film *Shores of Silence* *Whale Sharks in India* won him the Panda Award for the second time. He also won CMS-UNEP Prithvi Ratna Award for outstanding contribution in the field of environment and wildlife filmmaking, conservation and the public's understanding to the environment"*

OPEN WINDOWS

Theme: *Environment Education*

Foundation for Environment Education

<http://www.fee-international.org/AboutFEE>



Foundation for Environmental Education (FEE) is a non-governmental and non-profit organisation aiming to promote sustainable development through environmental education (formal school education, training of staff and general awareness raising). The Website gives detailed info about the FEE and all the member organisation of FEE with contact details of Executive board. A news section on the latest happening in FEE and links to the various partners of FEE has been Provided.

India Together

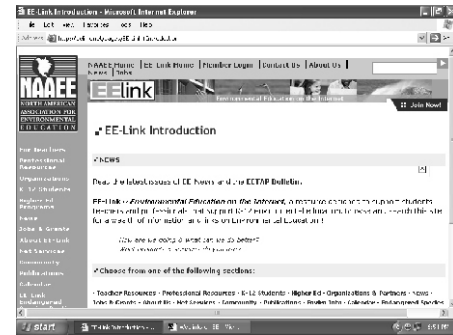
<http://www.indiatogether.org/environment>



India Together provides in-depth information & news on the issues that matter covering 15 major topics and over 15 states. India Together also helps leaders, experts, practitioners, scholars and artists take their ideas, insights and concerns expeditiously to an interested national and global audience. India Together (IT) is an electronic publication devoted to coverage of public affairs, policy, and development in India, providing news in proportion to the country's broad development experiences.

Environment Education - Link

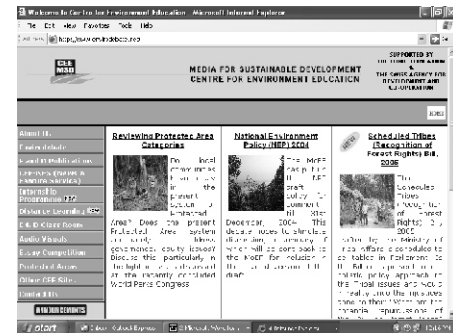
<http://eelink.net/pages/EE-Link+Introduction>



EE-Link ~ Environmental Education on the Internet, a resource designed to support students, teachers and professionals that support K-12 environmental education. Browse and search this site for a wealth of information and links on Environmental Education. EE-Link is a participant in the Environmental Education and Training Partnership (EETAP) of the North American Association for Environmental Education (NAAEE). EE-Link add the greatest value to Environmental Education resources online.

Envirodebate

<http://www.envirodebate.net/>



This website has been set up by Media for Sustainable Development (MSD), a unit of the Centre for Environment Education, as a forum for ongoing debate and discussion on key environment and development policy issues. This forum is supported by Ford Foundation and the Swiss Agency for Development and Cooperation.

www.envirodebate.net seeks to elicit reactions from the community on a variety of policy issues that are made available for discussion on this site. The aim of the forum is to increase awareness and support public involvement in discussions relating to the environment-development interface.

NGO Vignettes



The International Campaign for Justice in Bhopal (ICJB)

The International Campaign for Justice in Bhopal (ICJB) is a worldwide coalition of some 20 people's organizations, non-profit groups and individuals who have joined forces to campaign for justice legal and economic for the survivors of the 1984 Union Carbide toxic gas leak in Bhopal, India the world's worst industrial disaster. Organizations of survivors in Bhopal play a leading role in the international network. Twenty-two years later, ICJB members continue to pressure Union Carbide's current owner, the Dow Chemical Company, and the US and Indian governments to clean up the abandoned chemicals left at the site and ensure adequate health care, a safe environment and proper rehabilitation for the survivors of the disaster and their children.

Moef Initiatives

Tales from Bhattarkanika

Nutan Manmohan, *English, 23 Mins*



It was india's most successful conservation project for the estuarine crocodile, until it went horribly wrong... deep in the mangrove forests of bhattarkanika - scientists tried to save the critically endangered salt water crocodiles by rearing and releasing them in the local rivers. Crocodiles bred from 13 to 3000... but this rare ecological success has become a nightmare for the people 400 villages around this area . Thirty people have died gory deaths after being pulled in by crocodiles who lurk in the murky rivulets ... there is a rising tide of anger among the villagers who want to exterminate the crocs.... a story of man animal conflict and conservation dilemmas .

The Film was telecasted on National Geographic Channel in the Prime Time.

ON AIR

Living Labs

A global TV series probing how to grow More food with less water



Between 70 and 90 per cent of all freshwater drawn in the developing world is used for growing crops. But this has to change fast: with water scarcity emerging as a global concern, agriculture cannot afford to remain so hooked on water.

Today's crowded world needs to produce more food using both less water and land. This calls for smarter, thriftier methods of increasing water's productivity in agriculture. And it must be achieved without damaging the environment, or threatening people's food security, health and jobs.

TVE Asia Pacific's new global TV series *Living Labs* looks at efforts by researchers, farmers and local communities in different parts of the world to respond to this challenge. It profiles a major global effort looking for solutions through action research. Produced in partnership with the CGIAR Challenge Program on Water

and Food (CPWF), it was filmed in late 2006 in nine countries in Africa, Asia Pacific, Europe and Latin America. As the research initiative started synthesizing its findings after three years of field work, we visited eight of its benchmark river basins, to find out what has been accomplished and what remains to be done.

Living Labs series comprises



- 1 x 29 min global documentary, providing an overview of the problem and solutions, presented under five thematic areas
- 8 x 5 min short videos, containing

stories from different river basins

For More Info www.tveap.org/livinglabs

VIEW POINT

Media and the Bhopal Disaster: Good, not good enough

By Nityanand Jayaraman *

Independent Journalist and Volunteer, International Campaign for Justice in Bhopal



It's 23 years since the Bhopal disaster happened. By all rights, the matter should have faded from public memory. But that is hardly the case.. A quick count of the print media articles in www.bhopal.net -- the official website of the

International Campaign for Justice in Bhopal reveals at least 20 stories just in the month of March 2007. But March was also when 6 Bhopalis went on an indefinite hunger strike to press home their demands. And when the Bhopalis go on a campaign, they milk the international media machine.

On months when the Bhopalis are not on strike, or when no actions are conducted, the media coverage slips considerably. Attention by the national television media has remained sketchy and sporadic at best, prompted and restricted to the occasional coverage of actions Bhopalis getting beaten, or jailed, or anniversary time stories. In-depth discussions in the visual media of the malaise in our society that allows the Bhopal liabilities to linger and fester has been inadequate, if not totally absent. Even less has been done to ask questions of our elected representatives. Does the Prime Minister know? Does he care? On the one hand, the Prime Minister in a caring gesture to the Korean steel multinational POSCO has chided the Orissa Government for failing to overcome public resistance to land acquisition for the POSCO project despite having signed a deal two years ago. On the other, our chief executive finds no time to question the decades long delay in delivering justice to the Bhopal survivors. Why doesn't the media question the selective amnesia of our leaders?

Paraphrasing Milan Kundera, the Bhopalis are quick to remind that the struggle for justice in Bhopal, more

than anything else, is a struggle of memory against forgetfulness. For the survivors of the disaster -- most of whom are working class and many of whom are illiterate or semi-literate -- keeping the memory of Bhopal alive has been an uphill task. But as communicators go, the Bhopalis have managed to keep the Government on its toes, and the media interested despite the vintage of the disaster and the banal preoccupations of current day journalism. Not only that, they have drawn linkages between the systemic shortcomings that led to Bhopal, and the hazardous conditions that persist in a thousand locations around the country and the world, where communities living next to hazardous facilities continue to face a Bhopal-like situation.

The 1984 poisonous gas leak from Union Carbide's pesticide factory in Bhopal is acknowledged as the world's worst industrial disaster. Unfortunately, more than two decades later, survivors of the disaster continue to be victimised by their own Governments. Till date, survivors don't have access to quality medical care. Most of them, who made a living as manual workers, are too sick to work for a living. No efforts have been made to rehabilitate them. Despite the fact that more than Rs. 40 crores have been spent on "economic rehabilitation," not more than a handful of jobs have been created for survivors. Toxic wastes remain strewn in and around the factory site, and more than 20,000 people are forced to consume poisoned groundwater. Union Carbide, a key accused named in the criminal case related to the disaster, was proclaimed absconder in 1992 after it failed to appear in court. The Government of India has done nothing to enforce its appearance. On the contrary, the Government has allowed the fugitive to profit from businesses in India, including with erstwhile public sector corporations like IPCL.

While the media can be congratulated on diligently covering every strike of the Bhopalis, and reporting on the news events, such coverage has remained reactive conditional to a press conference by the Bhopalis, or a direct action. The more drama, the better. No thought seems to have been paid by the media to the fact that in a land of scams, it is highly unlikely that a lingering legacy of 23 years would be scam-free. For anyone interested in looking, the elements of several scams are screaming to be highlighted be it in the abysmal medical care and livelihood rehabilitation offered by the State Government, or the Central Government's

open collusion with Dow-Carbide in allowing the companies to conduct business in India.

Consider the facts. The current UPA Government is chocker-block full with Carbide-cronies. Arjun Singh, the Chief Minister of Madhya Pradesh at the time of the disaster is now the Head of the Group of Ministers on Bhopal. H.R. Bhardwaj, who oversaw the infamous and secretly negotiated settlement of 1989 between Union Carbide and the Indian Government, is currently the Law Minister. Abhishek Manu Singhvi, the Congress spokesperson, also doubles as the lawyer for Dow Chemical. Isn't it strange that the media doesn't find these linkages worthy of exploration?

Media, historically, has had a responsibility to the society. Unfortunately, with increasing corporatisation of the media outlets, responsibility to shareholders of the media corporate has begun to overshadow societal obligations.

Proactive media coverage, and investigative reporting have been all but absent. If Bhopal is alive in public mind, it is because Bhopalis have made their story so compelling that the media has been unable to ignore it. Better still would have been for the media to proactively cover, uncover and tell the story of unfolding disaster in Bhopal.

But if this is the case with the world's worst industrial disaster, what chance do the thousands of pollution-impacted communities around the country have to have their stories heard, and for the perpetrators to be put on trial publicly and by the media?

Mainstream media has regressed from its social ethic of yesteryears. The lack of institutional memory in media organizations with respect to lingering legacies such as in Bhopal or in any pollution-impacted community in India has meant that coverage of such issues has been piecemeal. Little or no lessons being learnt or shared from the experiences of all these communities over all these years.

** Nityanand has a degree in electronics engineering, but works as 'a traveling journalist'. His work brought him to Bhopal for the first time 10 years back in 1995. He lives in Chennai and has since been writing research-based reports on environmental and human rights issues.*

You could reach Nityanand Jayaraman at: nity68@vsnl.com

Facets



Raghu Rai was born in the small village of Jhhang, now part of Pakistan. He took up photography in 1965, and the following year joined "The Statesman" newspaper as its chief photographer. Impressed by an exhibit of his work in

Paris in 1971, Henri Cartier-Bresson nominated Rai to join Magnum Photos in 1977.

Rai left "The Statesman" in 1976 to work as picture editor for "Sunday," a weekly news magazine published in Calcutta. He left in 1980 and worked as Picture Editor/Visualizer/Photographer of "India Today", India's leading news magazine, during its formative years.

In the last 18 years, Rai has specialized in extensive coverage of India. He has produced more than 18 books, including *Raghu Rai's Delhi, The Sikhs, Calcutta, Khajuraho, Taj Mahal, Tibet in Exile, India, and Mother Teresa.*

For Greenpeace, he has completed an in-depth documentary project on the chemical disaster at Bhopal in 1984, and on its ongoing effects on the lives of gas victims. This work resulted in a book and three exhibitions that have been touring Europe, America, India and southeast Asia since 2004, the 20th anniversary of the disaster.

Rai was awarded the 'Padmashree' in 1971, one of India's highest civilian awards ever given to a photographer. In 1992, his National Geographic cover story "Human Management of Wildlife in India" won him widespread critical acclaim for the piece. Besides winning many national and international awards, Rai has exhibited his works in London, Paris, New York, Hamburg, Prague, Tokyo, Zurich and Sydney. His photo essays have appeared in many of the world's leading magazines and newspapers including "Time", "Life", "GEO", "The New York Times", etc. He has served three times on the jury of the World Press Photo and twice on the jury of UNESCO's International Photo Contest.

Raghu Rai lives in Delhi with his family and continues to be an associate of Magnum Photos.

MEDIA ANALYSIS

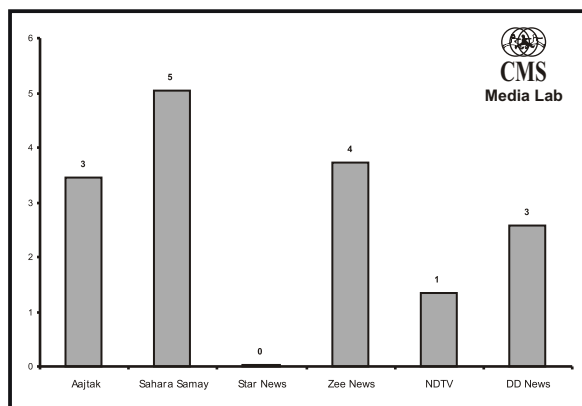
Entertainment Overshadows Environment Issues

Dipti Kulkarni
Consultant, CMS

It is the business of this section of the newsletter to study and analyze the coverage of environment news by the Indian television news channels and to advocate better coverage of these issues. The understanding behind such advocacy quite obviously is that more coverage will mean more awareness of environmental issues. However such awareness only creates conditions for eco-friendly decision-making and is not sufficient in itself for taking actions...it is only a necessary first step.

From mid-November to mid-January, which are being discussed here, six national news channels namely, Aaj Tak, Sahara Samay, Star News, Zee News, NDTV and DD News were monitored from 7:00 pm to 11 pm for their coverage on environmental news. Only about 1% of the total coverage every month of all channels taken together dealt with environment news. Whereas 20% of total airtime was devoted to Sports and 15% to Film Entertainment Infotainment. This neglect to issues of social concern extends across the board with issues of health, education and agriculture getting a miserable 1% of total coverage per month.

Channels like Star News and NDTV come last in line when it comes to covering environmental issues. Star News had no coverage of environment issues while NDTV had 29 minutes of coverage over two months. It is surprising that even public broadcaster DD News



Monitoring of News channels for Environment and wildlife

devoted only 1% of its airtime to environment issues every month. Sahara Samay on the other hand 28 news stories over this period amounting to as much as 240 minutes of total airtime. Zee news also had coverage of 103 minutes over this period.

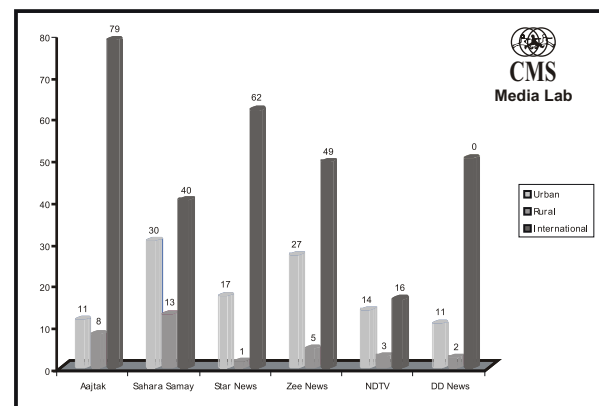
Thus, we see environment and other social issues like health, education and infrastructure are not the agenda of most news channels whereas Sports, Crime, National Politics and Film and Entertainment get ample coverage.

Another area of concern is the obsession news channels have for metros and urban areas.

In the month of November as much as 55% of total airtime for environment news had stories originating from Delhi and Mumbai and the share of all rural areas in the country put together accounted for only 2%, other towns and cities 23%. The trend was similar in December and January. Though in January coverage of news originating from other towns and cities was much higher (36%).

Even among the metros, it is only Delhi and Mumbai who are being covered. The coverage for Chennai and Kolkata has ranged from 0-1% across channels. All other state capitals together get 7% of total coverage. NDTV and DD News have 40-55% of their coverage on environmental issues devoted to Delhi alone. Of all the environment news broadcast, news originating from Mumbai amounts to 18% on an average. The coverage of environmental issues from the rural areas is done most by Aaj Tak and Sahara Samay (3% on an average).

This analysis shows that there is concentration of news from some sources perhaps political centres or places considered more newsworthy whereas other parts of



Origin wise coverage for Environment and Wildlife issues

the country no matter how grave their issues do not get as much coverage.

To conclude, channels need not assume that their viewers are only interested in sensational stories like crime and celebrity engagements. Citizens are very much interested in what affects them and are interested in knowing the status of their nation's environment, education, health and other social indicators. This interest is apparent from the increasing civil society

campaigns in many parts of the country. Campaigns against cutting of trees for the Common Wealth Games, or against unplanned infrastructure changes in the cities have seen active participation from citizens and civil society groups and are testimony to the increasing awareness and concern citizens have towards the environment. Mass media can catalyze this movement further by using optimally their reach and popularity to bring environmental concerns to the forefront.

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.

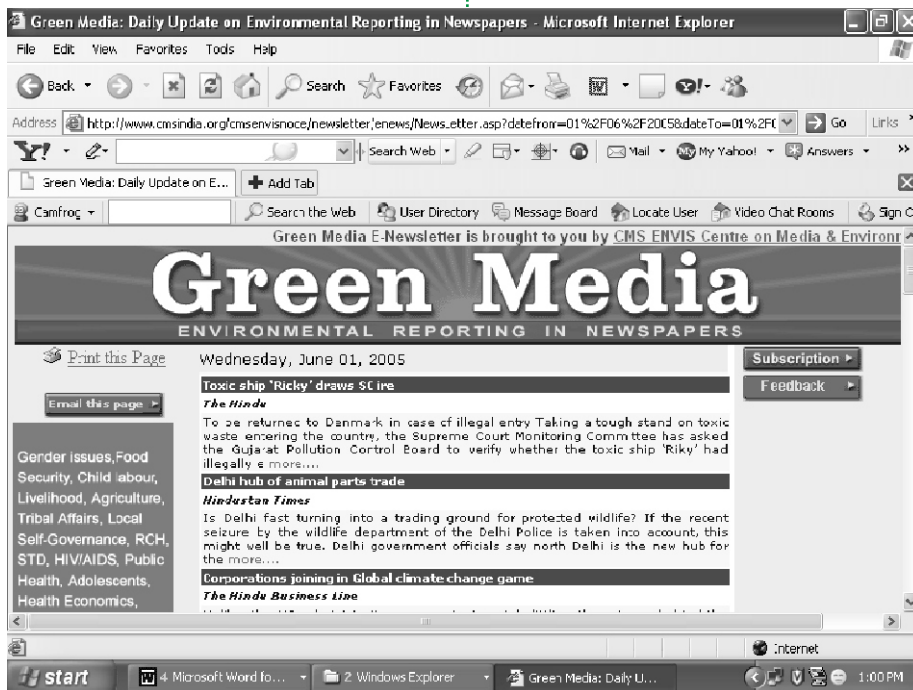
Green Media satisfies information requirements of environmentalists, wild lifers, conservation activists, researchers, media professionals, filmmakers, political activists, NGOs/ scientific organizations, mass communication institutes, lobbyists and advocacy groups in an effective and functional manner. The newsletter reaches to more than 4000 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



Green Film Bazaar

Hunting Down Water

Sanjay Barnela, Vasant Saberwal

English, 32 Mins, VCD, Rs. 450, DVD, Rs. 700

Synopsis: "these things lood good only on television...things about economy and saving water and all that" say Nidhi and Madhur looking fresh after a rollicking rain dance party. Or take the case of Somabhai Patel of Memna village in Gujarat who owns 14 borewells on his agricultural land. "The water used to be at 100 feet below the ground just a few years ago, now it has gone down to 500 feet". Quotes that reinforce the fact that the present water crisis is largely a crisis of our own making. It is not about failing monsoons or the fact that parts of India are naturally dry. Water is diverted from the rural countryside to meet the unending needs of India's urban population- not just for drinking, but also, to wash cars, fill swimming pools to water amusement parks or simply to flush. The Municipal Commissioner of Mumbai reveals startling facts to bear this out. The facts are mind-boggling! Hunting Down Water studies the dynamics of this man-made crisis.

The Jaws of Death

Gautam Saikia

English, 18 mins, DVD, Rs. 550

Synopsis: Kaziranga National Park, the home of one horned rhinoceros is a world heritage site. The National Highway 37 runs across the park on its southern front. The north is bounded by river Brahmaputra. During monsoon flood water from Brahmaputra enters the park and inundates almost 80 per cent of its land area. As the water rises, the animal begins to move towards south for shelter. However they need to cross the national highway before they can reach the high hilly terrain of Karbi Anglong situated adjacent to the park. The innocent animals often fall victim and get crushed by the speeding vehicles. This continues unabated.

Devta Activists

Sanjay Barnela, Vasant Saberwal

English, 28 mins, VCD, Rs. 450, DVD, Rs. 600

Synopsis: "Devta Activists" is set in the Kullu valley of the Indian Himalayas. It seeks to explore the role of traditional institutions such as 'Devtas' (deities) in

conservation of natural resources. By acceding control over natural resources to Devtas several informal conservation practices of local communities have constituted themselves over time, today, these practices find their authority threatened because of the presence of two looming symbols of modernity in the area-the Great Himalayan National Park and the Parvati Hydro-Electric Project, the former representing the exclusionary approach to conservation and the latter a symbol of national development. The film is a study of how local traditions negotiate with contemporary discourses on scientific conservation and national development.

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 policy making in public systems and services.



Over two decades, CMS has emerged as an interdisciplinary professional body with a wide range of concerns and capability in areas of communication studies, social research, social development, environment, public opinion research, training and performance appraisal. CMS is well known for its survey methodologies and field research, both qualitative and quantitative, including large-scale national studies.

CMS operates through specialized teams of professionals with multidimensional expertise. These teams include **CMS Environment**, **CMS Social**, **CMS Communication**, **CMS Academy** and **CMS Polls**. CMS has set up a **Transparency Studies Unit** and also brings out the **Transparency Review** periodical. The **CMS Academy** is well known for its workshops, seminars, training and orientation programmes for senior functionaries, decision-makers and those in the voluntary sector. The **CMS Media Lab** specializes in tracking news media, while the **CMS ENVIS Centre**, has been active in the field of environment and media. The **CMS VATAVARAN** film festival, initiated in 2001, is yet another well-known endeavour by this Centre.

Over the years, CMS has taken initiatives towards evolving a Citizens' Charter, social auditing, capacity building, transparency in public utilities, electoral reforms, information equity, good governance and campaign strategies. Its recent focus includes tracking RTI operations in the country. CMS initiatives with regard to regulatory frameworks, including for the environment, social sector and media, have also been well received.

4TH CMS vatavaran

Environment & Wildlife Film Festival

12-16 SEP 2007, INDIA HABITAT CENTRE, NEW DELHI

COMPETITIVE

MISSED EARLY BIRD ?
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18 AWARDS IN 12 CATEGORIES

Award Money: Rs. 25,000/- to Rs. 1,50,000/-

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EXTENDED ON DEMAND

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EARLY BIRD ENTRY — MARCH 31

REGULAR ENTRY — MAY 31

LATE ENTRY — JUNE 15

Categories - International

EARLY BIRD ENTRY — APRIL 30

REGULAR ENTRY — MAY 31

LATE ENTRY — JUNE 30

SUBSIDISED ENTRY FOR INDIAN FILM MAKERS FROM

- Andaman & Nicobar
- Bihar • Chhattisgarh
- Daman & Diu
- Dadra & Nagar Haveli
- Goa • Jammu & Kashmir
- Lakshdweep
- Madhya Pradesh • Orissa
- North East States
- Pondicherry • Rajasthan

SUBSIDISED ENTRIES:

Courtesy



Call for entries

ORGANISED BY:



For further details contact: Priya Verma, M: 09899979165

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Enter online: www.cmsvatavaran.org / www.withoutabox.com

Environment calendar

January

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

February

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

March

- 2-4 - 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
- 30 - No Tobacco Day

May

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

June

- 5 - World Environment Day
- 8 - World Ocean Day
- 17 - World Day to combat Desertification

July

- 11 - World Population day
- 28 - World Nature Conservation Day

August

- 6 - Hiroshima Day

September

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

October

- 2-8 - Wild Life Week
- 11 - International Day for Natural Disaster Reduction
- 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/ National Pollution Day
- 11 - International Mountain Day
- 14 - National Energy Conservation Day

World Water Day 22nd March

The international observance of World Water Day is an initiative that grew out of the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro.

The United Nations General Assembly designated 22 March of each year as the World Day for Water by adopting a resolution. This world day for water was to be observed starting in 1993, in conformity with the recommendations of the United Nations Conference on Environment and Development contained in chapter 18 (Fresh Water Resources) of Agenda 21. The Indian Cabinet has declared 2007 to be "Water Year" with a view to bringing greater focus on water policies and programmes and launching a massive awareness programme all over the country.

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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