

January - March 2009

# Green Voice

Quarterly Newsletter

# CMS ENVIS

## Newsletter on Environment & Media

**Theme : Sports and Environment**



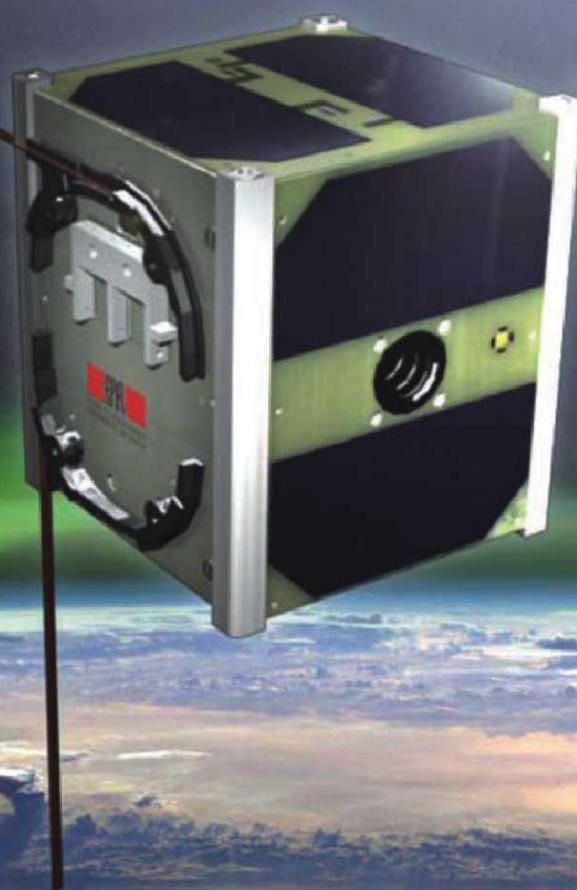
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2009: Year of Science and Education of  
Switzerland in India



The first Swiss satellite "SwissCube" will be launched from India in 2009  
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# CMS *environment*

## Promoting Environmental Responsibility

[www.cmsindia.org/cmsenvironment](http://www.cmsindia.org/cmsenvironment)

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

## Key Areas

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

## Services

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

January – March 2009

G r e e n V o i c e

## In Black & White

### Highlighting environmental issues

*Correspondent : Staff Reporter*

New Delhi: Bringing together the best of wildlife and environmental films is a two-day "Wildscreen Film Festival" that opens at the British Council on Kasturba Gandhi Marg here on February 9.

Consisting of film screenings and master classes on significant issues concerning wildlife and our planet as a whole, the wildlife and environmental film festival will also visit Bangalore, Mumbai and Guwahati. The master classes will be conducted by nine award-winning film-makers from the United Kingdom.

During the festival, renowned Indian film-makers like Mike Pandey and Sandesh Kadur will share the Indian perspective and their case studies with audiences. Screenings of wildlife and environmental films from across the globe, some of them winners of the Panda Awards, nicknamed the Green Oscars, will be the highlight of the festival. Day one will see an inaugural address by Delhi Chief Minister Sheila Dikshit, while actor Nandita Das will deliver the keynote address. There will be a master class on "Trends in wildlife and environmental film-making" by Harriet Nimmo and another on "Can films make a difference?" by Mike Pandey.

A 60-minute film titled "Can We Save Planet Earth?" co-produced by Discovery Channel and the Open University will be screened on February 10.

After a long, illustrious career as a naturalist, David Attenborough cares passionately about the world which he is leaving to coming generations. He looks into the future to find out what needs to be done to save the planet from the worst impact of global warming.

A special documentary commissioned by BBC Natural History United titled "Battle to Save the Tiger" will be screened on February 10. David Attenborough will narrate this moving documentary tracing the history from the 1960s when tiger shooting was legal to the present-day illegal trading of huge numbers of fresh skins from India to Tibet and China. This is the story of three champions of conservation – an undercover investigator, a tireless political campaigner and a whistle-blowing scientist.

Another film on the world climate change is "Global Dimming". Climate scientists have discovered a phenomenon that threatens to disrupt our world.

If scientists are correct, then we may be about to unleash a climate catastrophe on our planet the like of which it hasn't experienced in its four billion years. Described as the world's largest and prestigious wildlife and environmental film festival, Wildscreen was founded by Sir Peter Scott in 1982 and is organised every alternate year. It is aimed at mitigating the effects of climate change in an urban environment.

*Source: Saturday, January 31, 2009*

### Film on environment

*Correspondent : Tribune News Service*

Shimla, January 2: The government would try to create awareness about protecting environment by screening a short documentary film "For Whom the Jingle Bells Toll" produced and directed by film maker Vivek Mohan.

Chief minister P.K. Dhumal said here today that the film would be screened in all the educational institutions all over the state to motivate the younger generation. A copy of the half an hour duration film was presented to him.

"The film will be screened in association with the Education and Environment protection departments," he said. He added that the environment had emerged as a matter of global concern and people from all walks of life were required to be educated about the impact of global warming.

He stressed the need to involve NGOs in this movement. "WE have created the Himachal Environment Fund to collect donations for protection of environment and involve the public directly in this mission."

*Source: Saturday, January 03, 2009*

### Nokia's recycling campaign

*Correspondent : Special Correspondent*

New Delhi: Nokia will be launching its 'Take Back' campaign from Thursday (January 1) encouraging mobile phone users to dispose of their used handsets and accessories, regardless of the brand, at any of the recycling bins set up across Nokia priority dealers and Nokia care centres. For each handset dropped into

recycling bins, Nokia will be planting a tree, besides giving gifts to people participating in its campaign.

As part of its initiative to educate mobile phone users on the importance of recycling of e-waste, India's top mobile phone seller will begin the initiative from Delhi and then gradually roll out the programme in phases across the country. "We have laid out a robust recycling infrastructure across the country with over 1,300 recycling bins installed at our centre across India. We work with qualified recyclers around the world to ensure proper end-of-life treatment of used devices," said Nokia India Vice-President and Managing Director D. Shivakumar.

The 'Take back' campaign aims to increase awareness of the concept of recycling.

Source: Thursday, January 01, 2009

## Film festival to focus on ecology

Correspondent : Express News Service

Pune: Focusing on flora and fauna, the second Vasundhara International Film festival will kick off in the city from March 22.

A Kirloskar and Vasundhara initiative, the eight-day festival is dedicated to environment, water, wildlife, air and energy and will screen national and international films and host allied activities. Traveling to eight major cities the festival includes a photo exhibition and short film and documentary competition.

The festival will be held in Yashwantrao Chavan Auditorium, said festival director Virendra Chitrav. Twenty films will be screened and ten will be awarded.

The entries can be sent till March 10, forms are available with Club Vasundhara and India art gallery.

Source: Friday, February 27, 2009

## Belfast environment chief bans climate change ads

Correspondent : AP

DUBLIN: Northern Ireland's environment minister announced on Monday that he has banned the local broadcast of British government ads on climate change and denounced their energy-saving message as "insidious propaganda."

Sammy Wilson has repeatedly raised eyebrows since winning the environment post in Northern Ireland's power-sharing government last year. The hard-line Protestant, a leading light in the Democratic Unionist Party, argues that global weather patterns are naturally cooling, not warming, and humanity should invest in coping with God-driven climate change, not trying to slow down a man-made problem.

His latest fight is against the central government in London, which funds an "Act on CO2" campaign encouraging the public to reduce their use of electricity and fossil fuels. Northern Ireland is part of the United Kingdom, but the Catholic-Protestant coalition in Belfast has autonomy in many areas.

Wilson said the Act on CO2 ads were "giving people the impression that by turning off the standby light on their TV, they could save the world from melting glaciers and being submerged in 40 feet of water."

He said the ads, which have been running on British television stations including in Northern Ireland over the past year, represented "an insidious propaganda campaign" peddling "patent nonsense."

Wilson said he had already written to the British government's Department of Energy and Climate Change warning it not to distribute any more pollution-fighting ads in Northern Ireland.

In a brief statement, that London-based agency confirmed it had received the letter and would stop running TV ads in Northern Ireland pending legal advice.

In Northern Ireland's fledgling government, individual ministers control their own policy patch, even when others in the four-party coalition oppose their decisions.

Catholics and Protestants from other parties said Wilson's TV ad ban must win majority backing from Northern Ireland's legislature to become legal. Wilson said he did not need any authority but his own.

Wilson won no support Monday from outside his own conservative party, which is Northern Ireland's top vote-getter. Other lawmakers called for his resignation.

Such disputes have been commonplace in Belfast in the power-sharing era and individual ministers have usually prevailed.



Only last week, Education Minister Caitriona Ruane, a Catholic, abolished a decades-old academic selection test despite opposition from the Protestant side of the government. Last month, Protestant sports minister Gregory Campbell rejected plans to build a new multi-sports stadium that Catholics particularly wanted.

Tommy Gallagher, environment spokesman for a Catholic-backed party, the Social Democratic and Labour Party, said the environment minister was engaged in “grandstanding on an extreme and dangerous scale” and “must be held accountable for his maverick posturing.”

“It is one thing for Sammy Wilson to hold weird views on climate change or the creation of the world. It is another when he uses his position to pursue causes which are in conflict with the objectives of the department he is supposed to be leading,” Gallagher said.

David Ford, leader of a joint Catholic-Protestant party called Alliance, said Wilson’s views were “profoundly unrepresentative” of Northern Ireland opinion. He expressed surprise that Wilson had not mentioned the exceptional past week of snowfall.

“Almost the only misrepresentation that the minister did not utter was the suggestion that one week’s snow proves there is no global warming,” Ford said.

Wilson, a motorcycle enthusiast and former schoolteacher, has long been regarded as the most irreverent character within his strait-laced party, with a tongue equally acid and witty. His career survived a 1996 embarrassment when personal photos of him frolicking nude with a girlfriend on a French beach holiday ended up on the front pages of Belfast tabloid newspapers.

*Source: Tuesday, February 10, 2009*

### Google co-founder plans eco-mansion: Report

*Correspondent : REUTERS*

SAN FRANCISCO: Google Inc co-founder Larry Page is building an eco-mansion in Palo Alto, the original Silicon Valley powerhouse town, the local weekly said on Friday.

Page’s green-certified home should be 6,000 square feet, hardly modest for most folks, but only a bit over

half the size that he could build on the lot, according to Palo Alto Online, the website for Palo Alto Weekly, which uncovered the plans.

### Google declined to comment.

The house will include solar panels, materials that do not give off noxious chemicals, and paving that lets the rain seep through, a big deal in dry California where water planners want to fill up aquifers.

That should be enough to give it the minimum qualification for a green home, as measured by the Green Point Certification program, the website said.

Page aims to apply for a building permit next week on the 0.75 acre lot. It is adjacent to where he already lives; Palo Alto Online quoted neighbors as saying.

*Source: Sunday, March 22, 2009*

### Internet could become environmental watchdog

*Correspondent : REUTERS*

OSLO: The Internet could provide an early warning system for environmental damage, imitating an online watchdog that gives alerts about outbreaks of disease, scientists said on Thursday.

An automated trawl of blogs, videos, online news and other sources could yield bits of information to fill in a bigger picture of problems such as global warming, pollution, deforestation or over-fishing, they said.

“We’re facing huge environmental challenges ... But we don’t have good monitoring systems,” said Victor Galaz of Stockholm University who was lead author of the study with colleagues in Britain, the United States and Sweden.

“With the Internet there are pretty good ways to get that information. Nobody has exploited that really,” he told Reuters. Better environmental information could help governments to act.

Online statistics about a surge in fish prices in an Asian port, for instance, might hint at wider problems of over-fishing. Or a blog about an insect pest outbreak in a Nordic forest might fit a pattern tied to global warming.

The study pointed to successes by the Canadian-developed Global Public Health Intelligence Network (GPHIN), which trawls news wires and web sites for

information about diseases. "GPHIN currently picks up the first hints of about 40 percent of the 200-250 outbreaks subsequently investigated and verified by the WHO (World Health Organization) each year," they wrote in the journal *Frontiers in the Ecology and the Environment*.

Some online environmental monitoring networks already exist, such as birdwatchers recording sightings. Many species are shifting their ranges in what may be a sign of climate change.

The aim of trawling the Internet would be to "enlist the services of observers who don't know they are observers," said Tim Daw of the University of East Anglia in England, who was among the authors.

Coral reefs, which may die if sea temperatures rise, could be an example where scattered observations in Australia, Hawaii or the Caribbean might help put together a bigger puzzle, he said.

"Scuba divers, either recreational or professional, often put reports in blogs or other communications," he said.

One problem would be to filter out unreliable sources to avoid an information junkyard. Compiling information might perhaps be done by a UN agency.

Source: Thursday, March 19, 2009 ■

## ABSTRACT

### **Title: Sports and environment: Sports for everyone - room for everyone?**

*Personal Authors:* Cachay, K.

*Document Title:* **International Review for the Sociology of Sport**

The article looks at the conflict between sport and the environment, presenting, first, a systematic description of the main areas of conflict and, secondly, examining the traditional ways in which organized sports have dealt with environmental conflict. Thirdly, the heuristic potential of system theory is considered in this context, as well as its inherent consequences. The main areas of conflict looked at are: land deterioration, pollution, constraints and destructive effects on ecological life systems and noise. It is concluded that the sports system must learn to see itself as part of other systems' environment, and must consider the repercussions of its own actions on the environment. Several ways in which this can be achieved effectively are set out.

### **Title: The Environmental Effects of Blood Sports in Lowland England since 1750**

*Author:* Eric L. Jones

Melbourne Business School, 200 Leicester Street, Carlton, VIC 3053, Australia and University of Exeter, the Queen's Drive, Exeter, Devon, EX4 4QJ, UK.

This paper considers the effects of blood sports on the landscape, wildlife and farming, and assesses the implications of the topic for some matters of historical interpretation. Histories of individual sports written by practitioners are rarely candid about the environmental costs and even descriptions by professional historians tend to neglect the dynamic ecological consequences. Ritualized foxhunting supplanted more effective control and encouraged pests. Any benign consequences were incidental. Thanks to commercial money, shooting intensities held up well even during agricultural depressions. Game preservation, notably of pheasants, meant heavy pressure on birds of prey and other wild species; planting woodland was the main benign effect, although this simultaneously fostered so-called pests. Killing species that competed with game eliminated some wildlife but often proved self-defeating in the long term.

Source: <http://www.cababstractsplus.org/abstracts/Abstract.aspx?AcNo=19941806457> ■

## View Point

### Spoil Sports: 7 Activities that damage the environment

by Brian Merchant, Brooklyn



Not all sports were created equal--at least, not in the eyes of the environment. Some--hiking, running, swimming--represent the best of man in harmony with nature. Others--monster truck rally races, say--are just flat out environmentally offensive, and seem to be little more than a raised middle finger to our global warming-imperiled earth. To consider environmental impact, we need to examine these sports on several different levels: Basketball for example, when played as a neighborhood pickup game, can be nearly as harmless as taking a stroll. But factor in worldwide popularity, hundreds of jet flights every year, and you've got yourself one mega carbon footprint. The following seven spoil sports cause serious damage to the environment:

#### Skydiving



Yup, this is performed as a competitive sport--there are actually sanctioned skydiving competitions. You may have seen them on ESPN, in fact. Unlike its more dangerous, more sustainable cousin, Base jumping, skydiving requires a fossil fuel-spewing flight for every leg of the competition. That's a lot of fueling and refueling.

#### Soccer



For many, soccer is a fantastic, beautiful sport. The game unites cultures, countries, and backgrounds in a common bond of athletic competition. It requires nothing but some friends, a ball, and an afternoon full of fresh air: Unless you're one of the hundreds of thousands of people who play it professionally. Then, you'll need buses, cars, and airplanes to transport you across

continents. After all, soccer (rather, football, to everyone but us stubborn Americans) is the biggest, most widely followed sport in the world--and that means players across Europe, Australia, North and South America, Africa, Asia, virtually everywhere except Antarctica are traveling from game to game, collectively creating a fossil fuel-burning storm.

#### NASCAR

Despite some high profile players using techniques like hypermiling to save fuel economy, there's really nothing green about NASCAR. At all. Not only does



this sport--dedicated to driving around a racetrack repeatedly for 500 miles--attract huge crowds of eco-impacting people who each likely drive to the event themselves, but, oh yeah, did we mention it's a sport dedicated to driving around a racetrack repeatedly for 500 miles? And all for what? Given the only excitement is a not so green crash, watching this high speed race can actually be extremely boring. And imagine the carbon emissions that would be spared if this need-for-carbon-emitting' speed were to finally run out of gas. We can dream, can't we?

#### Hunting and Blood Sports

We might catch some flak for this one, but let's just come out and say it: Hunting aren't green. In a perfect world, hunting would be not only being permissible, but



completely sustainable as well. In our world, it threatens to throw off the balance of ecosystems and often puts a dent in already endangered species' populations. And when you have folks engaging in acts like aerial wolf hunting, it really makes you question the validity of the sport in general: Yes, there was a time when hunting was a necessary aspect of survival. For those of us living in rich, over consuming societies, that time has passed.

#### Downhill Skiing/Snowboarding

Skiing is fantastic. So is snowboarding. But at the moment, the downhill variation is anything but green. Resorts are resource-consuming giants, people drive





and/or fly from miles away to get to ski destinations, and the amount of gear that must be manufactured to support the industry

is arguably one of the highest.

But skiing and snowboarding are also the sports most likely to be removed from this list--resorts are making efforts to use renewable energy, carpooling initiatives are being implemented, and more skiers than ever are taking to the more sustainable back country. See these green ski destinations for some examples of good progress.

### Drag Boat Racing (Motor Boat)



Okay, so consider this the polar opposite of soccer. As opposed to a sport that's beloved by all and consumes resources incrementally and as a result of mass playing, here we have a sport that's

beloved by almost no one, and attempts to make up for that fact by emitting nearly the same amount of carbon dioxide. Come on, drag boat racing? We didn't even know this existed until we started researching this piece. These boats exist only to zip off in a straight line, leaving a wake of carbon-rich exhaust behind them.

### Aerobatics and Air Racing



Until the day comes when planes can fly entirely on sustainable biofuels I think we have our grand champion of wasteful competition here. What could be more resource intensive than competitively flying

airplanes on a regular basis? We challenge you to find a less green sport than this.

Source: <http://www.treehugger.com/files/2009/02/spoil-sports-7-activities-that-damage-the-environment.php?page=2>

## Thirteen Part Television Series on Geography and the Environment Broadcast in Israel



A new television series, "Sovev Israel" (translated as both Around Israel and Israel Environment), was launched on March 22, 2009 in Israel. The series was produced by Israel Educational Television in cooperation with the Geography Instruction Inspectorate in the Ministry of Education and with the assistance of numerous organizations, including the Ministry of Environmental Protection, the Nature and Parks Authority, the Jewish National Fund, the Israel Electric Corporation, the Center for Educational Technology, the Israel Geographical Society, the Council for a Beautiful Israel and the Geological Museum in Ramat Hasharon. The series is based on a quiz show on geography and environment in Israel with the participation of 27 students and their classes, hailing from every section of Israel and every sector of Israeli society. The series integrates humorous segments and spectacular video clips featuring different parts of Israel, which were produced in a specially designed studio. The television series follows up on a quiz on Geography and the Environment in Israel which was initiated in the autumn of 2008 for the purpose of familiarizing junior high school students with Israel's human and physical landscapes and with central environmental and social issues and dilemmas on Israel's agenda. The television series will follow the representatives of 27 schools as they vie for first place in the quiz.

The program will be aired every Sunday afternoon on Educational Television on Channels 1 and 2. Main subjects in the quiz:

- Environmental quality in Israel
- Energy sources and energy production processes
- Israel's water resources and their use
- Land and open space
- Population in Israel
- City and environment
- Rural settlements
- Transportation and communication
- Israel's landscapes and their formation
- Places and sites in Israel
- 100 years to Tel Aviv

Green Prophet is proud to know the hostess of this new series. Stay tuned. We'd love to see it air in English, and online.

Source: <http://greenprophet.com/2009/03/25/7777/13-environment-tv/>

January – March 2009

Green Voice

## NGO Vignette

### Advit foundation

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



**Advit Foundation** is a not for profit organisation, working for environmental conservation and livelihood enhancement. Advit seeks to empower communities through various viable options for sustainable development. It provides a platform for skill enhancement, capacity building and natural resource conservation through participatory approaches. This is undertaken by identifying local needs, selecting, generating, improving, developing appropriate technologies and promotion of environmental awareness and education through its various programmes.

Advit promotes environment awareness, education and conservation through its various programmes. The prime areas of work include - promoting environment awareness to both rural and urban sections of the society; enhancement of knowledge and skills towards creating livelihoods and designing resource conservation models.

#### Awareness

Advit is striving to generate awareness on the need to educate, provide a platform for learning to all and impart the importance of conserving environment and managing resources in everyday life. The activities focus both on rural and urban sections of the society.

#### Education

The organisation vision is to create and nurture a learning culture that believes in and breathes change through education. Through change Advit look towards the infinite possibilities that can be created for the positive development of children and adults. Advit

designs and implements environmental education and awareness activities pertinent to:

- Reviving traditional models that help in livelihood enhancement.
- Basic education and skill development models for weaker sections of the society.
- Environment education activities for urban schools.
- Safe chemical health trainings imparted to factory workers.

Source: <http://www.advit.org>

### About ENVIS Network in India

Working towards the conservation of environment, an environment information system (ENVIS) was established by the



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

[www.envis.nic.in](http://www.envis.nic.in)

# Media Analysis

The buzzword climate change may have put environmental news back onto page one, but are the issues getting the media treatment they deserve? Do stories like mining in Aravallies get enough attention? In struggles over projects like Dharma port near Gahirmata, Orissa, which can put the endangered olive ridley sea turtle closer to the slippery edge of extinction have equal media voice? From Panchayats to parliaments environmental issues directly affect our communities, food supply, health and the sustainability of our economic development. So why the eco system primary news isn't beat like sports, politics and business. The limited knowledge of reporters also leads to environmental catastrophe, the stories also suffer content limitations, typically providing little qualification or support from scientific data, making vague references to the scientific communication, and emphasising sensationalist aspects. The recent media attention to the United Nations' climate panel reports, Al Gore's documentary film "An Inconvenient Truth," and books such as Elizabeth Kolbert's "Field Notes from a Catastrophe" are part of an uptick in environmental coverage. Nonetheless, environmental issues represent a very low proportion of all stories covered by newspapers and television.

These stories also suffer content limitations, typically providing little qualification or support from scientific data, making vague references to the scientific communication, and emphasising sensationalist aspects and near-term and personal consequences.

## Methodology

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

1. Prime time band of study. The prime (7 pm-11 pm) 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 24x7, Star News, DD News, Zee News and CNN IBN.
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.

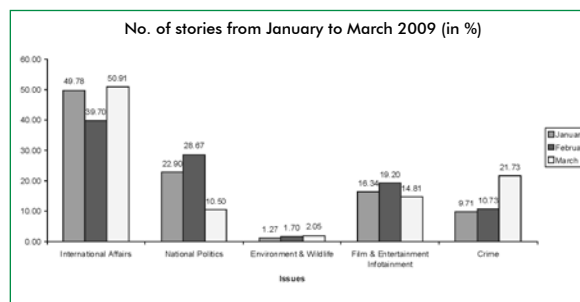
5. The stories were classified and separately coded (Ex politics, business, sports, environmental news etc.)
6. Environmental related stories are being separately reviewed

Analysis of the leading Hindi news channels reflect on their low priority for environmental beat. Out of the total coverage in the month of January, February and March the percentage of environmental coverage is merely 1.27%, 1.70% and 2.05% respectively. Even

**Table 1: Stories in prominent news channels from January – March 2009**

Classification		
<b>January</b>	<b>No. of Stories</b>	<b>%</b>
International Affairs	1487	49.78
National Politics	684	22.90
Environment and Wildlife	38	1.27
Film and Entertainment	488	16.34
Crime	290	9.71
<b>Total</b>	<b>2987</b>	<b>100.00</b>
<b>February</b>	<b>No. of Stories</b>	<b>%</b>
International Affairs	1191	39.70
National Politics	860	28.67
Environment and Wildlife	51	1.70
Film and Entertainment	576	19.20
Crime	322	10.73
<b>Total</b>	<b>3000</b>	<b>100.00</b>
<b>March</b>	<b>No. of Stories</b>	<b>%</b>
International Affairs	1169	50.91
National Politics	241	10.50
Environment and Wildlife	47	2.05
Film and Entertainment	340	14.81
Crime	499	21.73
<b>Total</b>	<b>2296</b>	<b>100.00</b>

**Graph 1: Stories on environmental issues in prominent Hindi news channels (In percentage)**



Source: CMS Media Lab

January – March 2009

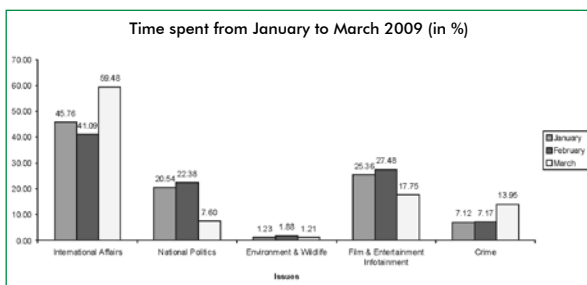
G r e e n V o i c e

the film and entertainment enjoys around 20% of the stories and international affairs approx. 30-40% stories. In terms of percentage of time dedicated also issues like politics get the coverage of more than 20% and the environmental issues is just below 2%.

**Table 2: Time spent by prominent news channels on environmental stories**

January	No. (minutes)	%
International Affairs	5950	45.76
National Politics	2670	20.54
Environment and Wildlife	160	1.23
Film and Entertainment	3298	25.36
Crime	926	7.12
<b>Total</b>	<b>13003</b>	<b>100.00</b>
February	No. (minutes)	%
International Affairs	4481	41.09
National Politics	2441	22.38
Environment and Wildlife	205	1.88
Film and Entertainment	2997	27.48
Crime	781	7.17
<b>Total</b>	<b>10905</b>	<b>100.00</b>
March	No. (minutes)	%
International Affairs	5450	59.48
National Politics	697	7.60
Environment and Wildlife	111	1.21
Film and Entertainment	1626	17.75
Crime	1279	13.95
<b>Total</b>	<b>9163</b>	<b>100.00</b>

**Graph 2: Time devoted on environmental issues in prominent Hindi news channels (In percentage)**



Source: CMS Media Lab

Aaj Tak in the month of January had one story and no stories were spotted on the channel in February 2009. Similarly trends have been reported in Zee News also. DD News had 56, 39 and 33 stories in January, February and March respectively while Star News in January had merely nine stories. CNN-IBN and NDTV 24x7 were promising with 62 (January) and 116 (February) environment related stories

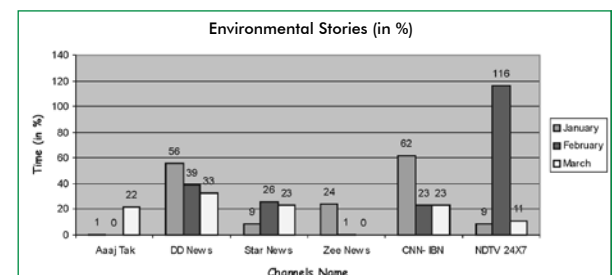
respectively which were highest in comparison to Aaj Tak, DD News, Star News and Zee News.

Looking at the overall coverage of the channels it is evident that less than one percent of the total time is devoted to the issues like environment and wildlife (refer table and graph given below).

**Table 3: Environmental stories trends on Hindi news channels**

TV Channels	January 2009	February 2009	March 2009
<b>Aaj Tak</b>			
Environmental Stories	1	0	22
Total Time	4414	3550	4309
% of Time	0.02	0	0.51
<b>DD News</b>			
Environmental Stories	56	39	33
Total Time	5801	4662	5468
% of Time	0.97	0.84	0.6
<b>Star News</b>			
Environmental Stories	9	26	23
Total Time	4723	3828	4503
% of Time	0.19	0.68	0.5
<b>Zee News</b>			
Environmental Stories	24	1	0
Total Time	3973	3382	3734
% of Time	0.6	0.03	0
<b>CNN-IBN</b>			
Environmental Stories	62	23	23
Total Time	4675	3983	4760
% of Time	1.32	0.58	0.48
<b>NDTV 24x7</b>			
Environmental Stories	9	116	11
Total Time	4879	4128	4757
% of Time	0.17	2.81	0.22
<b>Overall Channel</b>			
Environmental Stories	161	205	112
Total Time	28465	23533	27531
% of Time	0.56	0.87	0.40

**Graph 3: Time devoted on environmental stories by Hindi news channels**



Source: CMS Media Lab



# Open Windows

## Theme: Sports and Environment

### United Nation Environment Programme

[http://www.unep.org/sport\\_env/](http://www.unep.org/sport_env/)



UNEP has been actively pursuing the agenda of Green Games through various activities, programmes and forums. This section of UNEP website site gives information about UNEP efforts in the sports sector. There are quick links on the activities conducted in past and the UNEP role in the Olympics. You can browse for News centre for the latest updates, a multimedia section for an online exhibition and conservation videos.

### Green Mark

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

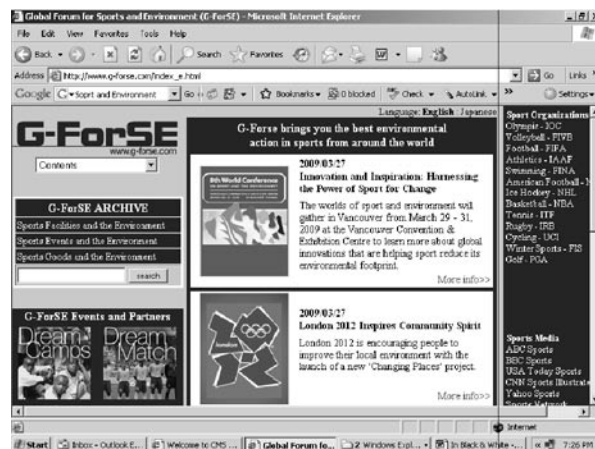


Green Mark is a website providing customised services on green strategy, sponsorship, policy development, branding and communications. The website provides one stop shop for endorsing sports for sponsorships of

green architecture, design features and programmes. The website provides solutions for public affairs, strategic communications and environmental consultation. Green Mark was created to help clients transforming their brands and operations to the betterment of their communities and their bottom lines

### G- Forse

[http://www.g-forse.com/index\\_e.html](http://www.g-forse.com/index_e.html)



G-Forse brings you the best environmental action in sports from all across the globe. The website has a link to all leading sports organisations around the world. The site also has a media section, an archive section for sports facilities, forthcoming sports events and information on latest sustainable sports goods.

### Sport<sup>4</sup> the environment

<http://www.sport4theenvironment.com.au/>



Sport<sup>4</sup> the environment is the website concerning significant environmental changes through sports. The links on the website provides list of athlete ambassadors behind sport4 the environment. Eco footprint section gives information about assistance to



sporting organisations in implementing environmental policies and achieving their environmental objectives.

## Enviro-Sports

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



Enviro-sports is the activity portal for enviro venture trail series like triathlons, swims and multi sport activities. The website gives insight into calendar for the forthcoming activities all around the year. The enviro-sports is for the people having passion for nature and outdoors. The site gives opportunity to volunteers for nature trails and outdoor activities all through the year. ■

## Carbon Neutral TV Series

### Espionage TV series, 24, Goes Carbon Neutral

According to Fox, their action-drama espionage series, 24, will be the first 'carbon neutral' programme on television. The makers of the show, which first aired in 2001, have cut down on the production's biggest pollutants - fuel used for transport, special effects and on-set generators - with plans to implement even more changes to their working practices in the near future. However, car chases, explosions and high-energy scenes will not be omitted from production, fitting into the producer's new environmental agenda with carbon offsets from wind-power plants in India. However, the fact that the network will buy carbon offsets rather than taking measures to reduce high-energy or high-pollutant scenes - such as explosions and car rashes - has raised controversy among critics. Many believe it demonstrates unsound practice for companies to be able to simply buy credit for the pollution they produce, as it discourages individuals and businesses from changing their behaviour to better the environment.

Source: <http://www.articlesbase.com/television-articles/espionage-tv-series-24-goes-carbon-neutral-837448.html> ■



CMS VATAVARAN, today, is considered a prestigious international green film fest in India. The festival follows the format of being competitive one year and travelling the next. The 4th edition of the festival, held in 2007, attracted 275 entries from 18 Indian states and 18 foreign countries. Considering that 2007 was the inaugural year for the international category, we are truly happy with the response from our non-Indian filmmakers.

The theme of the festival 2009 is Climate Change and Sustainable Technologies. Another area of focus is Natural Heritage Conservation.

With the year 2009, the fifth competitive edition has arrived, bringing with it some terrific new features. These are:

- Total prize money: INR 20,00,000
- Prize money ranging from: INR 50,000-INR 150,000
- Twenty five awards in 16 Indian categories
- Ten awards in nine international categories
- Five new categories for Indian filmmakers
- Five new categories for international filmmakers
- Travel and accommodation support to all nominated Indian filmmakers
- Accommodation support to all nominated international filmmakers

The following programmes would be organised:

- Congress of the International Federation of Environmental Journalists on the theme "North-South Differences in Reporting Climate Change" (approx. 200 environmental journalists from across the world would be participating including Germany)
- Seminar "Towards Carbon Neutral Indian Cities"
- Sustainable Technologies Expo
- Workshop: "Climate Change Primer for Teachers"
- Ecotrip to Green Buildings
- Environmental Games on Climate Change
- Exhibition on Climate Change
- Seminar on Ecotourism
- Symposium on Challenges in Conserving Natural Heritage

Participation would be from Banks, Embassies, Corporates, Pollution Control Boards, Municipal Corporations and Councils, State Councils for Science and Technology, Forest Development Corporation, Ecotourism Development Boards, Forest, Environment and Wildlife Departments, Defense etc. Approx. 1000 delegates are expected to participate.

# Some Environmental Sports Buzz



GLOBE-Net (March 31, 2009) - The very first winners of the IOC Award for Sport and the Environment were announced on the first day

of the World Conference on Sport and Environment in Vancouver. The inaugural trophies were presented to five organisations representing the five continents, which have made tremendous contributions to the implementation of outstanding practices in the field of sustainable sport and the environment.

## How the winners were selected?

The entries received illustrated not only the involvement of sport in driving the environment agenda, but also the importance of its contribution. The winners were chosen from among individuals, groups and organizations nominated by National Olympic Committees (NOCs), International Sports Federations (IFs) and Continental Associations.

A jury composed of members of the IOC Sport and environment Commission selected the winners for each continent, taking into account the following basic evaluation criteria: impact of the activity, initiative or project on the promotion of sustainable sport; its ability to be carried on and to serve as a catalyst for sustainable sport practice worldwide; and voluntary contributions and innovative approaches.

The first-ever award was awarded to:

- For **Africa**: Green Africa Foundation
- For **America**: Oregon Track Club
- For **Asia**: Beijing Municipal Environmental Protection Bureau and the Beijing 2008 Olympic Games Organizing Committee (BOCOG)
- For **Europe**: German Olympic Sports Confederation (DOSB),
- For **Oceania**: "Rainbow Project" by Rowing New Zealand

## Who are the winners?

**Green Africa Foundation** is a Kenyan organization founded in 2000 to support ecological and environmental conservation with particular focus on arid and semi-arid lands in Kenya, where poverty is most prevalent. Recognising the impact of sport on ensuring environmental sustainability, the Foundation

has launched a "Green Africa Sports" department, which sets up guidelines for sports organisers about environmental awareness, proper waste management, and creating and maintaining a green environment. Thus, on the occasion of the IAAF World Cross Country Championships held in 2007 in Mombasa (Kenya), the environmental project set up by the Foundation, in close cooperation with UNEP, was considered by the IAAF as having set a precedent for all future IAAF events. Its activities reach beyond athletics, going from table tennis to canoe kayak, and from golf to boxing.

**The Oregon Track Club:** The organising committee made the 2008 US Olympic Team Trials the first sporting event in North America to successfully implement and uphold sustainable initiatives such as those outlined in the Olympic Movement's Agenda 21. The Club has been committed to reaching a high standard of sustainability, including integration of sport with environmental, social and economic considerations. Its sustainable efforts have included providing shuttles and promoting cycling, reducing waste and encouraging recycling and composting. The competition area and adjacent Festival, known together as the "Superblock", were powered by 100% renewable energy.

The initiatives led by the **Beijing Municipal Environmental Protection Bureau and BOCOG** have significantly heightened awareness of environmental issues, leading to major advances in the areas of energy consumption, sustainable water consumption, transportation, waste management and air quality. The Beijing Games significantly raised the bar of incorporating sustainability in large scale events. Special efforts through institutional and technical tools implementation, established more than 160 projects within the greater Beijing area that will enhance the environmental legacy of the city and provide its population and visitors with a more environmentally friendly life.

The **German Olympic Sports Confederation** issues the "Green champions in sport and environment", A Guide to environmentally-sound large sporting events". This publication provides guidance and examples of good practices undertaken in Germany by analysing the ecological impact, such as climate, transport, energy, waste, use of materials, noise,

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G r e e n V o i c e

nature and landscape, catering, merchandising and communications, that the different parties involved in sport have on the environment. Through this Guide, the sports community will endeavour and be encouraged to adopt a responsible attitude towards the environmental and sustainable development issues related to the practice of sport. Published by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and the German Olympic Sports Confederation, this Guide intends to encourage not only sports organizations, but also individuals, to be champions for sport and environment.

**“The Rainbow Project”** by Rowing New Zealand aims to host an environmentally sustainable 2010 FISA World Rowing Championships at Lake Karapiro without compromising New Zealand’s unique environment. The Rainbow Project’s environmental actions include a carbon emission reduction scheme, a zero waste plan, educational programmes for the next edition, a comprehensive bio-security strategy for inbound equipment, environmental protection for all permanent and temporary infrastructures, and the inclusion of an environmental officer on the organising committee. One of the goals of the Project is that 100% of the spectators in will have the choice to make a positive environmental contribution. With an unquestionable green focus, the 2010 FISA World Rowing Championships should leave a positive and sustainable legacy.

### Sochi 2014 Pledges Commitment to Host the Games without Waste



Sochi 2014 today reaffirmed its commitment to the environment through hosting the “Olympic Games without waste” seminar in the Sochi 2014 Joint Information Center (JIC) in Moscow.

The event attracted leading experts in ecology, who discussed ways to minimize waste during the preparation and staging of Sochi 2014. Participants also discussed how recycled waste can be a valuable commodity.

The seminar was attended by representatives of Russia’s Ministry of Natural Resources; Rosprirodnadzor, Russia’s Federal service for monitoring the natural

environment; the Ministry of Regional Development of Russia; State Corporation Olimpstroy; construction and design contractors; academic institutions; experts from the World Wildlife Fund (WWF) and “Greenpeace”; as well as numerous members of the business community.

The Olympic and Paralympics Winter Games in 2014 are playing a critical role in the development of a new approach to environmental protection in Sochi and across the whole of Russia. One of the major Sochi 2014 environmental commitments is the implementation of the Zero Waste program, which will see a system of raw waste material recycling as well as for the reduction in the amount of waste generated by the city and through Games preparations.

The experts agreed that a large event such as the Olympic and Paralympics Winter Games requires special attention. The head of the EU Harmonization of Environmental Standards II – Russia project, Dietrich Hahn, told about the research of the environmental impact of sporting events in Germany. This found that on the first day of an event the average spectator leaves approximately 200 grams of litter, meaning almost 3,000 tons of waste are generated during major sports events.

According to specialists, the amount of waste generated during Sochi 2014 construction will be approximately 500,000 cubic meters. Mobile systems for recycling waste will be installed in the areas of its greatest concentration to ensure effective waste management.

At the seminar, best practice examples of Olympic construction waste recycling were demonstrated. For example, during the construction of the second cargo yard in the Imeretinskaya valley more than 12,000 tons of concrete will be extracted from the ground and reused.

Sochi 2014 experts noted that maximum impact can be achieved using an integrated approach. This will engage both contractors and residents of Sochi. In addition, it is important to manage effectively construction waste process – past experience demonstrated that the result of recycling is high quality materials.

During the seminar, a great deal of attention was devoted to consideration of the General Program of Sochi Clearance. Work on this project is near

completion, as well as plans for a new, environmentally friendly waste disposal plant which will process both urban waste and waste related to Sochi 2014.

The seminar "Olympic Games without waste" is the second in a series of Olympic environmental seminars in 2009. These seminars are fast becoming a universal platform for open discussion amongst all Sochi 2014 stakeholders. Through the Olympic environmental seminars, Sochi 2014 will adopt international environmental best practice and the most advanced technology to ensure that the Krasnodar's unique nature is preserved for future generations.

Source: Sochi 2014

## Coca-Cola Sparks First Environmental Torchbearer Program



Apr 8, 2009--Based on close consultations with World Wildlife Fund Canada and the David Suzuki Foundation, Coca-Cola has created the first-ever Environmental Torchbearer Program for an Olympic Torch Relay. The program will be activated

during Canada's 2010 Olympic Torch Relay for the Vancouver 2010 Olympic Winter Games, beginning October 30, 2009.

Coca-Cola's Green Torch Relay Program encourages Canadians to pledge small lifestyle changes for the environment in exchange for the opportunity to carry the Olympic Flame. For North Americans, that may include turning off the water when brushing your teeth, biking or walking instead of driving, or washing clothes in cold water and then hanging them out to dry. The Green Torch Relay is one element of Coca-Cola's Olympic Games Sustainability Plan.

Coke selected Gerald Butts, president and chief executive officer of WWF-Canada, as the first environmental Olympic Torchbearer.

Members of the Mississauga Braves Hockey Association are the first chosen to participate in the Vancouver 2010 Olympic Torch Relay, marking the first time a team will be allowed to carry the Olympic Flame. This hockey association based in Ontario, Canada makes diligent efforts to reduce environmental impacts by

committing to simple initiatives such as carpooling, washing uniforms in cold water and hanging them out to dry, donating old equipment, and drinking from reusable water bottles.

"One of the environmental initiatives that I'm most proud of is carpooling because it cuts down emissions into the air and you get to travel with your friends," said 13-year-old Mississauga Braves hockey player Kevin Mellegers.

## Environment-Friendly Tips from the Mississauga Braves

- Carpool
- Use energy-efficient appliances
- Wash clothes in cold water and hang them out to dry
- Recycle old hockey equipment or give it to charity
- Turn off computers, printers, stereos and televisions when not in use
- Do not use gas or electric lawnmowers (old-fashioned push mowers do the job)
- Program your thermostat to what is needed
- Turn off lights when not needed
- Buy reusable shopping bags, not plastic
- Buy reusable mugs and water bottles to reduce waste from disposable cups (that's for you too, hockey parents and fans).

"We all have to do everything possible to reduce greenhouse gases, air and water pollution and conserve energy," said Doug Thompson, a director with the Mississauga Braves.

"Most importantly we have the opportunity to introduce this program into many schools and work places. I'm 54 and it's not so much about us; it's about the generations to come as they will be the ones that will be adversely affected by what we do today," Thompson said.

Teams like the Mississauga Braves can motivate others to be more protective citizens of the environment and be thoughtful of future generations. That's why Coca-Cola (on the recommendation of the WWF) selected the Braves as an example of Canadians making positive impacts. For their efforts, they'll get the experience of a lifetime.

"It's an honour to be picked as a team to carry the Olympic Torch," said 12-year-old Mississauga



Braves minor bantam player, Anthony Skrinjar. "This is something I can tell my grandchildren!"

### **Coca-Cola's Overall Olympic Games Sustainability Program**

The Coca-Cola Company — the Official Non-alcoholic Beverage Sponsor of the Vancouver 2010 Olympic Winter Games and the longest continuous corporate supporter of the Olympic Movement — has been associated with the Olympic Games since 1928. Its sponsorship supports National Olympic Committees in more than 200 countries to help athletes train and compete.

"We are indebted to the support and advice we received from the David Suzuki Foundation and WWF-Canada in creating this plan," said Dave Moran, communications director, Coca-Cola Ltd. "The Olympic Games are a unique opportunity for Canadians to demonstrate their commitment to creating a more positive environment."

Coca-Cola analyzed every component of its Olympic Games environmental footprint for its Olympic Games Sustainability Plan, which extends to all programs, activities and services related to the 2010 Winter Games. That includes using hybrid or high-efficiency delivery vehicles and introducing North America's first energy-efficient, climate-friendly coolers. And with the ambition of reducing 2010 Winter Games carbon emissions by 100 per cent, Coca-Cola is applying leading technologies to reduce emissions as well as purchasing Gold Standard carbon offsets (as recommended by WWF and the David Suzuki Foundation) to counteract the carbon footprint of Coca-Cola's 2010 Olympic contributions.

"Coca-Cola's Olympic Games Sustainability Program demonstrates the leadership needed from Canadian companies to address the environmental crisis," said Peter Robinson, CEO, David Suzuki Foundation in an issued statement. "It is an excellent example of how businesses can embrace a holistic approach to reducing their environmental impact while setting an example of the importance of taking action to address climate change."

### **Coca-Cola's Give It Back Campaign**

Thirsty consumers will see the Give It Back campaign where Coca-Cola is sold at the Olympic Games. By supplying and collecting all polyethylene terephthalate (PET) plastic containers throughout the Olympic

Villages and Olympic venues, 95 per cent of all Coca-Cola waste will be diverted from landfills. Better yet, this type of plastic (PET) is easily recycled to make a wide range of new products, including fibre for polyester carpeting, clothing fabrics and even auto parts. To showcase the end product, Coca-Cola workers will sport this environmentally friendly clothing made from a blend of cotton and recycled plastic bottles during the 2010 Winter Games.

### **Make Your Pledge to the Environment**

Any Canadian wanting to make a commitment to the environment can nominate themselves to become an Olympic Torchbearer by visiting [icoke.ca](http://icoke.ca).

### **Sustainability Stars**

To recognize the innovative sustainability efforts of its partners and sponsors, the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) recently created the Sustainability Star program. The Sustainability Star highlights Games-related sustainability innovations that are environmental, economic and social in nature. The program, which runs until March 31, 2010, will give these innovations an international spotlight as Vancouver and Whistler welcome the world in 2010.

The first nine stars, chosen by a 10-person jury, are: Coca-Cola's carbon footprint and offset program, Olympic and Paralympic Village Whistler; the BC Hydrogen Highway; the RONA Vancouver 2010 Fabrication Shop; the Richmond Olympic Oval; BC Hydro's Green Energy Innovations; LiveSmart BC, a program operated by the Province of British Columbia; Teck Cominco Ltd's Going for Gold employee engagement strategy; as well as Nortel and /EDU's LearnIT.

Source: Vancouver 2010

<http://www.vancouver2010.com/en/-/32678/q0c15c/index.html>

### **IOC Evaluation Commission Explore Tokyo Sites**



Some of Japan's finest sports heroes, smiling children and cutting-edge technologies today helped Tokyo 2016 guide the International Olympic Committee (IOC) Evaluation Commission on a tour of Tokyo's existing and proposed Olympic and Paralympic venues, showcasing the most compact, sustainable and efficient Games concept ever.



In a special moment at the Kasumigaoka National Stadium, the 1964 Olympic flame was re-enacted in the cauldron where it burnt last millennium, raising hopes for its future return in 2016.

With Tokyo proposing an ultra-convenient Games for athletes and spectators alike that sees 97% of venues within an 8km radius of the Olympic Stadium, the IOC Evaluation Commission were able to visit 28 out of 34 Olympic and Paralympic venues in just a single day. The tour ran completely on schedule without the assistance of police outriders or other traffic clearing measures. Tokyo 2016's compact plan will see 70% of athletes reach their competition venue in less than ten minutes via secluded and serene surroundings.

At Sea Forest – the island in Tokyo Bay reclaimed from the sea – the IOC's 13-member expert delegation became part of the future of Tokyo, joining local children to plant saplings that will grow to 3m high inside three years, as part of a transformation programme that will see 1,000 hectares of new green spaces introduced to Tokyo by 2016. At several parts of the route children and students waving Tokyo 2016 'clappers' turned out to enthusiastically cheer the visitors as they passed.

The IOC Evaluation Commission listen to a presentation from Aki Taguchi, Paralympic shooter. Among numerous other highlights, Tokyo 2016 showcased just one of the ways it will fulfill its renewable energy promise, with a 'power floor' installed at the Tokyo International Forum venue where simply walking on it generates usable energy.

Tokyo 2016's plan is a model of sustainability, with 23 of 34 Tokyo 2016 venues already in existence, including a strong legacy from the 1964 Games. Out of the 11 venues to be built, five are permanent and six are temporary, ensuring a fantastic sporting legacy for the 21st Century and no white elephants.

The Games will be staged in two interlocking zones: the Tokyo Bay Zone and the Heritage Zone – all within an 8km radius. The Tokyo Bay Zone will contain 20 of the 34 competition venues and symbolises Tokyo's new approach to sustainable urban development. The Heritage Zone is at the historic core of the city, containing much of the rich legacy of the 1964 Games and incredible assets from the 540,529 square metres Yoyogi Park to the iconic Imperial Palace.

Source: Tokyo 2016

[http://www.g-forse.com/archive/news767\\_e.html](http://www.g-forse.com/archive/news767_e.html) ■



**CMS ENVIS Centre**

## **on Media and Environment**

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

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

[www.cmsindia.org/cmservis](http://www.cmsindia.org/cmservis)

## Green Films

### Always Coca Cola

Inge Altemeier & Reinhard Hornung

29 Minutes 15 Seconds, English

**Summary:** As a principle sponsor of FIFA, Coca-Cola is keen to trade in on the world cup's image of fair play and good sportsmanship. But Many believe its business practices make a mockery of this reputation.

For thirsty fans at the world Cup there is only one choice of soft drink available. Whether it's Coke, Sprite or Bonaqua, all the brands on sale belong to Coca-Cola. Many of these drinks are produced in India, where Coca-Cola's business practices have elicited widespread condemnation. "The coca cola factory ruined my life" despairs one farmer. Producing 0.33l of coke requires 1 litre of water. In some villages near cola factories, water levels have dropped by 60 m. Harvests have fallen by more than 40% because there is not enough water to irrigate fields. But Coca Cola denies all responsibility. "We are not the problem" - states spokesman Rajiv Singh. There are simply too many people living here who are wasteful with water. Coca Cola also stands accused of pollution and union bashing. "Many workers in their factories receive around 50 cents for a 12 hour shift. They have no unions and sometimes receive no compensation for injuries sustained. As Bhagwab Das Yadav states: "All we want is for Coca Cola to respect India's labour laws."

### Dori

Vineeta Misra

8 Minutes 44 Second, Hindi

**Summary:** Bhigu is a seven year old child who one day dreams about winning the most fascinating object he had ever seen... the red kite. However, the dream turns into a nightmare when he is caught bunking school by his school teacher. In spite of being very scared of his school teacher, Bhigu decides to skip school and follow his dream with a conviction very strong... he would win the kite, no matter what. He convinces his friend Minti who after a lot of persuasion takes the risk of lying to the teacher about Bhigu. The dream starts turning to reality when the silent lanes of the old city roar with the enthusiasm of the kids running to catch the red kite with Bhigu right ahead of all of them. In the meanwhile the classes go on and get over till the teacher is seen packing his bags

and approaching the kids. However the teacher just misses the kids by turning homewards and unlike the nightmare Bhigu escapes the teacher's terror. With all his enthusiasm Bhigu grabs the string, only to realize that someone else has it too.

The film talks about a small child with small dreams and how when his dream comes true he realizes its not the way he wanted it to come true. He loses after having won and wins in spite of having lost.

### Have you missed it too?

Monalisa Baujabal

8 Minutes 27 Second, English

**Summary:** This film portrays a stunning panoramic view of one of the lesser known naturalized ecosystems in the very heart of the city-the Siri Fort woodland located amidst the ruins of the Siri Fort in South Delhi near Hauz Khas. There has been a gradual deterioration of the eco-system over the years. You cannot ignore the harsh sight of construction equipment and concrete structures coming up in this pristine woodland park over the last few months which is disturbing the wildlife breeding and nesting areas. As it is because of our rampant destruction and encroachment upon the habitats of the wild denizens we are waking up to the bitter truth of Global Warming. Old time visitors to this park complain plaintively that many species of wildlife are not being sighted anymore. Through this film we implore the citizens to join hands with us to save this delicate ecosystem as this is the root of our well being.

### Wild Saga of Corbett - Your travel guide

Kahini Ghosh Mehta

37 Minutes, English

**Summary:** Produced and directed by young naturalist, film-maker and wildlife photographer, Kahini Ghosh Mehta and scripted, research and anchored by Shivang Mehta - an avid Corbett lover and wildlife researcher, Wild Saga of Corbett takes the

Please send the pix in a jpg or tiff format

viewers through a memorable journey that would help them to prepare for their perfect Corbett safari. WSC informs tourists about the rules and regulations of the forest and indirectly educates them on the laws of the jungle and decorum that needs to be maintained. The latter part of the film deals with the issues of impacts of tourism on wildlife conservation with Kahini Ghosh Mehta taking the opinion of the custodians of forests that includes the director of Corbett Tiger Reserve who has given some interesting viewpoints and pieces of advice that can help in safeguarding the forest amidst rising tourism. Shot in the heart of Corbett Park with active support from the park officials, WSC is a depiction of how we as tourists can help in preserving a forest that is named after a man who left behind him the legend of conservation.

### Pardhies: The Untold Story

Anil Yadav

36 Mins, Hindi

**Summary:** Pardhies have been the part of Indian versatile society since centuries. Pardhies are vagrant they encamp themselves in such villages which are near to forests they have symbiotic relations with villagers because by hunting grazing animals like deers & hogs they helps villagers to protect their crops and in return they get protection for themselves. Some sorts of Pardhies not only hunt grass eaters but also the wild animals like Tiger, Hyena, and Lion etc. They work under the shade of National and International poachers. Due to continuous massive

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hunting of wild life the numbers of wild species has come on to a dangerous mark. Simply imposing law and order cannot stop wildlife crime. Socio-economic means should be applied to uplift the Pardhi society. On the other hand for next generation of Pardhies, the residential schooling would be great effort to demoralize them from their conventional profession related to wild crime. In our film proposal there would be depiction of daily activities of Pardhies, style of traveling in forest, superstitious mythology, their social customs the hunting techniques and tactics, interviews of wild life experts, forests officials and sociologists. ■

## Upcoming Events (International)



Event Type: Conference/Seminar

Date: May 31, 2009 - Jun. 4, 2009

Venue: Göteborg Convention Centre

Location: Göteborg, Sweden



Event Type: Conference/Seminar

Date: Jun. 4-5, 2009

Venue: Hotel Kabuki

Location: San Francisco, CA, USA



Event Type: Conference/Seminar

Date: Jun. 3-5, 2009

Venue: Marriott Washington

Location: Washington, DC, USA



Event Type: Workshops/Training Courses

Date: Jun. 3, 2009

Venue: Marriott Hotel

Location: York, UK

For more Information Visit: <http://www.environmental-expert.com/index.aspx>

January – March 2009

G r e e n V o i c e



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](mailto:webmaster@cmsindia.org)

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**Rohit Singh**

Programme Officer

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# FEEDBACK FORM

## ENVIS Quarterly Newsletter

*(Your feedback is important as it will help us make the necessary improvements)*

Name and Designation: \_\_\_\_\_

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1. Why do you read Green Media?

\_\_\_\_\_

\_\_\_\_\_

2. Mention any feature in this issue which you or your organization liked?

\_\_\_\_\_

\_\_\_\_\_

3. How do you rate the compilation of information?

☐ Average    ☐ Good    ☐ Very Good    ☐ Excellent

4. Do you want to regularly receive the upcoming issues of this newsletter?\*

Electronically: ☐ (Yes)      Hard copy: ☐ (Yes)

*\*This information will help us prepare an estimate of the number of copies for publication*

5. Any Suggestions for improvement:

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\_\_\_\_\_

\_\_\_\_\_

Please fill in the form and send it to:

**Rohit Singh**

Programme Officer

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**5<sup>TH</sup> CMS vatavaran**  
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COMPETITIVE

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FOR  
ENTRIES**

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- 2009 Festival Theme: Sustainable Technologies\*
- 2009 Focus: Natural Heritage Conservation
- Amateur Film
- Animation\*
- Climate Change\*
- Ecotourism
- Environmental Conservation\*
- Environmental Health
- Films for Children\*
- Forest for Life
- Livelihood
- Nature\*
- Public Service Announcements
- Student Film\*
- Water for All\*
- Wildlife Conservation\*

\*Categories open to international filmmakers also

**REGULAR ENTRY: May 31 FINAL DEADLINE: June 30**

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**For submission forms and guidelines contact:**

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Ministry of Environment & Forests  
 Government of India

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# Environment calendar

## January

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

## February

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

## March

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

## April

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

## May

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

## June

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

## July

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

## August

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

## September

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

## October

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

## November

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

## December

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

If you are interested in sending us articles, features or any other relevant information please contact us at [webmaster@cmsindia.org](mailto:webmaster@cmsindia.org)

## World Meteorological Day 2009

### Weather, climate and the air we breathe

23 March 2009

Each year, on 23 March, the World Meteorological Organization, its 188 Members and the worldwide meteorological community celebrate World Meteorological Day around a chosen theme. This Day commemorates the entry into force, on that date in 1950, of the WMO Convention creating the Organization. Subsequently, in 1951, WMO was designated a specialized agency of the United Nations System.

This year, the theme is "Weather, climate and the air we breathe".

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