

July - September 2008

Green Voice

Quarterly Newsletter

CMS ENVVIS

Newsletter on Environment & Media

Theme : Natural Heritage



An Initiative of



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



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CMS *environment*

Promoting Environmental Responsibility

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

In Black & White

PETA asks gov to probe website that sells tigers

Correspondent : Staff Reporter, IANS

MUMBAI: People for the Ethical Treatment of Animals (PETA) has asked the central government to investigate a website's claim that it sells tigers.

In a letter dated Sep 9 to the Ministry of Environment and Forests, the animal rights organisation said: "We were shocked about the claims of the website buytigers.com, which says it sells five-month-old female tigers". The letter addressed to the secretary of the ministry was sent by Anuradha Sawhney, PETA India's chief functionary.

The PETA letter claimed that the website says: "It was a dream until yesterday, now it's true. Directly from our India breeding, we give you the possibility to buy a tiger online and without any trouble."

"The website claims they have been breeding tigers in India and shipping them worldwide since 1984. They also claim to provide a breeding manual," the PETA letter said. The website says a five-month-old tigress costs \$13,400, and comes with an "ivory collar", three "tiger toys" and a guide.

PETA requested the government to "investigate the matter and take appropriate steps to prevent trade of these animals as tigers are protected under Schedule I of the Wildlife Protection Act, 1972".

Source: Times of India, Friday, 12 September 2008

Buying a green PC still not so easy

Correspondent : Staff Reporter

WASHINGTON: It's not easy being green - especially when it comes to computers.

While for years the computer industry has been touting green components and working to reduce the power used by individual components, a typical PC with monitor still uses about as much electricity as three or four 100 watt light bulbs.

Consider that many personal computers are left on all the time, and you're looking at some serious power consumption - and some hefty electricity bills.

What you can do to reduce the power consumption of your current computer may be limited. But when it's time to look for a new machine, it'll pay to keep an eye on how much power the machine will use. That's because there's never been a greater disparity between the power used by energy-sipping models and that used by the most powerful PCs. Here's how you can distinguish the green PCs from rest.

The size of a computer case doesn't have to mean anything about how power-efficient a computer is, but it's often a clue. Larger cases are typically used when heat dissipation is an issue, and heat dissipation is a concern when power-hungry components are at work.

Smaller cases are often used to house lower-power or energy-efficient components. So while smaller doesn't always mean better, it's a safe bet to assume that it is. Notebooks - the smallest of all personal computers - are typically the most power efficient as well. They're designed from the ground up to be able to perform standard computing tasks while drawing a minimum of power, and they go into power-saving mode more quickly than a standard desktop, since at times they have to run on a battery. So notebook users today can almost always boast of having the greenest computers. You might think that the latest crop of powerful processors are also the most power-hungry. But you'd be wrong.

Advanced manufacturing techniques have not only allowed the big chip makers to cram two or even four processing cores on a chip that used to house only one, but the latest dual-core processors use about half as much energy as earlier models. Quad-core processors aren't quite so energy efficient, but they're still better than the older generation of chips.

So if you're looking for a green desktop, look for midrange chips from the latest lines from Intel and AMD. Intel's new Core 2 Duo vPro line improves upon the already stellar power-saving features of the original Core 2 Duo line, and AMD's Phenom processor with its "cool and quiet" technology puts energy-savings in the forefront.

Today's most powerful graphics cards are also the hottest - literally - and the most power hungry. Graphics that are integrated onto the motherboard, by contrast, are the most energy-efficient. But they're also often just marginally acceptable. So your best bet if you're buying green is to look for a midrange dedicated graphics card - whether in your desktop or

notebook - and to eschew the expensive models that are designed primarily to run the latest games. Those high-end graphics cards will not only hit your wallet up front, but they'll keep depleting your budget by using more energy than any other single component in your computer, including the processor.

Power supplies - the piece of a computer that supplies power to the rest of the parts in a computer system - are not a component that computer buyers generally pay much attention to. But for those buying green, that needs to change. It's true that the amount of energy that a power supply draws depends greatly upon what exactly is installed in the computer. But power supplies themselves have often been energy-wasters in the past.

If an earlier generation power supply had to provide 300 watts of power to the components in a PC, for example, it might actually use 500 watts in order to produce that power. The industry's answer has been the relatively new 80 Plus certification program, which requires power supplies that wish to wear the 80 Plus logo to be "at least" 80 per cent efficient.

In other words, a power supply that needed to provide 300 watts of power to the components in a computer could draw a maximum of 375 watts in order to gain the 80 Plus seal of approval. So when you're buying a green PC, look for computers that boast an 80 Plus logo.

When LCD displays started to gain traction in the market, they were not only hailed as space savers on the desktop but also as power savers, as well. That was when the average size of an LCD was 14, 15, or 17 inches.

Today, popular LCD sizes are 21, 24, 26, and even 30 inches diagonally - the size of an average living room television set from last decade. And with the increase in size has come a proportional increase in power consumption.

Being able to identify and purchase green computer products over less energy efficient ones is smart, but even smarter is changing your behaviour to maximise energy conservation. Use the energy-saving features of any computer equipment you own.

Turn off monitors, printers, and other devices that aren't being used. Shut down your computer entirely overnight or when not in use for a long period of time. The greenest computers of all are those that are not turned on.

Setting aside a specific time of the day to handle chores that require the computer and turning off that machine at all other times is far preferable from an environmental standpoint than leaving the machine on all day and using it every now and then.

Source: *Times of India*, Wednesday, September 03, 2008

Film fest on green issues

Correspondent : **Staff Reporter, TNN**

BANGALORE: Civilizations have flourished around rivers and other sources of water. However, the element essential for survival remains beyond the reach of millions today. To create awareness on water-related issues, *Voices From The Water 2008*, an international film festival, will be held from September 13-18 at Jnana Jyothi Auditorium, Central College, Bangalore University.

This is the third year of the event, organized by a consortium of institutions including Bangalore Film Society, Arghyam, Society for Voluntary Action Revitalization and Justice (SVARAJ), Bangalore University, Fingers Lakes Environmental Film Festival, Ithaca College, Alliance Francaise de Bangalore, Max Muller Bhavan and Water Journeys - Campaign for Fundamental Right to Water. Film-maker Shekhar Kapur will inaugurate the festival.

An organizer said 70 films from over 30 countries - on water, environment, global warming, wildlife and geopolitics - will be screened. The list of directors includes Werner Herzog, often associated with German new wave cinema, and Dutch Bert Haanstra, an Academy Award winner.

The festival aims to create social awareness among children. Two screens will be used, one showing films for high school students from 9 am to 1 pm, and the other for college students and the public from 1.30 pm to 8.30 pm.

Some of the directors will be present at the event to interact and discuss their films. Activists from across the country will narrate incidents from their lives about the significance of water safety and security.

A painting and photo exhibition on water will also be part of the festival. Syamala Nandesh will put up an art installation. Several workshops are also lined up. toiblreporter@timesgroup.com

Source: *Times of India*, Tuesday, 09 September 2008

Nokia plans to go green

Correspondent : Staff Reporter, Mumbai

Aug. 31: The Nokia-Siemens Networks is setting up about 42,000 base transceiver stations (BTS) per year for mobile networks that reduce energy consumption by 70 per cent and cut operating expenses by 35 per cent.

Operating expenses per base station per year is around Rs 7,80,000, out of which Rs 2,73,000 is spent on the energy said, Mr Juha-Erkki Mantyniemi, head, environmental affairs, Nokia Siemens Network. For business as well as for environmental reasons, we prefer flexi base stations that allow the usage of solar and wind power energy," he added.

In India about 1,20,000 base stations are installed per year.

Mr Mantyniemi said, "Energy constitutes one of the biggest components in the operating costs of a mobile operators and so it can cuts operating costs by about 35 per cent."

Mr Mantyniemi said, "The communication networks are reaching the rural areas with no electricity grids or other infrastructure. Considering that base station sites need to run autonomously, the diesel generators are used traditionally and they are environmentally unfriendly. So we are offering BTS based on renewable energy like sun and wind," he said.

Mr Jesse Moore, senior programme manager GSMA said, "Green power is already commercially viable in many instances. The renewable energy system performs better with smaller loads, that is the case of BTS as well. In all BTS scenarios with a base load of one kilowatt, green power pays back in about three years. Green power can also solve the issue of noise and safety of fuel transportation associated with the diesel," he said.

Mr Michael Kuehner, head, sub-region India and Nepal, Nokia Siemens Networks said, "A huge number of subscribers in the rural areas are availing mobile services where energy cost plays an important role. Due to the lack of continuous power supply the telecom operators need to depend upon diesel that results in a high costs," he said.

For connecting the rural India alternative energy could play a crucial role," he said.

Source: *The Asian Age*, Monday, September 01, 2008

Pollution Control Board told to make information public

Correspondent : Sruthi Krishnan, Directive from Information Commission

Board working towards compiling information from January 2007

Process to be completed in 10 days

CHENNAI: The Tamil Nadu State Information Commission has ordered that the Tamil Nadu Pollution Control Board make information available to the public to access the Board's library and the Internet.

The information includes particulars on consent to establish, consent to operate, authorisation under hazardous waste management rules and minutes of public hearings.

The Public Information Officer of the Tamil Nadu Pollution Control Board said that as per the order, the Board was working towards compiling information from January 2007 which would be put online. This would be completed in around 10 days and regular updates would be made, the official said.

Hard copies of the inspection report of companies in Mettur and Cuddalore and compliance report of companies in Mettur and Cuddalore are available in the Board's library, said the officer.

This information was specifically requested by Nityanand Jayaraman, an activist, who had filed a petition under Right to Information (RTI) Act, in which he also asked for the Board to make available information for the public to inspect. The order by the Tamil Nadu State Information Commission was issued on July 19, 2008.

The Information Commission ordered that according to Section 4 of the RTI Act, the Tamil Nadu Pollution Control Board should make information available so that "public have minimum resort to the use of RTI. Act to obtain information."

The Section (4) of the RTI Act requires that disclosure of recipients of concessions, permits or authorisations granted by the Public Authority should be made available to the public.

Source: *The Hindu*, Thursday, 07 August 2008

The Indian National Trust for Art and Cultural Heritage (INTACH)

<http://www.intach.org/home.htm>



INTACH set up in 1984 are pioneer in the field of heritage conservation in India, INTACH works on a mission:

- **Heritage Awareness**

To sensitize the public about the pluralistic cultural legacy of India. To instil a sense of social responsibility towards preserving our common heritage.

- **Protect & Conserve**

To protect and conserve the natural, built, and living heritage by undertaking necessary actions and measures.

- **Document**

To document unprotected buildings of archaeological, architectural, historical, and aesthetic significance; and cultural resources; as it is the first step towards formulating conservation plans

- **Heritage Regulations**

To develop heritage policy and regulations, and make legal interventions to protect our heritage, when necessary.

- **Training & Capacity Building**

To provide expertise in the field of conservation, restoration and preservation of specific works of art; and to encourage capacity building by developing skills through training programmes.

- **Emergency Response**

To undertake emergency response measures during natural or manmade disasters.

- **Strategic Partnership**

To foster collaborations, MOUs and partnerships with government and other national and international agencies. ■

Economic recession and the green economy: Which way will it go?

By Randyn Seibold

Renewablerecruits.com

So the implosion of the over-extended US economic engine is at last well underway. A \$9.85 trillion national debt has been enflamed with Wall Street criminal negligence, and the whole economy now beginning to suffer in earnest.

The downturn is apparently affecting the mining sector, with the possible exception of gold and silver. However, what is in store for the hopes of major investment in renewable energy and other green collar industries?

In the long-run, things may go very well. The sustainable resources and services economy may be one of the few sequels that can be written to move society into the next upswing in the story of modern civilization. It may be the only one.

As the 'unwinding' of the current excess economy continues, renewable energy development may become an investor safe-haven, and many new opportunities could surface up through the crust of the current situation.

The Worldwatch Institute has a great research page with a number of links on the subject of a new green economy. And the United Nations Environment Program has just released a landmark report on the current status and future potential of a green jobs economy.

These mostly view its growth in response to climate change measures and energy scarcity concerns, but one could now safely add economic rescue mission to the list.

A blog posting at Cleantechblog.com (As financial markets circle the drain...) looks more closely at the current market situation, and contains some sobering predictions about how restricted access to working capital could affect the young clean technology sector in the short term.

Source: <http://renewablerecruits.com/>

Keywords: Green Economy; Recession ■

View Point

Couch Crusade

A television show brings conservation into people's homes

SWATI THİYAGARAJAN

Hosts BORNWILD on NDTV

I WAS FOUR, MAYBE five years old when I learnt to walk softly, be quiet, and have tremendous patience while watching birds or animals. My father's best friend, Uncle Siddharth, a naturalist and ornithologist, would take me on early morning walks in the gardens of the Theosophical Society in Chennai. He would hang a pair of binoculars around my neck and talk to me about the natural world with passion, reverence and deep conviction. It's thanks to him that I learned to appreciate the green havens in the heart of Chennai, which would become a polluted, bustling city just 10 years after those quiet, magical, misty mornings. Uncle Sidharth was studying Brahmini kites in those days. With beautiful caramel and snowy white plumage, Brahmini kites are mainly coastal raptors. He was worried that the steroids, which the new prawn and shrimp hatcheries in Chennai were using to ensure that their catch grew to large sizes, would harm the kites that fed on them. He was right: the steroids affected their reproduction and sure enough, within 10 years, the Brahminis started to disappear from the area.

This was when I first understood the affect humans had on the natural world. That the consequences of our actions may become apparent years later, sometimes too late for us to do anything about it. In this case, it took another 10 years before the authorities realised that the steroids were also affecting human health. Many illegal hatcheries were shut down and the use of steroids was banned. The fate of the Brahminis should have been taken as an indication of things to come. It bothered me that no one paid any attention and that the information was not made available to the public at large. As I grew older, I got involved in bird rescue and rehabilitation and also in the student sea turtle conservation network. When I decided to do my Masters in Communication, I had just one goal — to spread my passion for conservation. Television in India in the 1990s had just gone private and it seemed to be the perfect medium for what I wanted to do. By the time I joined NDTV, vultures across the country were dying; Project Tiger was in chaos; mining was destroying India's most beautiful wilderness; leopards and people were in constant conflict; big dams were killing our rivers and displacing people; human population was out of control and encroachment into forests was a major

problem; indigenous people were being exploited and left out of any conservation plan to the great detriment of ecosystems.

The new emerging India was on the fast track to 'development', ignoring all traditional conservation wisdom that had been the bedrock of our culture. Besides the occasional TV programme or article in print, I did not see any regular coverage of environmental issues in our newspapers or on our TV channels. That was when my aim crystallised. I was determined to get the stories of our endangered wild spaces, the key to our future survival, out in the news. NDTV allowed that to happen. We became the first news channel to have a conservation series, BORNWILD, on air at prime time on weekends. The show started to put pressure on the government and made people think about issues they'd never before been exposed to.

In the rush for economic prosperity, India has lost sight of its environment security to a point where we have threatened the survival of our national animal, the tiger. If there are any forests left in India today with any semblance of biodiversity or tracts of untouched habitat then you can be sure that it's in places where tigers roam. Tigers are an 'umbrella' species — if we lose them, we lose our environmental security. It's as simple as that.

NDTV was committed to airing important environmental issues and when the recent tiger crisis hit, we found an opportunity to really step up and do something. The channel has initiated a "Save the Tiger" campaign. Supported by Sanctuary Asia and Kids for Tigers it was launched in March 2008 and engages the whole country in the fight to save the tiger and tiger habitats. We have received over five lakh signatures so far and will continue pushing the message until we have over a million signatures and have placed the issue on our national agenda. We live in a time where global environmental concerns are starting to shape economics, science and lifestyles. Not enough people are talking about the fact that, in our mad rush to project great GDP figures, we don't take into account what nature gives us for free! Clean air, water and biodiversity would cost us 33 trillion dollars if we had to replicate it — a figure arrived at by Conservation International's eco-economics survey. With the looming threat of global warming, diminishing biodiversity and exploding human population, each of us has a responsibility to spread the wisdom of a simple truth revealed to me all those years ago, when I was a child: we have to live in harmony and reciprocity with nature if we are to have any sort of a future as a species.

Source: www.tehelka.com

Open Windows

Theme: Green Blogging

The Greensong Blogspot

<http://thegreensong.blogspot.com/>



The greensongblogspot is all about creating awareness and making your surrounding more sustainable, the link consists of posts on topic such as:

Green tips to live in harmony with nature, action and advocacy towards several type of pollution in our day-to-day living, conveying public the real impacts of the pollution, and also the ways to combat several pollutions and how to make the future healthy and sustainable. It also talks about the automobile and the pollution, give information about the automobile companies offering green vehicles, and the technologies. Offsetting your carbon footprints has also been much talked about in this blog .The site also provide gives substitutes for your present life style, which helps in offsetting the carbon.

Best Green blogs

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



Best Green Blogs is the web's largest directory of green and sustainable themed weblogs. Writers from all over

the world are publishing articles and stories dealing with a wide variety of topics like green living. Best Green Blogs are an attempt to capture some of this independent publishing spirit. The best greenblogs.com is a collection of blogs on sustainable activities, and living in a greener way, it is also a guide to living the good life with health budget and the world in mind, it provides you tip to help reduce carbon footprints, information and news on renewable energy, global warming, alternative energy sources and efficient technology is regular feature.

Little green blog

<http://littlegreenblog.com/>



The little green blog is about a green family's eco-friendly journey towards ethical living self sufficiency and a sustainable lifestyle. It also also talks about making you surrounding green, like tips for green office, reducing the garbage and the domestic waste.

Cleantech Blog

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



Cleantechblog.com, the premier cleantech site for commentary on news and technology relating to clean tech, greentech, energy, climate change and carbon, and the environment.

On Air

Tree Cycle Diaries



What would it be like to cycle through polluted streets of chaotic cities, through beautiful beaches, dry deserts, foliaceous forests, and magnificent mountains of India? Incredible! Isn't it?

TreeCycle is a six-part travel / environmental documentary series that takes you on a fascinating journey through the many facets of Incredible India, while highlighting the world's biggest threat - Global Warming.

Come and join 'TreeCycle - Plant for the Planet' as I begin an insightful rendezvous with ideas and opinions of groups of people, from indigenous communities who hug trees to stop them from being cut (The Chipko Movement), to the survivors of the horrendous Bhopal gas tragedy. TreeCycle is an ambitious adventure to inspire and encourage all to pledge to plant trees. More importantly, it is an initiative, which contributes towards the world's struggle against Global Warming. This is just the beginning. The series will be broadcasted on NDTV.

Source: <http://green.ndtv.com/treecycle.aspx?id=COLEN20080053239>

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

EARTH HOUR 2009
See the difference
you can make

In 2007, 2.2 million people took part in the world's first Earth Hour in Sydney Australia. Just one year later, 50 million people in 370 cities and towns, in more than 35 countries worldwide switched off their lights for Earth Hour.

Earth Hour 2009 aims to reach more than one billion people in 1000 cities around the world, inviting communities, business and governments to switch off lights for one hour at 8:30pm on Saturday March 28 and sending a powerful global message that we care enough about climate change to take action.

Join us for Earth Hour at 8:30pm Saturday March 28, 2009!

For more info visit: <http://www.earthhour.org/>

Media Analysis

Source: CMS Media Lab

As the world see the economy recession, the investment in the green is wiser decision for the secure future, the media must do more to communicate the impact of climate change or the global warming, the negative repercussions of rising sea levels and shifting weather patterns will continue to worsen, warns Mr R.K.Pauchauri IPCC chairperson.

The Chair of the IPCC also said the news media are not sufficiently addressing the severity of climate change at a meeting of U.S environmental journalists. In the last year and a half there has been massive destruction to environment but the news agencies failed to report about the emergency as the agencies rely too much on high-level science reports or large climate change related events for their stories.

Methodology

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

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

Detailed analysis of the leading hindi news channel reveals a derth in the coverage of environmental stories, less than one percent of the stories covered in the month of july, august and September had an

Table: Percentage of environmental stories in News Channels (July – Sep 2008)

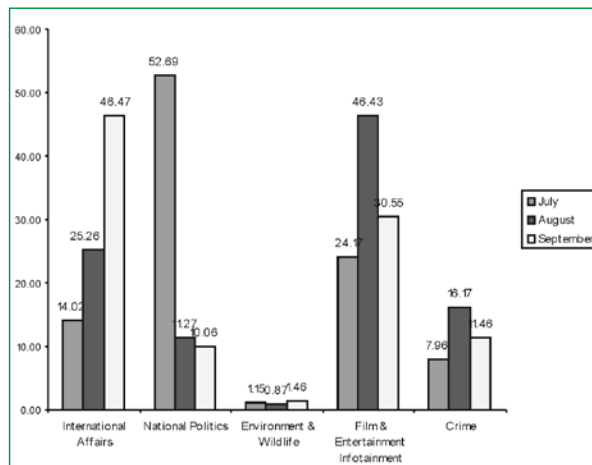
TV Channels	July 2008	August 2008	September 2008
Aaj Tak			
Environmental Stories	1	1	1
Total Stories	328	412	402
% of Stories	0.30	0.24	0.25
DD News			
Environmental Stories	33	8	10
Total Stories	1620	1290	1546
% of Stories	2.04	0.62	0.65
Star News			
Environmental Stories	3	2	11
Total Stories	790	1085	1061
% of Stories	0.38	0.18	1.04
Zee News			
Environmental Stories	3	1	2
Total Stories	507	618	614
% of Stories	0.59	0.16	0.33
CNN-IBN			
Environmental Stories	2	3	1
Total Stories	1631	1269	1348
% of Stories	0.12	0.24	0.07
NDTV 24x7			
Environmental Stories	7	3	3
Total Stories	1451	1033	1038
% of Stories	0.48	0.29	0.29
Overall Channel			
Environmental Stories	49	18	28
Total Stories	6327	5707	6009
% of Stories	0.77	0.32	0.47

Source: CMS Media Lab

environment angle to it. In the month of July 2008 0.77 environment stories broadcasted whereas in the month of August it was just 0.32. In the month of September the percentage of environment stories covered was 0.47. The channel wise coverage was also 0.30, 0.24 and 0.25 respectively for the July, August and September for the Aaj Tak, in DD in the month of July it showed some rise as 2.04 while again in July and September it was 0.62 and 0.65 the same lean trend can be seen in analysis of the other news channels also as revealed by the CMS media lab study.

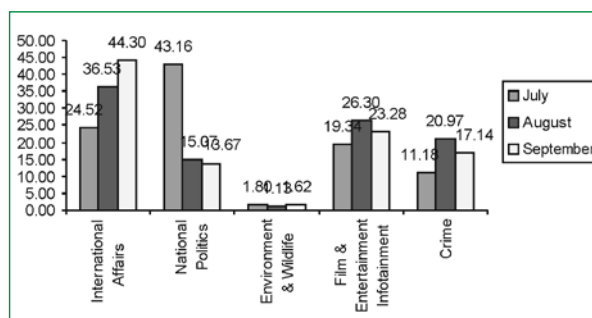
Looking at the time spent by respective channels for the environment reporting one can easily predict the reason for the lack of environment stories, the maximum time is given politics followed by international affairs and film entertainment. Today every news is breaking news but there is no breaking news on Environment, the issue fails to catch the viewers attention. If at all any environmental news is broadcasted it is because of its political and celebrity angle attached to it.

Time spent from July - September 2008 in percentage



Source: CMS Media Lab

No. of stories from July - September 2008 in Percentage



Source: CMS Media Lab



CMS has hosted travelling festival in 16 cities in the previous editions in 2004 and 2006. This year is the year of our 3rd travelling film festival series being held in 8 cities across India. We have already organized travelling film festival in six cities i.e. Leh (11-13 Sep), Agartala (26-28 Sep), Bhopal (15-17 Oct), Coimbatore (17-19 Oct), Ranchi (10-12 Nov) and Pune (5-7 Dec 08). The other cities will be Lucknow (15-17 Jan 09) and Hyderabad (5-7 Feb 2009).



Festival Schedule

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

CMS VATAVARAN 2008

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

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

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

Green Films

Theme: Natural Heritage

Wilderness Calling

Syed Fayaz

29 Min 30 sec, English

Summary: The film is an attempt to highlight the catastrophic decline of our natural heritage due to unabated poaching and urges people to stop buying any wildlife derivative. The film is not a species specific but talk about the wildlife in general. The film takes you through the entire wealth of Wildlife and ecosystem with an effective message of responsibility in conservation. The aim is to celebrate and inform people about the vastness of rich Indian's biodiversity and to have compassion for the wilderness as a whole. The film is first of its kind and also effectively tells people how each one of us can contribute in conservation. Stop Buying Wildlife Articles and Poaching wouldn't Stop.

My Land My Home – Manas

Ajoy Roy

12 Minutes 22 Seconds, English & Bodo



Summary: My Land My Home Manas - a film which has both chilling and a heart warming account of a man Buddeswar . A Bodo by birth - was chased out of his forest house as a child . He vowed to destroy the forests , keeping his promise to himself he became a poacher. Countless Elephants , Rhinos , Tigers , Deers were killed and traded by him . The film speaks of soul searching and realizations of the uniqueness of ones inheritance of a land so beautiful and an urgency of involvement and dedication to save it. As

the story evolves we see him protecting what he once consciously destroyed. The film works around the new thought process started. In minds like Buddeshwar and the upswing of consciousness for conservation that needs to be nurtured immediately. Manas today is no more a World Heritage Site in Danger ...the tag that has actually made it inaccessible to the civilized world. The film delves into a world so solitary so rich not only in flora and fauna but of people who have discovered a new religion, the religion of conservation. Awaiting to baptize everyone who call the world their home.

Wisdom from the mother's heart: Sacred forests of Meghalaya

Minnie Vaid

English, with subtitles for the khasi interviews,
43 Minutes 4 Seconds

Summary: Wisdom from the mother's heart is a film that highlights the role of traditional structures and family and community bonds that lead to community protection of sacred forests in Meghalaya local community groups come together and form their own local associations at dorbars and chalk out strategies and people who will take the onus of preserving the rich cultural and environmental heritage of the sacred forests in Meghalaya. The film focuses on the valiant efforts of the village of Mawphlang, near Shillong and also of an old, retired schoolteacher, Dolin, who is writing a history of his village's efforts at forest conservation. The film also has critiques and suggestions for forest conservation from eminent NGOs personalities active in environment conservation.

Natural Heritage of Gujarat

Ashok Mewada

English, 42 mins

Summary: Situated in the Western India, Gujarat preserves a large number of flora and fauna. It has a diverse ecosystem. Gujarat has a unique geographical location with divergent climatic condition. Gujarat has a mix of dry, moist, thorny and semi deciduous forests along with large grassland of banni near the rann. Gujarat has over 1600kms. Of coastline, which is longest along in the country. It has two gulfs, the gulf of kutch and gulf of khambhat. The mountain range of Vindhya, Satpuda, Western Ghat and Aravalli meet some point or the other in Gujarat. The Asiatic lion and the Asiatic wild ass are found only in Gujarat. It has 21 Sanctuaries and National Park and shows divergent flora and fauna of Gujarat state.

Nature has its own impeccable laws and it demand conservation. But due to our greed and misuse of natural resources we forget the importance of habitats, wildlife and forests. Now should learn to live in harmony with nature and save our nature heritage, with this note documentary end.

A Friend Turned Foe

Gautam Saikia

15 Minutes 47 sec, English

Summary: Human populations worldwide are expanding and natural habitats for animals are shrinking incessantly. Man and animals conflict in areas on the fringes of forests often turn into war like situations. Animals often destroy crops, property, kill livestock and even at times take away human lives. On the other hand the animals, many endangered get killed in the retaliatory action. Human and wildlife conflict over living space and food has become a major threat to the continued survival of many endangered species. This is a village in Assam situated in the North Eastern corner of India, nights become treacherous after in this and many others such villages in the periphery of the forests. Villagers along with forest authorities chase away invading elephants. While all these activities continued in that village, another set of events of other kind took place in a nearby village. ■

Snapshots



"I think we're losing sight of our roots."

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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

Talk Over

Flying and the environment Interview with Boeing

By Darren Cronian



This week I had the pleasure of interviewing Billy Glover, of Boeing and asked him questions about the Boeing 787 Dreamliner and the impacts of flying

on the environment. Enjoy the interview and please leave your questions or comments.

What is your role at Boeing?

My role is to lead a cross-functional team to develop and implement a global environmental strategy for Boeing Commercial Airplanes. My team members address key issues facing the aviation industry including aircraft noise reduction, greenhouse gas emissions, alternative fuels research, public policy and public opinion. We also provide input on key product design elements for maximizing the environmental performance of Boeing aircraft.

How does flying affect the environment?

Aviation contributes around 2% of global man-made CO₂, a relatively small contribution to climate change. However, with the predicted industry growth, that amount is set to slowly rise. CO₂ is emitted when fuel is burned, thus contributing to climate change. Thinking more broadly, aviation connects people, enables economic growth and helps people to understand the rest of the world. I think those outcomes lead to behaviours that are a real boost for the environment. There is a common misperception that the impact of flying is worse because the CO₂ is emitted at altitude. This is not true. CO₂ has the same impact whether emitted on the ground or at altitude.

How important is the Boeing 787 Dreamliner in your efforts to aviation's environmental impact?

The 787 is a game-changing airplane for the industry. The airplane will allow airlines to offer their passenger's point-to-point flights rather than going through large hubs and connecting to reach their final destination. And it will do that with 20% less emissions. A big step change in our industry. In fact, our target is for each new airplane family to deliver at least a 15% CO₂ improvement on the airplane it's replacing.

What is the next major step for Boeing in meeting the environmental challenge?

We are working on some very exciting initiatives to reduce our impact on the environment. Researching alternative fuels is a focus area for us right now. We are finding that there are viable, environmentally progressive alternatives to kerosene. 2008 will be very exciting as we will test a biojet fuel with Virgin Atlantic and Air New Zealand 747s. But we're also looking in our factories to see how we can improve our production process to limit waste and reduce energy. In fact, we have stated that by the end of 2008, all our factories will meet ISO 14001 standards, the international standard for environmental management. So far, two have been certified already – including our largest factory in Everett where 747, 777 and 787 airplanes are produced. Another area that can deliver substantial benefits the air traffic management. Boeing is working with many of our industry colleagues to modernise the existing structure and implement improvement. I could talk for hours about the many areas we can and are improving! If you would like to know more, please take a look at www.enviro.aero to see what the industry is doing to address its environmental footprint.

Should we be cutting down on the number of flights we take?

I don't believe we should. As aviation contributes only a small amount to climate change, it will not make a big difference on a global level – and we would be missing all the benefits. Instead, we need to find ways to fly with less impact. The industry needs to adopt a responsible and progressive approach to limiting aviation's impact on the environment. We have already made substantial progress, and we have a real commitment to continue. Unfortunately most of the public does not know what we are doing, so we need to do a better job of informing the public about the variety of measures we're taking collectively.

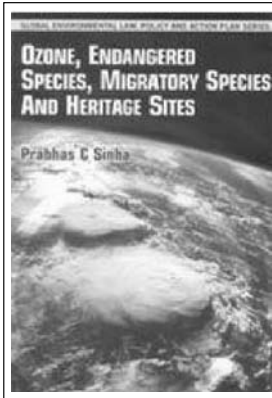
Do you calculate your own carbon footprint?

I find the concept of calculating personal carbon footprint to be useful for identifying opportunities to correct bad habits, but beyond that, it is a rather limiting concept. Really important opportunities to address the global challenge are untouched by such a concept. As an engineer, I know there are things I can improve everyday – some of them are personal choices – and some are system-related.

Billy Glover is a Boeing director of environmental performance strategy.

Source: <http://www.travel-rants.com/2007/12/19/flying-and-the-environment-with-boeing/> ■

Ozone, Endangered Species, Migratory Species And Heritage Sites



Format: Hardcover, xxiv+344p., Tables; Bibliography; Index; 23cm.

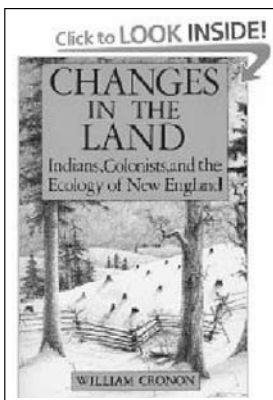
Pub. Date: Jan 2006, 1st ed.

Publisher: SBS Publishers & Distributors Pvt. Ltd.

Language: English

This book deals with specific international environmental guidelines related to the protection of Ozone layer, Endangered Species and World Heritage Sites. The all important and most successful Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) is described to conserve global endangered species. Similarly, the Montreal Protocol to reduce global emission of fluorocarbons to protect the ozone layer is described, besides the related Vienna Convention on Migratory Species focusing on the actions undertaken by range states for protecting these vital species is covered in detail. Similarly, World heritage Convention to protect the cultural and natural sites of international importance is covered in detail. Institutional mechanism required for sustainable development of environment is also covered to provide an integrated framework for conserving and developing such resources.

Changes In The Land



Paperback: 242 pages

Publisher: Hill and Wang (July 1, 1983)

Language: English

ISBN-10: 0809001586

ISBN-13: 978-0809001583

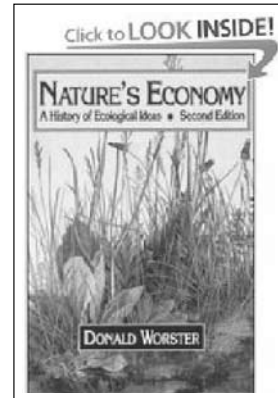
Product Dimensions: 8 x 5.5 x 0.7 inches

Shipping Weight: 10.4 ounces

The first colonists didn't just cut down the pine trees; the Indians didn't just farm according to the dictates of nature.

Cronon, a young historian of the frontier teaching at Yale, has written the book of a seasoned scholar: poised, authoritative, full of sense and wisdom, mercifully concise, and bound to provoke both enthusiasm and criticism. Its argument falls into two parts: first, that the shift from Amerindian to European domination in early New England was also a shift from a mode of production oriented to use-value and limited need to an essentially capitalist one oriented to commodities, markets, and unlimited needs; second, that this complex process was simultaneously shaped by, and profoundly destructive of, the plant and animal environment of the region. Although neither of these two propositions is really new, no one before now has thought to develop them in unison or had an adequate grasp of the necessary sources.

Nature's Economy



Paperback: 423 pages

Publisher: Cambridge University Press; 2 edition (June 24, 1994)

Language: English

ISBN-10: 0521468345

ISBN-13: 978-0521468343

Product Dimensions: 9 x 6 x 1.4 inches

Review

'A major purpose of this book, written at a time when ecology burgeons as both a science and a cult, is to show that ecological science has always been shifting ground ... Worster's style is warm, intellectually strong, and eloquent.' Frederick E. Smith, Science 'The in-depth treatment Worster has given to many who contributed to the evolution and revolution of the discipline reflects scholarship of high order. To write in a highly readable and absorbing style makes it even more praiseworthy.

Graduates in ecology at baccalaureate to doctoral levels, and many practitioners of the discipline, basic and applied, would do well to take stock of where they came from. Worster is a very worthwhile guide.' Edward J. Kormondy, Ecology 'Donald Worster's book, a gracefully written account of select events in the history of ecology, is designed to show how this field developed prior to the mid-twentieth century explosion of concern about the subject ... Worster has written a volume that should be read and pondered.' Keir B. Sterling, American Historical Review 'Worster has produced a fascinating book. One reading left a copy littered with checkmarks, underlined passages, exclamation, and a note paper of quotations and ideas. The book is well written, well organized, interesting, and provocative.' Frank B. Golley, Human Ecology

Indian Cultural Heritage and Environmental Conservation through Traditional Knowledge

By : Bharati Chibber

Nature has always been very vibrant, giving and resilient to a very large extent. We, as Indians, take pride in our strong cultural heritage. Religion protects and nurtures nature. If we take a look at Hinduism, we worship the sun, wind, land, trees, plants, and water which is the very base of human survival. Likewise, respect and conservation of wildlife—garuda, lion, peacock, and snake—are part of our cultural ethos from time immemorial. Almost the entire living of God Ram and Goddess Sita was very close to nature. Further, ancient texts written in Sanskrit, Pali or other languages can provide significant details. For instance, the scripture Vishnu Samhitā in Sanskrit language contains some direct instructions dealing with biodiversity conservation.

In fact, whole civilisations have come into existence near sources of water like Indus Valley Civilisation. In this sense, nature and culture become intertwined. Culture reflects our history, tradition and our beliefs. Revolutions in the technological and communication fields and the advent of globalisation have made an impact on our culture which have also evolved with time. However, it becomes imperative that we adapt new things without losing the basic character of our long cherished traditions and values which include environmental conservation. India is a culturally rich and diverse country where people speak many different languages, with many communities which live in their respective social structures completely depending on their environment to ensure their livelihood.

The process of economic growth and development, though vital for any nation's progress, done at the cost of environmental degradation through industrialisation and urbanisation—transportation, burning of fossil fuels and deforestation—has led to the emission of green house gases into the atmosphere. These gases absorb the heat of solar rays, which results in the warming of the atmosphere, seas and oceans leading to floods, droughts, severe storms, melting of ice at the poles, receding of glaciers and rise in sea water levels. These issues have brought the concerns for environmental conservation and sustainable development to the forefront.

At the international level, the Convention on Biological Diversity, signed at the 1992 Rio Earth Summit, is

dedicated to promoting sustainable development. It recognises that biological diversity is about more than plants, animals and microorganisms and their ecosystems—it is about people and our need for food security, medicines, fresh air and water, shelter, and a clean and healthy environment in which to live.

At the national level, Article 48(A) of the Indian Constitution imposes a constitutional obligation on the state to protect and improve the environment and safeguard the forests and wildlife of the country. Article 51(A)(g) imposes a constitutional obligation on the citizens of India to protect and improve the natural environment, including forests, lakes, rivers and wildlife and to have compassion for all living creatures. We also have laws to deal with air pollution, emission of greenhouse gases and use of ozone-depleting substances like the Water Act, the Air Act and the Environment Protection Act but the need is for their strict implementation.

The Convention for the Safeguarding of the Intangible Cultural Heritage, adopted by the 32nd session of the General Conference of UNESCO in September 2003, calls for safeguarding knowledge and skills that are recognised by communities, groups, and in some cases individuals, as forming part of their cultural heritage; are transmitted from generation to generation and constantly recreated; are crucial for the sense of identity and continuity of communities and groups; are in conformity with human rights, and, mutual respect and sustainable development. This is commonly known as traditional or indigenous knowledge.

The UN Declaration on the Rights of Indigenous Peoples, endorsed by the UN Human Rights Council in June 2006, recognises “that respect for indigenous knowledge, cultures and traditional practices contributes to sustainable and equitable development and proper management of the environment”. In India, the Biological Diversity Act contains a framework provision for the protection of this rare knowledge of indigenous communities but it is always in the implementation part that we lag behind.

Source: <http://www.mainstreamweekly.net/article746.html>

July – September 2008

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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.

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Yamuna Jiye Abhiyaan



In continuation to the earlier mail, please put yamuna report in the inside back of the cover page, and the text would be:

Year: 2008
21.5x28 cm; soft Bound

Language: English

For Copies Contact:
Yamuna Jiye Abhiyaan
178-F, Pocket-4, Mayur Vihar Phase -I
Delhi | 110091.
Telefax: 91-11-22719005
Yamunajije@gmail.com

Environment calendar

January

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

February

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

March

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

April

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

May

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

June

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

July

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

August

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

September

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

October

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

November

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

December

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

World Ozone Day September 16, 2009

On 19 December 1994, the United Nations General Assembly proclaimed 16 September the International Day for the Preservation of the Ozone Layer, commemorating the date, in 1987, on which the Montreal Protocol on Substances that Deplete the Ozone Layer was signed.

States are invited to devote the Day each year to promote, at the national level, activities in accordance with the objectives of the Montreal Protocol and its amendments.

This year's theme is **"Act Ozone Friendly: Stay Sun Safe"**.

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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Published by



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Design by Ivy D'Souza