

October - December 2005

Green Voice

CMS ENVVIS

Newsletter on Environment and Media



CMS

*Compiled and
Edited by*
Rohit Singh
Alka Tomar

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New Delhi - 110003



जहाँ है हतियाली ।
वहाँ है सुशासली।।

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Enviro News

Action in jungle

Correspondent: Staff Reporter

The deep, dark secrets of the jungle never really scared him. He was after all one of those few boys in school who did not read about tigers and elephants in books or watch lion chases on television but saw it happen in real.

For Ajay Bedi the action began right at home, and strange as it may sound, right in the jungle. Coming as he does from a family that has literally lived out of the wilds, taking up wildlife filmmaking was perhaps what came naturally to him. And years after he first saw the glimpse of a wild animal through the lens, Ajay has finally managed to carve an identity of his own.

With his film "The Policing Langur" with brother Vijay Bedi winning the Best Film Award at the Vatavaran Environment and Wildlife Film Festival's Wildlife Conservation category recently, the brothers have added yet another feather to their cap.

The training began rather early for Ajay, with the young Bedi remembering spending most of his holidays in one national park or the other with his father, eminent wildlife filmmaker Naresh Bedi. "I have done a lot of workshops, but I think most of what I know is through practical experience. Specially from my father, who used to take us to national parks when we were small, giving us early exposure," reveals Ajay.

Working with his father's Bedi Films for the past five years, the journey has just about begun for this young filmmaker. "It is hard at times because we are likely to be compared to our father and his work, which is difficult to match. But then it is good too in a way," feels Ajay.

With the recent Vatavaran Film Festival once again exposing the difficulty faced by wildlife filmmakers in getting financiers for their work and worse still buyers for the final work, the lure for the wild is not something that many aspiring filmmakers want to risk. "It is not easy. Wildlife filmmaking can be pursued here by only those who can afford it. It needs a lot of time and good equipment. When we started we were trying our luck too. Fortunately, we had PSBT coming forward to fund our film. But then, festivals like Vatavaran act as a great platform for young filmmakers as they help us showcase our work," notes Ajay.

Speaking on his latest work "The Policing Langur", Ajay, who dons the cap of both cameraman and editor, says it was the Capital's growing problem with monkey menace that led them to it. "We stumbled upon the idea of making the film after reading a couple of newspaper articles about monkey menace. There had been a couple of incidents around that time, and there was a lot of media hype. What made it interesting was that a langur was being used to scare away monkeys, which we thought was very interesting."

The challenge for the Bedi brothers was to ensure that that they did not target the monkeys as a problem. But presented the story through a unique angle - that of langurs protecting humans by scaring away one of their species. The PSBT production captured the "colourful vistas of man monkey relationship and how the policing langurs are used to control the monkey menace" in an interesting way.

"There were a couple of incidents happening around that time where people had got injured. One such incident happened in a Delhi school while we were working on the film. We managed to catch the family's emotions as well as the reaction of the schools and the arrangements made by them," he says.

As of now, Ajay is back to 'hunting' for another subject. And with it, another 'green' cause.

Source: *The Hindu*, Monday, December 05, 2005

Filmmaker Bedi gets environment award

The Times of India, November 24, 2002

Filmmaker Naresh Bedi was on Thursday presented the 'Prithvi Ratna' award, endorsed by the UN Environment Programme, by Delhi Chief Minister Sheila Dikshit at a ceremony that marked the end of 'Vatavaran-2005' film festival on wildlife and environment. The four-day event, organised by the Centre for Media Studies and supported by Ministry of Environment and Forest, aimed to recognise accomplishments of filmmakers who used environment and wildlife as their subjects. Entries that won awards included "The Last Flight", which was adjudged the best in wildlife category, and "Indian Leopards - The Killing Fields", named the best film of the festival. The awards were presented under six categories. The festival also showed clips from "A Second-Hand Life", "Invocations to the Mountain Goddess", "Irony", "Leopards for Bollywood", "The Policing Langur", "Development Flows from the Barrels of the Gun", "Fistful of Steel", "Do Your Bit", "Once Upon a Time", "Prayer for Rebirth" and "River Taming Mantras".

Vatavaran: How long should a documentary be?

Participants debate length of documentaries; animation & student categories included in film section this time.

Neha Sinha

New Delhi, November 22: "There are some people who care, and there are some who do not." The audience greeted this punchline of a three-minute animation documentary - Why Not

by Paritosh Kumawat - one of the entries in the competitive student category at Vatavaran, the wildlife and environmental festival. Today was Vatavaran's second day and the floor was open to debate following the screenings.

There are two new categories in the film section this year - animation and student categories. The student category is for experimental, low-budget films that cannot compete with large scale movies. "... Animation is a powerful medium of communication, which immediately grabs attention - but is unused in India. My modus operandi is making the audience laugh while tackling serious issues..," says Paritosh.

From the "mindless mining" at the Kudremukh mines and langurs helping out in policing, to the friendly shark whale of Gujarat - the range of documentaries was vivid, exciting and experimental.

Anirban Datta, a Delhi-based filmmaker, is showcasing Shadows of Tehri at the festival.

"...Although this documentary is made specially for the locals of Tehri, we have to realise that the dam is an emotional issue for others," says Datta.

Issues thrown up at the end of the screenings - most raised by the audience - included the length of a documentary. Screenings varied from one to 45 minutes. Prominent filmmaker Shekhar Dattatri's documentary, Mindless Mining-the tragedy of Kudremukh on iron ore mining in Kudremukh's national sanctuary was 10 minutes long. "When we talk of issues that most men don't know about, it is important to keep your film short. It's also imperative not to exaggerate the facts, even if one is doing it for a cause," Dattatri said.

Other events included a retrospective by British filmmaker Richard Brock and documentary films by Asian filmmakers. A seminar on corporate social responsibility, two workshops on TV and environmental journalism were also held.

Source: *The Indian Express*, Tuesday, November 22, 2005

Mediapersons sensitized to endangered species

Correspondent: Vishal Gulati
New Delhi, November 30

There is a need to expand protected territories to save the endangered animal and bird species from extinction, said foresters during an open debate after a workshop on "Environment and wildlife awareness" held at American Center, here yesterday. The workshop was jointly organised by the Public Affairs Section of the US Embassy and the Trust Legal, an environment law firm, for journalists.

The foresters, comprising Mr A.K. Gulati, Additional Principal Chief Conservator of Forests, Himachal Pradesh, Mr Sanjeeva Pandey, Director, Great Himalayan National Park, Kulu, and Mr S.S. Rasaily, Conservator of Forest, Nainital, sensitised the media persons to the management of sanctuaries in India vis-à-vis in the USA.

Mr Sudhir Mishra of the Trust Legal, who is satisfied with the wildlife Act, said the government should set up a special crime-fighting network to combat a booming illegal wildlife trade both within India and outside the country. The trade worth billions of dollars threatened many species with extinction.

"The butterflies trade is flourishing these days and India is emerging as a major centre. China is too, emerging as a major hub for the wildlife trade," said Mr Mishra, who has taken up a number of environment-related cases in the Supreme Court.

Source: *The Tribune*, Thursday, December 01, 2005

Delhi to host film fest with a difference

The Hindu, Saturday, November 5, 2005

Lakshmi B. Ghosh

Four-day festival - Vatavaran 2005 -- will have 47 films competing for awards

New Delhi: The Capital will get a new green cover this month. Well, almost. Colouring the city green with the best of environment films from across the country this November will be "Vatavaran 2005", arguably the country's biggest environment and wildlife film festival.



A scene from the film 'Living with Giants', directed by Ashish Chandola

From capturing the beauty of India's forests and wildlife to focusing on issues that threaten India's wildlife, the four-day festival will have over 47 films competing for awards in seven different categories. With the spotlight on the theme of "forests for life" this year, the event will show old problems to new challenges and achievements to failures.

Opening at India Habitat Centre on November 21, the festival this year will see an all-new focus on Asia through films made by Asian directors in the Asian Panorama section. Showcasing the common concerns being raised across the continent, the festival will also see discussions on the subjects of these films.

One of the highlights of the festival will be a retrospective of British filmmaker Doug Allan and Richard Brock. Adding to the excitement will be a special underwater filming workshop to be conducted by Allan who was the principal cameraman for BBC's award-winning series Blue Planet.

Another workshop to be organised during the festival will be on e-journalism, to be done by Jim Detjen, the director of Knight Centre for

Environmental Journalism and Dave Poulson of the Michigan State University.

Organised by the Centre for Media Studies (CMS), the event will also see the 13th Congress of the International Federation of Environment Journalists (IFEJ) on "Human -- wildlife conflict and sustainable development".

"Considering the fact that there are so few distribution and exhibition channels available for these films in a commercial set up and the enormous difficulties of getting funding, it is wonderful to see such dedication and commitment. It only goes to bolster my belief that no worthwhile development is possible without paying long term and continuing attention to the well being of all living being and to the environment in which we live," is how Shyam Benegal, the chairperson of the jury, described the Vatavaran effort. But that is not all. While a film bazaar will provide audiences the chance to buy independent productions, a special children's festival will create a corner for the little ones to learn the entertaining way.

There are also two exhibitions this year, including a broadcast technology show with the latest innovations in production technology and another exhibiting the works of some of the best wildlife photographers in the country.

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Green screens the Vatavaran environment film fest

Delhi City Limits- Outlook, Thursday, December 15, 2005

At Vatavaran 2005 (Nov 21-24), Perhaps India's only environment and wildlife film festival the offerings were diverse-from Monsoon India's God of life (Shekhar Dattatri) to.. Just Another Death (Vilas Kane) and The Policing Langur (Ajay and Vijay Bedi). There were shocking tales of environment ruin in A Second Hand Life (Nutan

Manmohan) and Development Flows from the Barrel of a Gun (Bijoo Topoo and Meghnath). The award for lifetime achievement Rajesh, pioneered wildlife filmmaking in India. Indian Leopards -The Killing Fields (Praveen Singh) was adjudged the best film.

At such festivals, there are only a few interesting films tucked away amongst many mediocre ones. The tucked is to know what to watch or you are liable to an OD. Star attractions were guests from the UK-Doug Allan, BBC underwater cinematographer (Of Blue Planet fame), Richard Brock, executive producer of living Planet Productions and Harriet Nimmo, Chief Executive, Wildscreen (the green Oscars). Doug Allan's film on Newfoundland and his footage of the polar regions were uplifting, taking the festival to a new high. Another gem was Wildscreen's best film of the year-The Elephant, the Emperor and The Butterfly Tree-an enchanting film on the mopane woodland of Botswana.

{Nupur Sinha}

Vatavaran takes off in the Capital

The Indian Express, Monday,
November 21, 2005

Express News Service

New Delhi, November 21: Underwater filming, open forum, film screenings, workshops, awards and congresses are all in store at Vatavaran - the environment and wildlife film festival organized by the Centre for Media Studies, which today kicked off its third year in the Capital.

Unlike the first two years, where only an Indian perspective was adopted, this year the festival has broadened its horizons to include a larger, common Asian perspective Asian films will also be showcased.

"This is a product of the large audiences and responses we have received over the last two years. Clearly, the festival is going places - in its first year, there were 100 filmmakers who

had made entries in the competitive section, in its third year, there are 244," says an organiser. The jury this year is headed by filmmaker Shyam Benegal.

"In India, we have a unique situation. There talent in the country, but unlike the UK and the US, no broadcaster here is ready to back it. We are yet to tap home distribution system for VCDs and DVDs for wildlife documentaries," said filmmaker Shekhar Dattatri, during a workshop on shifting trends in wildlife film-making today.

This year, tribal rights and tiger conservation are going to be the focus in the festival, on till November 24.

There will be several discussions on the scope and role of environmental journalism. A workshop on underwater filming by award winning cinematographer Doug Allan is lined up for tomorrow.

...Forthcoming Titles from CMS Environment

Audio - Visual Directory

CMS Environment division is in the process of publishing an audio-visual directory committed to the cause of environment and wildlife. The directory will have details of documentaries, public service messages, Animations etc. according to issues along with contact details of the concerned organizations.

In this regards, we need support and valuable inputs from you for making it a worthwhile exercise. To get listed in the aforesaid publications kindly contact:

Mr. Rohit Singh

Programme Officer

CMS Environment

Centre for Media Studies

Research House, Saket Community Centre

New Delhi 110 017

Ph: 011-2499 2597, 2686 4020; 2652 2255

Fax: 011-2696 8282

email: rohit@cmsindia.org

cmsenvis@cmsindia.org, cms@envis.nic.in

Dr Maximus: Mass media can change public

Awareness on biodiversity conservation

Kota Kinabalu: The mass media especially digital media have enormous potential in creating a change in public awareness on biodiversity conservation through environmental education.

While the focus of environmental education and public awareness programmes has been in the school system, the important role the media plays has often been overlooked.

Science and Technology Advisor to the Chief Minister, Datuk Dr. Maximus Ongkili said the problem in part has been insufficiency of environmental information in printed and electronic media and the lack of depth of writers on the subject.

"Furthermore, such contributions by the press have been ad-hoc and problem sounding rather than problem solving," he said.

Dr Maximus said this when presenting a working paper on Public Awareness of Biodiversity Conservation: Current Status and Consideration for Effective Action at the Borneon Biodiversity Ecosystems Conservation Conference 2004 at Nexus Karambunai Resort yesterday.

He said the advent of ICT that has revolutionised the printing and electronic industry has made the media an important asset in biodiversity conservation.

Hence, he said there was a need for training media practitioners in key aspects of biodiversity resources and the role to be played in effecting conservation habit and practice.

"The power of the pen in this regard cannot be underestimated and every effort should be made

by the government, the private sector and NGOs to invest resources in this strategic tool," he said.

According to Dr Maximus, public awareness was crucial in garnering support of the people in conservation efforts.

And, he said environmental education was one of the key approaches to raising awareness on biodiversity conservation.

"The broad nature of environmental education, however, has to a certain extent contributed to the lack of understanding of its true concept among practitioners and the public," he said.

He added that not only were the concepts broad in nature but they were too theoretical that they were seen as alien to young students, especially when the concepts were not explained in practical terms at the field level.

Hence, he said the concept of the ecosystem and its interrelationships meant very little to young students when they did not see them in reality and 'feel' them in their actual habitat.

"The concept of the ecosystems and conservation cannot be learned simply in the classrooms. Such an approach may create mental awareness among stakeholders but promotes very little conservation habit in practice," he said.

As such, he said it could not be over stressed that there was a great need for all in Sabah involved with EE and public awareness on biodiversity conservation to collaborate and co-operate for maximum benefit and effective results.

In the conservation effort, Dr Maximus also said that dealing with the young was insufficient. It became necessary to deal with parents and with the family as a whole institution.

"It is quite fruitless to invest enormous resources on teaching and convincing young school children about the need to value and conserve biodiversity when adults and parents care little about the sustainability of our ecosystems," he said.

In short, he said environmental education must address the total family component and not just the young school children. There was also a need to define stakeholders of biodiversity especially communities that were hosts to locations of biodiversity.

"There must be informed of their rights as stakeholders and future benefits to be gained from conservation," he said.

Hence, he said the concept of property rights needed to be defined clearly to make communities understand their role as co-owners of biodiversity and custodians of benefits from conservation.

Dr Maximus also said that environmental education and public awareness programmes must equally be focused at policy makers and planners especially those who formulated the development programmes.

"While a lot of efforts have been undertaken to sensitise such groups regarding conservation and sustainability issues, strategies to ensure that development programmes are planned and implemented with sustainability goals in mind are still very limited," he added.

Furthermore, he said action plans were not clearly defined to include sustainability practices, except where EIA requirements were made mandatory.

"Failure to adopt this approach would lead conservation planning to merely be an ad-hoc one and appropriately termed 'fire-fighting' approach," he said.

Dr Maximus also said that policy makers and planners especially those involved in budget drafting needed to be sensitised that it paid to

invest in environmental education and public awareness of biodiversity conservation.

He added that there was a need for increased funding for environmental education in schools including better provision of trained teachers and field facilities for study groups and environmental research.

Similarly, he said financial resources were required to ensure environmental messages were relevant to the target audience and that the right channels were employed to create a change in habit and environmental action.

"In short, in the context of biodiversity conservation, it pays enormously to invest in the future by embedding sustainability habits of stakeholders including the public sector, private sector, individuals and the family," he said.

Source: <http://www.pbs-sabah.org/pbs3/html/news/2004/250204sabahtimes.html>

Clemenceau - Role of Media

A Publication by CMS ENVIS center on "Clemenceau"

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

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

To Order a copy contact: Mr. Rohit Singh

Programme Officer

CMS Environment

Centre for Media Studies

Research House

Saket Community Centre

New Delhi 110 017

Ph: 011-2499 2597, 2686 4020; 2652 2255

Fax: 011-2696 8282

email: rohit@cmsindia.org

cmservis@cmsindia.org

cms@envis.nic.in

Suggested Links

Sustainable Development Communications Network

<http://www.sdcn.org/webworks/>



This is an on-line community sharing knowledge about using the Internet more effectively for sustainable development.

Earth Trends

www.earthtrends.wri.org/



Environmental information portal containing a very large range of data, maps and feature articles. Information is organised under the following broad headings such as Coastal and marine Ecosystems, Water resources and freshwater ecosystems, Climate and atmosphere, Population health and human well-being, Economics, business and the environment, Energy and resources, Biodiversity and protected areas, Environmental Governance and Institutions

Under each topic heading data is broken down further into an extensive range of variables and is also available aggregated into country and regional profiles or by year.

Feature articles, data tables and maps are all available to download in PDF format and database search results can be downloaded as text files.

Ecology and Society (Journal)

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



Conservation Ecology is an electronic, peer-reviewed, scientific journal devoted to the rapid dissemination of current research. Manuscript submission, peer review, and publication are all handled on the Internet. Special software developed by the journal automates all clerical steps during peer review, and allows authors and editors (with the proper passwords) to follow the progress of peer review on the World Wide Web. As articles are accepted, they are published in an "Issue in Progress." At six month intervals the Issue in Progress is declared a New Issue, and subscribers receive the Table of Contents of the issue via email. Content of the journal ranges from the applied to the theoretical. Topics covered include the ecological bases for: the conservation of ecosystems, landscapes, species, populations, and genetic diversity; the restoration of ecosystems and habitats; and the management of resources.

Center for Environmental Leadership in Business (CELB)

www.celb.org

Companies with a global presence have an opportunity to shift the impact of their activities from environmental harm to ecological stewardship. As business acquires more influence worldwide and public support for conservation grows, companies are discovering new incentives



to demonstrate environmental leadership. The Center provides a forum for collaboration between the private sector and the environmental community. The Center promotes business practices that reduce industry's ecological footprint, contribute to conservation, and create value for the companies that adopt them. The Center develops and demonstrates innovative, replicable business practices that focus on three critical issues: biodiversity, water and climate change

Applied Environmental Research Foundation (AERF)

www.aerfindia.org

AERF is an NGO which conducts research and implements programmes in biodiversity conservation and sustainable development. The organisation has conducted research on: shifting cultivation practices and their role in bio-diversity conservation, conservation and development of medicinal plants, documentation of traditional livelihood activities.

AERF organises environmental seminars and conferences in rural and urban areas and conducts



workshops in collaboration with international organisations. The organisation also publishes literature on environmental conservation. All this information can be retrieved from the website.

Earth Times

<http://www.earthtimes.org>



As such www.earthtimes.org is a leading website that publishes news reports and the latest information relating to the human environment and such interrelated concerns of the international community, such as economic growth, humanitarian issues, the environment, global business, automobiles and cars, education and learning, the latest in electronics, entertainment, personal and business finance plus economics worldwide at national and international levels to new games for all popular gaming platforms. Global news and information from around the world is all offered free and without subscription on health, homes, property and real estate, insurance, internet issues, kitchen, legal topics, shopping, space, sports, technology, travel, and almost anything that affects the World and our planet, Mother Earth.

Enviropop: Studies in Environmental Rhetoric and Popular Culture

Book by Mark Meister, Phyllis M. Japp; Praeger, 2002

List Price: \$85.95 (UK Sterling Price: £48.99)

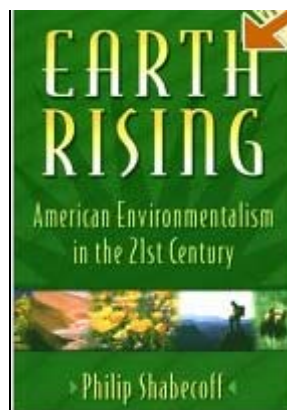
Although much scholarly and critical attention has been paid to the relationship between rhetoric and environmental issues, media and environmental issues, and politics and environmental issues, no book has yet focused on the relationship between popular culture and environmental issues. This collection of essays provides a rigorous and multifaceted rhetorical and critical perspective on the ways in which the language and imagery of nature is incorporated strategically into various popular culture texts--ranging from greeting cards to advertisements to supermarket tabloids. As a distinguished group of scholars reveals, our notions about the environment and environmentalism are both reflected in and shaped by our popular culture in fascinating ways never previously examined in an academic context. The consumptive vision of nature presented in these texts represents a wholly American view, one promoting leisure and comfort, and nature as the place to experience them. This "good life" attitude toward the environment often serves to commodify it, to render it little more than space in which to pursue conventional notions of the American dream. As such, the volume represents a bold and striking vision both of popular culture and of popular notions of an environment that can be either protected or just simply consumed.

Earth Rising: American Environmentalism In The 21St Century (Paperback)

by Philip Shabecoff

Island Press, 2001

The environmental movement today finds itself at a crossroads. Though the national movement itself is as well-funded and staffed as ever, its opponents are equally well-funded and better organized than ever before. Moreover, a gap remains between the more powerful national environmental groups and the grassroots that are at the core of political support for the environment. This book addresses the political, social, economic, and legal aspects of the environmental movement as it enters the 21st century. Relying on a series of interviews with scholars, politicians, environmental professionals, and activists, the book elucidates the issues and problems confronting today's environmental movement, as well as the movement's strengths and weaknesses.

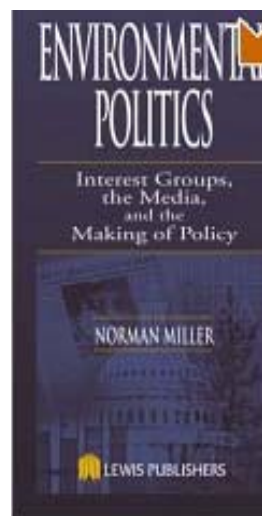


Environmental Politics: Interest Groups, the Media, and the Making of Policy

by Norman Miller

CRC Press, 2002

Providing an in-depth analysis of the major stakeholders in environmental policy, this innovative book reviews the political battles over the environment from ground level, as they are fought in legislative chambers, the daily newspaper, on television, and, increasingly, on the Internet. The text views



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politics as a clash of interests, not ideologies, and environmental policy as a process accommodating those interests. *Environmental Politics: Interest Groups, the Media, and the Making of Policy* gives readers an insider's view of how policies are forged. By examining these issues through an interest group lens this book not only accounts for what policies have been adopted but shows how you can influence policy and effect change.

Environmental Online Communication

by **Arno Scharl**
Springer, 2004

The Internet and wireless communication networks are transforming the way society handles the explosive growth & the dwindling half-life of environmentally relevant information. How can we leverage new technologies to advocate sustainability & the protection of



natural ecosystems? This book presents an interdisciplinary investigation of this question, combining theoretical foundations of environmental online communication with pioneering conceptual work & case studies of successful information systems. *Environmental Online Communication* addresses the transition to a knowledge-based economy, sheds light on hidden assumptions & misconceptions about environmental issues, & suggests priorities for research and policy development. This volume analyses communicative strategies and processes from four interrelated perspectives: - Raising Environmental Awareness - Environmental Science - Corporate Sustainability - Networks & Virtual Communities Supplemental material etc.

CMS ENVIS Centre on Media and Environment



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

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

www.cmsindia.org/cmsenvis

Under the Sun

Bengali, Hindi, Kannada, Thulu with English subtitles/55mins/2005

Director: Nilanjan Bhattacharya

Subject Focus: The film captures the diverse biological wealth of India, its rituals, cultural practices and landscapes to evoke thought and introspect about our ecological living.

Synopsis: This film attempts to capture the magnitude of India's biological wealth as well as the related local, traditional knowledge while examining the reasons for their rapid decline. The documentary focuses on two of the world's eighteen-biodiversity hotspots tradition of sustainable use of local biodiversity resources, cause and effects of their depletion. The film also focuses on West Bengal for its tremendous variety of agricultural crops, as well the rich indigenous knowledge.

Once Upon A Time

English/19 mins, 33 secs/2005

Director: Pawanpreet Kaur

Producer: Madhubala Institute of Communication and Electronic Media

Subject Focus: The degradation of erstwhile clear water streams of Delhi which have been reduced to pollution proliferating drains, in less than a century.

Synopsis: A film that brings to light erstwhile streams of Delhi, two long- lost water courses that played an important role in the natural science and history of the city. Perennial till the beginning of the nineteenth century, these streams are no more than drains today. The film captures the past of these streams, their nexus with the history and ecology of the city and their journey from streams to drains, attempting to pinpoint instances and developments that led to their

eventual decline. The film ends with a note of caution that even dawdling estrangement from one's resources eventually leads to obliteration of the art of sound management of the same.

Green Man

Voice over/3mins24sec/2004

Director: Prosenjit Ganguly

Producer: P.Jayakumar

Subject Focus: Environmental Pollution.

Synopsis: The film brings into the spotlight a unique superhero, Green Man, who saves the day from the fiery grasp of Lava Monster, a symbol of environmental hazard posed to the world. It also criticizes the way urban cities continue to churn out pollutants that feed this monstrous hazard.

Bargad Ne Kaha Dekho Meri Duniya

Hindi (Dubbed in English)/14mins 57sec/2005

Director: Anil Yadav

Subject Focus: The film is about contribution of Banyan tree to maintain ecological balance.

Synopsis: Banyan tree is a complete ecological system itself in accordance with human being more or less exists. It is shelter to micro organisms like algae, fungi and bacteria to macro organism like insects, reptiles birds, cattle's, mammals and also mammoths. Banyan tree has strange capacity to expend own self. Every year in rainy season the swinging aerial roots shoots out through its branches and grows until being touched to earth which give shoulder to the mother tree. Whenever a banyan tree is felled it means the land becomes devoid of hundreds of micro-macro biological and botanical organisms. It would be doubtful survival of human being if this oxygenated ecological system vanishes.

International Federation Of Environmental Journalists (IFEJ) Congress

9:30 am - 5:30 pm, 21 November 2005,
Gulmohar Hall, India Habitat Centre,
New Delhi

The International Federation of Environment Journalists (IFEJ), which was formed in 1993 in Dresden, held its 13th Congress in New Delhi in conjunction with the environment and wildlife film festival, Vatavaran - 2005 hosted by the Centre for Media Studies (CMS). The theme of the congress was 'Human-Wildlife Conflicts and Sustainable Development'.



The congress, which was held for three days from 21st to 23th November, opened with an address by the Chairperson of the Forum of Environmental Journalists of India (FEJI), Darryl D'Monte. In its three-day long deliberations, the congress hosted one open session, three presentations, four panel discussions and two workshops. Availing the opportunity of Vatavaran 2005, journalists specialized in covering environment and wildlife from eight countries met over these four days and deliberated their experience in their respective countries and appealed to Governments and TV channels to consider more pro-active coverage of these issues.

Dr. Bhaskara Rao, Chairman, Centre for Media Studies, New Delhi made a presentation on 'environment and media'. Unrestrained consumerism in mass media, a paradigm power shift in media dynamics and absence of rural issues in media coverage were some of the key concerns taken up during the presentation.

Sunita Narain, (*Editor, Down to Earth*, Director, Centre for Science and Environment and Head, Government of India's Task Force on Tigers), gave a presentation on the theme of the presentation was '*Human - Wildlife conflicts, with reference to India's vanishing Tigers*'. She made a strong case on the need for environment journalists to remain primarily journalists, reporting the facts, and not to turn into environmentalists themselves.

A panel discussion around the thought '*Do tigers or people prevail?*' took off from Sunita Narain's presentation and carried forward the theme of human-wildlife conflicts. It was Chaired by Keya Acharya, Vice Chair, FEJI; Pankaj Sekhsaria, Kalpvriksh, Pune, Madhu Sarin, Land rights activist, Chandigarh and P.K. Sen, World Wide Fund for Nature, Delhi. The prime concerns taken up during the presentation were Indigenous people's rights, relocation issues, conflicts arising out of conservation policies, environment concerns in conflict regions and mining activities continuing without legal clearance.

'*Are environmental journalists a vanishing species?*' was the theme of the panel discussion Chaired by Darryl D'Monte; Jim Detjen, Director, Knight Centre for Environment Journalism, Michigan State University, US. Jim Detjen stressed that environmental journalists are not vanishing but are certainly threatened. The citizen's biggest concern in the 21st century is environment, followed by war, poverty, crime, overpopulation, etc. Environment journalism helps combat scientific illiteracy.

The second day of the conference began with a panel discussion on: Does TV do a better job on environment reporting? - was modified as How can TV do a better job on covering the environment? Chaired by Nalaka Gunawardene, TVE Asia Pacific, Colombo; Damandeep Singh, National Geographic Channel India, New Delhi; Swati Thyagrajan, NDTV, New Delhi; and Bahar Dutt, CNN-IBN, New Delhi.

The discussion covered aspects as diverse as the political economy of the mass media and ethical considerations of environmental coverage to the impact of new media technologies and outlets on how environment is covered in the mainstream media

A workshop on e-journalism was organized in which main Presenters were Jim Detjen, Director, Knight Centre for Environment Journalism and Dave Poulson, Assistant Director, Knight Centre for Environment Journalism. Approximately 40 participants, mostly students, attended the workshop.

Dave Poulson's presentation was entitled '*Frontiers of environment journalism - get out of the office and learn some skills*'. He stressed that being an environment journalist is not the same as an environmentalist reporter. Poulson emphasized on the use of technologies and visual references to communicate, as this would not only increase impact but also has the possibility of leading to stories. Marketing environment to editors and the question of linking environment to other issues were key issues in the workshop.

Chaired by Darryl D'Monte an open session on '*How environment journalists can help themselves*' aimed at throwing up ideas on how environment journalists can help sustain themselves. A popular slogan could well be: 'networking or not working'.

Haroldo Castro, Vice President, Global Communications, Conservation International made a presentation on '*Seven years of Conservation International's Biodiversity Reporting Award in*

Latin America and Africa' which was attended by Approximately 30 participants.

'*Reporting on environment, science and development*' was the core of the panel discussion Chaired by Nalaka Gunawardene; A.S. Paneerselvan, Panos South Asia, Kathmandu; T.V. Jayan, Down to Earth, New Delhi and T.V. Padma, SciDev, New Delhi. The discussion was contextualized in the significance and the challenge of reporting on science and creating a scientific outlook among people. The discussion saw a presence of approximately 35 participants.

The issue of lack of transparency on nuclear issues and the need to draw guidelines for journalists' access and right to information were raised.

Chaired by Nalaka Gunawardene, TVE Asia Pacific, Colombo; A. S. Panneerselvan and Rakesh Kalshian from Panos South Asia, Kathmandu; and Damandeep Singh, National Geographic Channel India a workshop on '*Broadcast journalism: How can environment make a TV news?*' saw a huge presence of around 45 participants mostly mass communication students. Should environment be mixed with other issues? This question, along with that of ethics, formed key areas of discussion.

As part of the workshop, two short films were screened: Extracts from a recent TV documentary produced by TVE Asia Pacific was screened. Titled *Deep Divide*, it profiled the work of three environmental journalists - in India, Nepal and Sri Lanka - who investigated the reality of environmental justice in their own countries, under support from Panos South Asia. Also an award-winning Indian film-maker Shekhar Dattatri screened his short film *Mindless Mining*, and described his struggle to end the Kudremukh Iron Ore Company's long disputed mining operations in the protected Kudremukh National Park, in Karnataka state in India.

News Channels Analysis

Environmental Reporting in Media

Environment being an extremely gravitious and sensitive aspect, its adequate coverage becomes all the more mandatory. It is almost the backbone of our survival and consistent maintenance on earth. Electronic media needs to lend the required space and structure to the environment that it rightly holds. Its only then that a mature and palpable interaction will be made possible.

Its laudable to acknowledge that a mammoth difference towards betterment was launched for the month of October November and December. While the Sahara Samay covered 27 stories in the month of Oct NDTV India also managed to catch up by 11 stories, even though the rest of the news channels didn't show much variation from 2 to 4 regular coverage. While DD news that has consistently has produced stories to environmental issues diminished from 6 stories in October 2005 to 1 story in December 2005. its an encouraging study that in each month of the quarter year sporadic coverage has been made by all the channels under study.

As propounded by Roland Norman

"the more widespread and successful the technology, the greater its impact on the thought patterns of those who use it and consequently, the greater its impact on all the society".

Undoubtedly society and electronic media are congenially intertwined. They have very symbiotic relationship and have extraneous influence on each other. However the need is to accommodate environment effectively so that the validity of its essence is comprehended and widespread understanding is generated.

Table: Percentage of environmental stories in News Channels

News Channels	October 2005	November 2005	December 2005
Sahara Samay			
Environment	27	5	6
Total Stories	1796	1467	1534
% of Stories	1.5	0.3	0.4
Aaj Tak			
Environment	2	4	2
Total Stories	867	884	665
% of Stories	0.2	0.5	0.3
NDTV India			
Environment	11	2	3
Total Stories	816	807	880
% of Stories	1.3	0.2	0.3
Star News			
Environment	2	1	0
Total Stories	839	559	608
% of Stories	0.2	0.2	0.0
Zee News			
Environment	4	1	3
Total Stories	859	629	726
% of Stories	0.5	0.2	0.4
DD News			
Environment	6	3	1
Total Stories	2021	1519	1234
% of Stories	0.3	0.2	0.1
Overall Channel			
Environment	52	16	15
Total Stories	7198	5865	5647
% of Stories	0.7	0.3	0.3

Source: CMS Media Lab

Methodology:

CMS Media Lab has undertaken significant experimentation over the last one year to develop a robust and rigorous 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. Five mainstream Hindi news channels were included i.e. Aaj Tak, NDTV India, Star News, Zee News and Sahara Rashtriya
3. The recorded tapes were then previewed and the news stories listed under various classifications and categories to generate quantitative data.
4. The News content on the above mentioned channels were listed and documented in the log sheets.
5. The Stories were classified and separately coded (Ex politics, Business, Sports, Environmental news etc.)
6. Environmental related stories are being separately reviewed

About ENVIS

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



Centre for Media Studies (CMS)



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

All change: environment journalism meets development

Two streams of journalism are coming together and have much to learn from each other, says Guy Gough Berger

The UN World Summit on Sustainable Development in Johannesburg 2002 heralds the fusion of previously distinctive ways in which journalists report on environment and development. By grasping the similarities and differences of the two topics and their coverage, a more integrated journalism can come to the fore.

Roots of environmental journalism

As a newsroom beat, environmental journalism began to take off from the 1970s. In the USA, for example, only a single journalist was identified as a specialist environment reporter in the 1968 E&P handbook, but the figure rose to 100 in 1973 (De Mott and Tom, 1999).

This development was driven by dynamics in the public sphere. The 1972 Stockholm conference that led to the founding of the UN Environmental Programme reflected and reinforced rising environmental consciousness. And although early environmental journalism paid relatively little attention to social issues (such as social structures and economic practices), its own growth was strongly fuelled by the news strategies of civil society movements protesting nuclear power and armaments.

These societal developments meant that during 1980s, in the First World at least, environmental concerns became powerfully visible in both public and media agendas. Morris (1990) argues that if it were not for the role of media, the following terms would not have become popularised: ozone, fluorocarbons, rainforest, whales, Exxon Valdez, Chernobyl, Rainbow Warrior, greenhouse, toxic waste, acid rain and recycling. The same writer suggests that environmentalism (and one can

add here, the associated media coverage) killed/changed products like: fur coats, fertilisers, plastics, preservatives, tourism, petrol, vegetables, sunscreens, cigarettes, health food shops, junk food, toilet paper.

In short, as described by Corner and Schlesinger (1991), the media has been "centrally involved in lubricating the passage of environmentalism from the political wings to centre stage". Thus, over three decades, environmentalism grew from a stream to a river, and its discourse became a powerful current in media. Yet even as this trend was emerging in the 1970s, on the other side of the mountain - so to speak - a different river was already strongly flowing: that of developmentalism.

The development of Development

Like environmentalism, "development" was not always with us. It arose as a post-World War Two concept, informed initially by the Marshall Plan, and it designated desirable increases in productive capacity and ensuing prosperity. In a context of the Cold War and then colonial independence, the topic came to dominate discourse about media role in the Third World.

Development in the early 1970s referred narrowly to economic growth. Environmental issues were ignored or seen as tangential, rather than integral, to development. Equity and social development were also initially minor concerns at the start, but even so the reason for focusing on development was social - to improve the lot of people (and to win their allegiance to capitalism or socialism). In this orientation, therefore, developmentalism had different priorities to (early) environmentalism: it was ultimately people-, rather than planet-, centred.

Source: <http://www.iicom.org/intermedia/Dec02/berger.html>



CMS ENVIS GREEN MEDIA E-NEWSLETTER

Daily e-newsletter Green Media, an electronic documentation of news and features, which appear in English News dailies in India. Green Media satisfies information requirements of environmentalists, wild lifers, conservation activists, researchers, media professionals, filmmakers, political activists, NGOs/ scientific organizations, mass communication institutes, lobbyists and advocacy groups in an effective and functional manner. The newsletter reaches to more than 3000 email boxes every day.

This e-newsletter also facilitates easy organization, maintenance of archival material electronically and quick retrieval of information. Presently, over twenty national dailies in India are documented in Green Media - the largest ever-daily compilation on environment and wildlife. With the click of the mouse, you gain access to all news and features and other updates on environmental issues including environmental management, air pollution, water pollution, noise pollution, ecology, wild life, nature and natural resources conservation, health toxicology, solid and hazardous waste, energy, policy matters etc. These topics are also available in the archives of CMS ENVIS. CMS has established this site to provide access to back files on news and features related to environment, wildlife and conservation issues. For Subscription email to:

Web Master at webmaster@cmsindia.org

Environment Calendar

January

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

February

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

March

- 24 – World Sustainable Days
- 21 – World Forestry Day
- 22 – World Water Day
- 23 – World Meteorological Day

April

- 5 – National Maritime Day
- 7 – World Health Day
- 22 – World Earth Day
- 31 – No Tobacco Day

May

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

June

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

July

- 11 - World Population Day

August

- 6 – Hiroshima Day

September

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

October

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

November

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

December

- 2 – Bhopal Tragedy Day

Compiled and Edited by:

Alka Tomar
Rohit Singh
Sanjay Negi
Priya Verma

Published by



CMS ENVIS Centre

Centre for Media Studies
Research House
Saket Community Centre
New Delhi - 110 017

Ph: 91-11-2652 2244, 2686 4020, 2685 1660

Fax: 91-11-2696 8282

Email: cms@envis.nic.in; cmsenvis@cmsindia.org

Website: www.cmsindia.org/cmsenvis

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