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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

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Green Voice

October - December 2009

In Black & White

Himalaya Ki Dhad focuses on environmental changes

Correspondent : PNS | Dehradun

The Disaster Mitigation and Management Centre (DMMC) released a film titled Himalaya ki Dhad, which is made with an aim to focus on environmental changes, rise in global temperature and the resulting effect on the frequency and intensity of environmental and climate-related disasters.

The issues dealt with in the film elicit focus on the serious problems being faced in the Himalayan regions of Uttarakhand where environmental degradation and resulting increase in frequency and intensity of climatic and other natural disasters is threatening the homes and lives of people living in the mountainous regions of the State.

The film also includes real life examples of community initiatives undertaken as part of the struggle undertaken by regional populations to tackle problems caused by environmental degradation and to achieve conservation and improvement of the environment.

The film aims to elicit public concern on whether the negative effect of natural disasters can be effectively minimised by strong volition, sense of organisation and public awareness.

According to information provided by official sources the main story of the film revolves around a village located in a mountainous region which has been damaged and scattered due to landslide caused by a cloudburst. A geological scientist who conducts a survey of the damaged village writes his report in his diary and the story of the film advances with the observations filed in the pages of the diary by the geologist.

The survey conducted by the geological officer finds that as a forest fire had burnt down the tree cover on the mountain area located above the village, the cloudburst resulted in drastically increased soil erosion and caused mountain ravines to flood

with rainwater also caused landslide in the area above the village denuded of its forest cover due to the fire.

The Government officers and villagers including one retired Armyman join efforts to initiate work on measures needed to prevent landslides and protect the village from further damage. While they elicit the participation of villagers in these works needed to protect the village from damage from natural disasters, one faction of villagers which is interested mostly in the Government money provided for such works refuses to participate in the efforts declaring that the Government should undertake work required to protect the village from natural disasters.

The main characters in the film including the retired Army man in the village face different challenges which raise serious questions that have been depicted in the film. The film also consists of five songs and will be available in Garhwali, Kumaoni and Hindi languages in addition to being broadcast widely on Doordarshan and other television channels to facilitate the maximum benefit of the message given in the film to the public of Uttarakhand.

Source : <http://www.dailypioneer.com/223732/Himalaya-Ki-Dhad-focuses-on-environmental-changes.html>

Three films from NE in Environment and Wildlife festival

Correspondent : PTI

GUWAHATI: Three films from the Northeast -- one from Assam and two from Manipur -- have been selected for screening at the ongoing fifth competitive edition of CMS Vatavaran, the country's premier Environment and Wildlife Film Festival, in New Delhi.

'Sesh Asha' by Assamese filmmaker Dip Bhuyan, 'Loktak-the Lake in peril' by Manipur's Rajkumar Robindro and 'Sangai--a vanishing deer of Loktak' by Thoudam Brajabidhu Singh, also from Manipur, are the three films to make it to the five-day festival, said Festival convenor Narendra Yadav.

'Sesh Asha', meaning last hope, highlights the issue of flood and the need for conservation of animals in world-famed Kaziranga National Park.

'Loktak--the lake in peril' deals with the threat to the natural environment of one of the largest fresh water lakes in the country from human interference and 'Sangai-A vanishing deer of Loktak' examines how this brown-antlered deer is heading towards extinction.

Film-maker Bhuyan in his 23-minute film 'Sesh Asha' has made a poignant portrayal of the havoc created by flood in the World Heritage Site -- Kaziranga National Park, home to the rare one-horned rhino.

"There is an urgent need to conserve rare animals living in the Park and it is this aspect that I have tried to highlight in the film along with continuous effort and dedication of the forest guards to save the animals during the annual floods," Bhuyan said.

Source : <http://timesofindia.indiatimes.com/home/environment/flora-fauna/Three-films-from-NE-in-Environment-and-Wildlife-festival/articleshow/5172834.cms>

Sensitising students on climate change

Correspondent : Staff Reporter

HYDERABAD: Over 300 college students and other youngsters are attending a 'base camp' on the Copenhagen Summit conducted by the Indian Youth Climate Network (IYCN) at Taramati Baradari. The three-day camps inaugurated on Monday aims at providing leadership orientation to the youth and help them take positive climate actions.

The Additional Principal Chief Conservator of Forests, C.S. Ramalakshmi, who inaugurated the event, appealed to the youth to participate more actively in local activities and help create a better environment. She wanted IYCN to take up climate actions once a month. Live proceeding of the Summit will be aired at the camp followed by discussions, said Ranga Prasad, Regional

Coordinator. Films on climate change and related themes will be screened at the base camp. Topics such as sustainability, mitigation and adaptation, corruption and its impact on climate change, biodiversity etc. will be discussed.

Experts from related fields are expected to take part in this summit. The camp is open to youngsters and participants will be given a certificate of participation from IYCN and APEC.

For details and registration, contact over phone number 95810 00350.

Source : <http://www.hindu.com/2009/12/15/stories/2009121558280200.htm>

California bans power guzzling flat screen TVs

Correspondent : Sacramento (California), (DPA)

California regulators have passed new regulations to ban power-hungry flat screen televisions from store shelves. The regulations adopted Wednesday by the California Energy Commission are the strictest in the US and will require manufacturers of LCD and plasma televisions to meet progressively stricter energy guidelines starting in 2011.

The television industry opposed the new regulations which were supported by environmental groups which cited estimates that the rules would save the state \$1 billion a year. The average plasma screen TV uses more than three times the power as a bulky cathode ray tube TV, the energy commission says. It estimates that televisions account for about 10 percent of a home's electricity use and that they will use eight percent more electricity a year as consumers switch to larger televisions. California Governor Arnold Schwarzenegger praised the commission's action as a reflection of California's leadership on environmental matters, noting that the state's per-capita electricity consumption has remained flat over the last three decades while energy consumption nationwide has increased.

Source : <http://www.deccanherald.com/content/36728/california-bans-power-guzzling-flat.html>

Tallying the Real Environmental Cost of Biofuels

Bryan Walsh

The promise of biofuels like ethanol is that they will someday help the world grow its way out of its addiction to oil. Nine billion gallons of corn ethanol were produced in the U.S. in 2008, while countries like Brazil have already widely replaced gasoline with ethanol from sugar cane and countless start-ups are working to bring cellulosic and other second-generation biofuels to market. The reasoning is that if we use greener biofuels in place of gasoline, it will significantly enhance our effort to reduce greenhouse-gas emissions.

But the question is, Are biofuels really green? A pair of new studies in the Oct. 22 issue of *Science* damningly demonstrate that the answer is no, at least not the way we currently create and use them. In the first study, a team of researchers led by Jerry Melillo of the Marine Biological Laboratory in Woods Hole, Mass., projected the effects of a major biofuel expansion over the coming century and found that it could end up increasing global greenhouse-gas emissions instead of reducing them. In the second paper, another team of researchers led by Tim Searchinger of Princeton University uncovered a potentially damaging flaw in the way carbon emissions from bioenergy are calculated under the Kyoto Protocol and in the carbon cap-and-trade bill currently being debated in Congress. If that error in calculation goes unfixed, a future increase in biofuel use could end up backfiring and derailing efforts to control global warming, according to the paper. "Biofuels can be an important part of the portfolio of climate-change activities," says Steve Hamburg, chief scientist for the Environmental Defense Fund and a corresponding author on the second *Science* paper. "But we have to make sure we incentivize the right way, or we could end up with perverse outcomes."

The problem is that biofuels are treated as if they were 100% carbon neutral, even though they are

clearly not. When ethanol is burned, for instance, it still releases CO₂ into the atmosphere. After all, the plants that go to make biofuels are made of carbon, just as oil and other fossil fuels are. Further, the use of biofuels would reduce total greenhouse-gas emissions only if their creation were to increase — or at least not displace — existing plant growth, which naturally takes carbon out of the atmosphere. For example, if the wood chips left over from logging were used to make biofuel, overall greenhouse gas emissions would be reduced, since that wood waste would have decomposed on the forest floor and released as carbon into the atmosphere anyway. By using them for fuel, it not only replaces some fossil fuel but also does not destroy plant life. But that's rarely how it works in most biofuel production today. Instead, a long-standing forest might be clear cut in Indonesia and replaced with a plantation of palms to make biodiesel. That's where the accounting error crops up: we should assess the carbon lost in deforestation when we measure the greenness of biofuels, but that's not how it works under Kyoto, which simply exempts all CO₂ emissions that come from using biofuels. CO₂ emissions resulting from deforestation or other changes in the way we use land are not evaluated at all. The result is a huge, if accidental error in the existing global carbon accounting system — and one that now stands to be repeated in the cap-and-trade bill up for debate in Congress. "It's a very, very large loophole," says Searchinger, who had done pioneering work on problems of biofuels. "We're just effectively ignoring what happens on land."

Given how limited the impact of the Kyoto Protocol has been, the effects of that error have been modest so far. But if the U.S. adopts a cap-and-trade system with the same mistake, or if the world agrees to a truly global successor to Kyoto, the blowback could be enormous. As long as biofuels are incorrectly treated as 100% carbon neutral, they'll represent an economical way for companies to offset their greenhouse-gas emissions and comply with a tightening carbon cap. One study estimates that if the world were to meet a 50% "cut" in global greenhouse gases by 2050 under the current calculations, the necessary biofuel-crops expansion would be large enough to displace 59%

of the world's natural forest cover – which would release an additional 9 billion tons of CO₂ a year. “Carbon capture and storage, solar power, electric batteries – all of these alternatives have serious costs,” says Searchinger. “But if you can just use up the world's carbon in forests to meet your cap, that turns out to be pretty cheap.”

There are other side effects as well. Melillo's paper points out that if biofuels scale up rapidly, they could end up displacing cropland and pasture, which would impact global food supplies and increase land-based carbon emissions. Melillo found that if biofuels were linked to a global policy to stabilize carbon concentrations in the atmosphere at 550 parts per million – a modest goal – we would need more land for biofuel production by the end of the 21st century than is currently used for all food crops. Worse, all the fertilizer needed to grow those bioenergy crops would increase emissions of nitrous oxide, an extremely potent greenhouse gas, and water supplies would also be stressed. “We have to think about this very carefully,” says Melillo. “We need to have a complete analysis about the unintended consequences of biofuels.”

The good news is that closing the biofuel loophole isn't that complex. All emissions from biofuels should simply be counted as carbon, and companies or countries that get their biofuels from sources that actually reduce greenhouse gases should get credit for those cuts. But politics will be another matter – the biofuel industry already has a lot of weight, especially in the U.S., where environmentalists need the votes of rural and Midwestern representatives in Congress if they are to have any hope of passing a cap-and-trade bill. Challenging the biofuel loophole could effectively scuttle cap-and-trade in the U.S.

And that may well be a boon. If cap-and-trade were passed with the existing biofuel loophole, it could set up a system that would incentivize the expansion of bioenergy at the expense of the environment and carbon cutting. Certainly the error could be fixed later, after the bill is passed – but by that time the financial interests in favor of biofuels would be even stronger, and would surely resist changes. “If this isn't fixed, you could give

companies a very powerful financial incentive to go clear land,” says Searchinger, who has briefed members of Congress on his research. “As it stands, forests will be worth more dead than alive.” Environmental groups will need to rethink their approach to cap-and-trade – and biofuels as well. It's the very definition of an inconvenient truth.

URL: <http://www.time.com/time/health/article/0,8599,1931780,00.html?xid=newsletter-daily>



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

FAO-Interview: Do Biofuels Damage Food Supplies?

Are biofuels responsible for higher food prices and a growing number of hungry people? Terri Raney, senior economist at the Food and Agriculture Organization of the United Nations (FAO), explains the links between food and fuel.



Terri Raney, Food and Agriculture Organization of the United Nations

"Biofuels demand is likely to keep basic food commodity prices 10 to 15 percent higher than they would have been otherwise." (Photo: Caleb Raney)

Are biofuels to blame for recent food price rises?

Most estimates suggest that biofuels are responsible for between 25 and 40 percent of the increase in food prices. We are concerned that the rapid growth in biofuels, driven by government policies, is creating stresses on a world food system that has not had time to adjust.

Half of the increase in global cereals demand between 2005 and 2007 came from biofuels. This clearly poses risks for world food prices and a challenge for food security. Looking ahead, the FAO and OECD project that biofuels demand is likely to keep basic food commodity prices 10 to 15 percent higher than they would have been otherwise.

What are the biofuel crops that have the biggest impact on food prices?

Biofuels derived from food crops, such as maize, wheat, or oil crops, clearly have the most immediate impact. But you must remember that all crops compete with each other for land, water, and other resources. Using non-food crops for biofuels can still threaten food security by causing farmers to shift land away from the production of food crops to biofuel crops.

Given that all crops compete with each other, using the ones that are most economically efficient for biofuels can reduce competition meaning that more resources are left over for food production. Right now, sugarcane-based ethanol is the only biofuel that is economically competitive with petrol-based fuels. Maize-based ethanol is more costly to produce.

In the long term, we also have to consider the impact on the environment, on land, and water resources. We are calling for slower expansion of biofuels production to give the agricultural sector a chance to expand production through yield increases rather than land area expansion.

And what are the biofuel crops that make environmental sense?

The most environmentally sustainable feedstock appears to be sugarcane grown on existing cultivated areas, under rain-fed conditions, with minimal fertilizers, and other chemical inputs. Palm oil is also quite good. Production of maize, rapeseed, and sugar beet are not as good in terms of offsetting CO₂ emissions.

Measuring the environmental impact from pump to tailpipe is only part of the story. The key factors are concerned with land use change. Producers are clearing forest and ploughing new land that releases CO₂ while applying fertilizers that release nitrous oxides. We recommend feedstocks with minimum new land use and minimum application of fertilizers.

Is there enough land for biofuels and for food?

We are not talking about a major demand on the

global land base. Less than 2 percent of land is being used for biofuels. We expect that to increase and we have seen land coming back into production in Europe while there is potential for agricultural expansion in Latin America and parts of Africa. But it will still be only about 5 percent of agricultural land.

In some developing countries there has been a lot of investment in jatropha plantations on marginal land for biodiesel production. However, people may be already using that land, maybe not for farming but perhaps for grazing or to gather wild foods. They are likely to be poor or marginalized groups, and countries must protect their rights and their food security.

Can biofuels benefit farmers in the developing world?

We do see biofuels as an opportunity. About three quarters of the world's poorest people depend on agriculture for their livelihoods. For a very long time food prices and investment in agriculture were depressed. Now, if farmers can increase production, higher prices can be turned into income gains for them.

Developing countries need to invest much more in agricultural productivity and market infrastructure to be able to take advantage of higher commodity prices. But this will only happen if proper policies are put in place. What we see right now is OECD countries heavily subsidizing and protecting their biofuels sectors and so developing countries do not have any opportunities.

If OECD countries stopped subsidizing biofuels, would food prices come down?

Put simplistically: Yes. Even at high petroleum prices these biofuel feedstocks are not competitive without subsidies. If we eliminated production subsidies and trade barriers for ethanol, production and consumption would decline by about 10 percent. It would decline in highly subsidized regions but increase in Brazil, India, or Thailand where ethanol costs less to produce and, in some cases, has lower environmental costs.

Looking 10 to 15 years into the future, we have

calculated that if you reduced the demand for ethanol by 30 percent this would have a tendency to reduce maize prices by 10 percent, and vice versa. There is a clear relationship between demand for ethanol and the price of corn. ■

About ENVIS Network



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

Event

Winrock International India's 6th International Biofuels Conference - a Resounding Success

Winrock International India organized the **6th International Biofuels Conference** on March 4 - 5, 2009 at Hotel Le Meridien, New Delhi. This was the 6th in a series of annual International Conferences on Biofuels that WII organizes. With controversies raging across the world regarding the viability of Biofuels as an effective and sustainable renewable energy option, and the negative impacts it could have on the agricultural sector, the Biofuels Conferences provide a platform for stakeholders to deliberate on some of the most contentious and relevant issues and provides in-depth information about the local and global potential of the sector. From policy perspectives to debating the promotion of algal biodiesel or discussing Life Cycle Analysis (LCA) and sustainability, several key issues were covered. The conference was inaugurated by **Mr. Debashish Majumdar, CMD, Indian Renewable Energy Development Agency Limited**, who in his inaugural address said that one of the factors for the success in the development of renewable energy for the power sector would be the development of a strong policy that also encourages investment, especially in the private sector. The conference agreed that advances in genetics, biotechnology processes, chemical and engineering are leading to new concepts for converting renewable biomass to valuable fuels and other products. The conference also agreed that Life Cycle Analysis (LCA) can be a useful tool for the consideration of environmental aspects of sustainability, and the development of a data model would ensure that every producer of biofuels does not have to commission a full scale LCA study. It was repeatedly emphasized that a roadmap for alternative fuel use for India such that the product is available on a sustainable basis, should be prepared, to enable the auto industry to come out with optimized models. It was also felt the biodiesel industry can be much more attractive if the by-products of the biodiesel industry are effectively utilized, through the several technologies that are already commercially

available. As large scale plantations of *Jatropha* are in existence in several Indian states, it was a positive sign that would lead to the availability of raw material for future processing plants. The future availability of lingo cellulosic biomass, algal biodiesel and other renewable fuels could be expected to achieve breakthroughs in the very near future. The final session, a panel discussion, was chaired by **Mr. V. Subramanian, former Secretary, Ministry of New and Renewable Energy**, with panelist **Dr. HL Sharma, Director Biofuels, Ministry of New and Renewable Energy, Govt. of India**, who mentioned that the long awaited National Biofuels Policy for India was with the Cabinet for clearance and would be adopted soon. **Mr. Dilip Chenoy, Director General, Society of Indian Automobile Manufacturers**; **Dr. Veena Joshi, Team Leader, Rural Energy and Housing, Swiss Agency for Development and Cooperation** and **Mr. A.K Goel, General Manager, PCRA**, were the other panelists who were all of the opinion that sustainability was a key issue that had to be addressed.

In order to further develop the Biofuels conference and to ensure the progress and effective implementation of Winrock's Biofuels Program, WII has also constituted a special Biofuels Advisory Panel, chaired by **Mr. Anand Kumar, Director R&D, Indian Oil Corporation Ltd.**, comprising leaders from various streams like Oil Companies, Government, Corporate, Industry bodies and NGO sector, which will contribute significantly to creating a roadmap for the future of Biofuels in India. In his concluding remarks at the closing of the conference, **Dr. Kinsuk Mitra, President Winrock International India**, while thanking the participants said, "the 6th International Biofuels Conference, has raised the bar substantially in the quality of the presentations, the enthusiasm of the participants and the sheer extent of information sharing that has taken place. Another laudable development has been the participation of a record number of young students who have infused vitality into the proceedings of the conference. I congratulate all who have been a part of this Biofuels conference and look forward to even better conferences in the coming years."

Source: *Winrock.org*

Take Action!

Premiere of UKEFF Climate Change Films on Discovery Channel

Each year, the UK Environment Film Fellowships (UKEFF) awards Rs 8 lakh to 4 young filmmakers to make 12 minute impactful environmental documentaries. Four films were completed under 2009 theme of Climate Change - impacts & actions.

The four films produced under UKEFF 2009 premiered on television last week with a broadcast on Discovery Channel last Sunday as an hour long

episode. The channel reaches out to a whopping 46 million viewers in the Asia Pacific region. The films were officially launched earlier in the year on June 5, World Environment Day at a special screening in British Council Delhi. This launch was followed by individual screenings around BC offices in Chennai, Bangalore, Guwahati and at Corporate offices like Infosys.

The films were well received by viewers as they not only highlighted the impacts of climate change but also gave way to hope by narrating positive solutions to mitigate climate change. Shekhar Kapur's star presence as a narrator is also a powerful influencer in motivating people.

Source : <http://www.britishcouncil.org/india-projects-lcf-ukeff.htm>

Book

Analyzing the Biofuel Industry in India

Publisher	Aruvian's R'search
Product Type	Report
Pages	200

There is a lot happening in the field of biofuels in India, and to capture these, Aruvian Research brings you the complete guide to the Indian Biofuels Industry - Analyzing the Biofuel Industry in India. The report begins with an analysis of the basic know-hows one needs to be familiar with before starting on the fascinating journey of discovering the biofuels industry in India. The economics of biofuels, issues facing the industry, regulatory barriers as well as incentives, technologies involved, major types of biofuels, and many other topics are discussed in depth at the starting of the report. Divided into four sections, Aruvian's report then moves on to Section 2, which analyzes the Indian Energy Industry. From looking at the energy challenges facing the country to the rising demand for energy in the country, the section also takes a look at the various sectors of the energy industry such as oil, natural gas, coal, renewable energy, amongst others.

Section 3 is focused on the Indian Biofuels Industry. History of the industry's development through the years, the biofuel policy in India, the strategic implementation of the biofuel policy, and much more is discussed in the report.

Section 3 is also a complete analysis of the biodiesel and ethanol industry in India. Market overview, statistics, R&D profile, production, and end-use technologies are just some of the points focused on in the section. The economics, prices and competitiveness of biodiesel and ethanol in India is also touched upon, along with the benefits of biodiesel and ethanol and the barriers facing the development of biofuels in India.

Section 3 also profiles the leading industry players (not many at this point), thus concluding the report.

Grab a copy of this report and get up-to-date on A to Z of the Indian Biofuels Industry.

Source: http://www.reportbuyer.com/energy_utilities/biofuels/analyzing_biofuel_industry_india.html

Media has to sustain its environment coverage

Fine Print | PN Vasanti



Recently there has been a visible increase in the number and scope of environment stories across media. The media is believed to play a pivotal role in the current global discourse on climate change and environment. Trends over the last few years show that the environment has been reported consistently for less than 2% of the prime time in television news. And it is definitely not a front-page priority for our newspapers. Recently, however, we have seen a visible increase in the number and scope of environment stories across media. An analysis of CMS Media Lab of prime time news of six national and popular news channels supports this conclusion, as we see sudden spikes in environment and climate change coverage.

We have also seen special initiatives and campaigns by news channels highlighting climate change, such as the NDTV green campaign. Also, special programmes and discussions on environmental issues are more visible in non-prime time TV slots throughout the day. Newspapers have had occasional environment stories on the front pages, but significant space and columns for these issues are now noticeable on the inside pages of most newspapers. The prime reason for this attention is the various initiatives and efforts being made to highlight environment/climate change issues across the globe in view of the approaching Copenhagen discussions on climate change. With these crucial negotiations as the backdrop, a number of international and national bodies are organizing events, report releases, field trips and campaigns. An important endeavour globally and in India is to prepare journalists for more comprehensive coverage on critical environmental issues for Copenhagen and beyond. One such initiative was the International Federation of

Environmental Journalist congress held along with the CMS Vatavaran environment and wildlife film festival in the last week of October in New Delhi.

Environment journalists from across the world and India attended to learn about complex issues such as glaciers, Delhi's Bus Rapid Transit System, climate change, the politics of green economies, global warming, and so on. There were scientists, experts and also some officials who talked with media professionals, besides sharing views with each other. Then, some journalists also travelled to the Khardungla pass, which was 18,000 ft. high, to witness the decline of a glacier, which was the primary source of water to Leh. These are attempts to make environment a consistent and comprehensive issue of interest for media professionals. These efforts are also being made so that environment and climate change can become an integral part of the daily media repertoire, beyond the current event-based reporting on these subjects.

The Copenhagen summit has flagged climate change as the biggest concern of the 21st century, affecting societies, economies and individuals on a grand scale. Equally enormous are the adjustments that will have to be made to our energy and transportation systems, economies and societies, if we are to mitigate climate change. Therefore, today, environment and climate change are also a political, business, science, human rights, energy and technology story. The Indian challenge is to engage and empower the Indian language, regional and local media to participate in the lifestyle-change discourse for the benefit of their vast and diverse audiences. Besides individual and family lifestyle change issues, there are critical regional and local development issues needing readjustment and alignment with the National Action Plan for Climate Change.

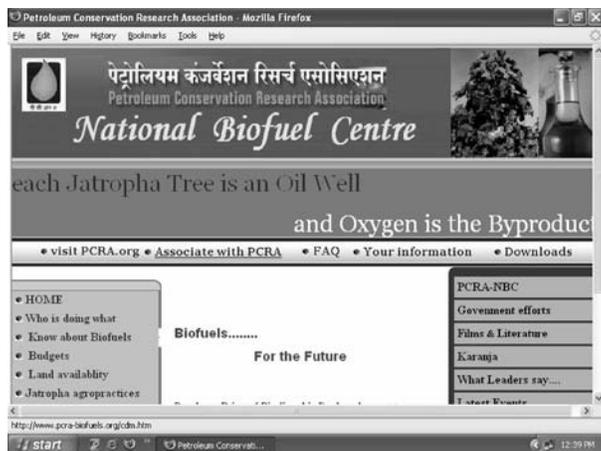
P.N. Vasanti is director of New Delhi-based multidisciplinary research organization Centre for Media Studies. Your comments and feedback on this column, which runs every other Friday, are welcome at fineprint@livemint.com

Source: <http://www.livemint.com/2009/11/26230335/Media-has-to-sustain-its-envir.html?d=1>

Open Window

PCRA - Biofuels

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



Bio-diesel is also a renewable fuel. Govt. of India has already done a beginning in this direction by constituting a Committee on Development of Bio-diesel under the planning commission. The committee has recommended that our country must move progressively towards the use of Bio-diesel as a substitute for Petroleum diesel. Efforts of PCRA have been recognized in the report of the committee in the area for carrying out studies, collecting data and spreading mass awareness throughout the country. Unfortunately, the information about TBO and bio-diesel is not available at a central place in India from where one can have information about. PCRA is opening a National Information Center on bio-diesel where every information from root-to-canopy will be available.

Mint Biofuels

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

A project to produce Biodiesel upto 2500 tones per year in single shift or 5000 tones in two shifts, is coming up at Pathardi, Taluka Chiplun, District Ratnagiri (Maharashtra). Land admeasuring around 8 hectares is purchased for the purpose.

The plant includes buildings, plant and machinery for following processes:

- Storage of seeds, chemicals, cake, Organic



Manure and Biodiesel

- Oil Expeller and solvent extraction unit
- Trans-esterification plant, including methanol & glycerin recovery
- Biogas plant
- Slurry processing
- Electricity Generation

Administrative building and residential buildings.

The plant will be spread over 20 acres of land and will include Administrative office building, storages for seeds, Biodiesel and organic manure, oil expelling unit, solvent extraction unit, trans-esterification plant, biogas plant, electricity generation, biogas slurry processing & organic manure. Processing of bye-products like glycerol and methanol are also included in the project.

Universal Biofuels Ltd

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

Universal Biofuels Pvt. Ltd., a wholly owned subsidiary of AE BIOFUELS Inc. - USA, is one of the largest producers and retailers of biodiesel in India. With a 150,000 metric tonne per annum production capacity facility located in Kakinada, A.P., and offices in Hyderabad, Universal Biofuels is strategically located to supply the growing renewable fuel demand in both India and abroad. Since commencing production in September of 2008, the DeSmet-Ballestra plant has been producing quality biodiesel that confirms to all relevant EN, ASTM, and BIS specifications. Previously an Export Oriented Unit, the plant was 'domesticated' in Q1 of 2009 and has been supplying the the growing



demand of the Indian domestic market with clean burning renewable fuel.

The Kakinada plant is also equipped with a pre-treatment plant and glycerin refinery, which enables Universal Biofuels to refine its feedstocks to various parameters, and produce pharmaceutical-grade (USP) Glycerin. The cost savings associated with these pre-treatment and co-product refineries enable Universal Biofuels a significant cost savings versus the competition, which benefits our growing customer base. Universal Biofuels plans to double to name-plate capacity of the plant to 300,000 metric tonnes per annum within a years time.

India Biofuels

<http://www.ibfc.in/index.htm>



The India Biofuels Company aims to build a world class commercial biofuels company in India in the coming decade. IBFC believes there is a real and necessary opportunity to develop a large-scale biofuels industry in India. With petrochemical

energy supply continuing to increase in financial and political cost, a real alternative to India's energy and transport fuels needs is an urgent priority.

Using the best in agribusiness, energy and corporate financial expertise, IBFC aims to bring more than one million hectares of unused, uneconomic rural wasteland under full-scale commercial biofuels production during the next ten years. ■

Biofuel role limited in India: Ramesh

Biofuels have a limited role in India due to land limitation and food security issues, Environment Minister Jairam Ramesh said, a view which differs from the official line pushing for a 20 per cent blend of such fuel in gasoline and diesel by 2017. Pitching for hybrids and CNG-run vehicles, Ramesh said "biofuel does not has a relevance role in Indian context in view of land limitation and food security."

He was speaking at the inaugural session of the two-day 4th Environment Friendly Vehicles' conference. In October 2007, under pressure from the world to cut emissions of the greenhouse gasses produced by fossil fuel combustion, the Government had mandated that all diesel should contain 5 per cent biofuel by volume. Biofuels are produced from crops and burn cleaner than fossil fuels.

Biodiesels, a subset of biofuels, are produced from vegetable or animal oil and there is a view that biofuel target is a reason for food prices shooting up lately. Ramesh said India could not follow Brazil which is a world leader in the use of ethanol as transportation fuel. "We have land limitation and huge population pressure. We have to have food security," he maintained and added that though "it (bio-fuel) may play a small role but a big role has to be from the hybrids, auto-electric and of course the CNG type vehicles."

Source: www.indianexpress.com

Copenhagen Summit (Dec 7-18, 2009)

Coverage in prominent Indian media channels

The Climate Change talks at Copenhagen were witnessed by millions of people the world over. This global summit saw around 100 political leaders and delegates from 192 countries coming at the same platform and discussing, debating and negotiating on the immensely important issue of reducing carbon emissions. At the conclusion of the Summit UN Secretary-General Ban Ki-Moon rightly stated that, "It may not be everything we hoped for, but this decision of the Conference of Parties is an essential beginning and we must transform this into a legally binding treaty next year." The Minister for Environment & Forests, Mr. Jairam Ramesh has also hailed the outcome of the summit and India's stand in it. In a suo moto statement made on Dec 22 in Rajya Sabha, the minister had stated that India negotiated successfully from a position of strength and was recognized for its constructive approach. "Copenhagen is not the destination but the beginning of a long process. We have to be extra ordinarily vigilant and watchful, negotiating tough but always from a position of strength. For the moment I believe that India has come out quite well at Copenhagen," the minister said.

Media played an important role in communicating the deliberations that took place during the global summit. CMS ENVIS Centre did a detailed analysis of the stories related to Copenhagen Summit that appeared in mainline news channels of India. The tracking was done by CMS Media Lab from December 1-20, 2009.

Methodology

CMS Media Lab has undertaken significant experimentation over the years to develop a robust and rigorous methodology. The content analysis of Copenhagen Summit related stories broadly covers qualitative and quantitative aspects.

- Prime time band of study (7-11 pm). The prime

programming is the industry benchmark in News television for all significant events and issues.

- Six mainstream Hindi news channels were included. i. e. DD News, Aaj Tak, NDTV 24X7, CNN-IBN, Star News and Zee News.
- The recorded tapes were then previewed and the news stories listed under various classifications and categories to generate quantitative data.
- The news content on the above mentioned channels were listed and documented in the log sheets.
- The stories were classified and separately coded according to the duration and content of the story on Copenhagen Summit.

Analysis of Copenhagen Summit coverage:

A careful analysis of the stories related to Copenhagen Summit was made from December 1-20, 2009. Total no. of stories being telecast during the prime time slot, duration of the stories, special programs (if any) and the total percentage of time given to the summit vis-à-vis other news was studied and analysed.

1. News stories and special programs during the primetime slot

• December 1-7, 2009

The first week of December, prior to the opening of Copenhagen Summit saw a total of 55 stories on 6 prominent news channels. Zee News telecast maximum no of stories in this period (17) closely followed by NDTV 24X7 (16). DD and CNN-IBN each showed 7 stories, Aaj Tak 5 stories and Star News 3 stories. 9 special programs on Climate Change were telecast during this period. In total 5.21 percent of total news time in the prime time slot was spent on Copenhagen Summit.

• December 8-18, 2009

The scenario changed drastically in the second week when proceedings were on at Copenhagen. There was extensive coverage on all the prominent channels with a total of 142 stories being telecast during the prime time slot on six prominent news channels. DD showed a

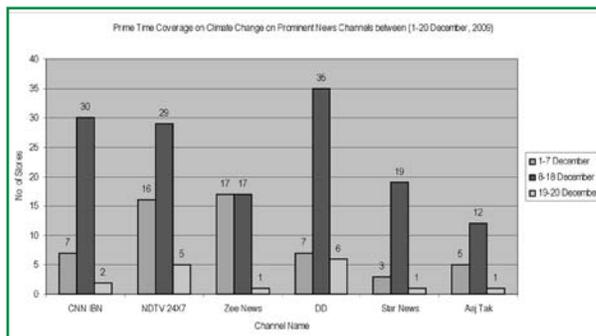
total of 35 stories and was closely followed by CNN-IBN (30) and NDTV 24X7 (29). The number of special programs also saw a steep hike. As compared to 9 programs in the previous week 13 programs were telecast during this week. During this period 5.75 percent of total news time was spent on the coverage of Copenhagen Summit.

- *December 19-20, 2009*

The period after the conclusion of Copenhagen Summit saw a major dip in news stories during the prime time slot. As compared to 142 stories in the previous week there were just 16 stories after the summit. NDTV 24X7 was the only news channel which carried a special program during this week. While DD telecast 6 stories, there were 5 stories on NDTV 24X7, 2 stories on CNN-IBN and 1 each on Zee News, Star News and Aaj Tak. Stories related to Copenhagen just took 4.95 percent of total news time during this week.

Table 1: No. of stories during the prime time slot

Channel Name	No (1-7 Dec)	No (8-18 Dec)	No (19-20 Dec)	Total
CNN IBN	7	30	2	39
NDTV 24X7	16	29	5	50
Zee News	17	17	1	35
DD	7	35	6	48
Star News	3	19	1	23
Aaj Tak	5	12	1	18
Total	55	142	16	213



Source: CMS Media Lab

2. Total time on prominent News Channels

- During the week preceding the opening of Copenhagen Summit (December 1-7) a total of

Table 2: No. of special programs during the prime time slot

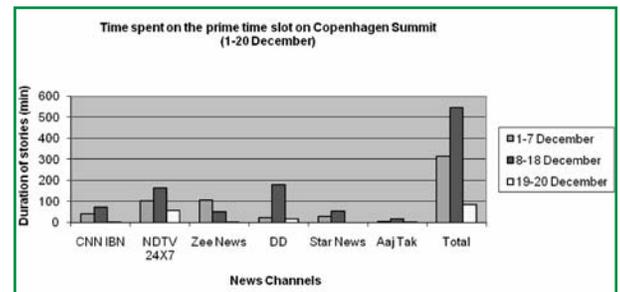
Channel Name	No (1-7 Dec)	No (8-18 Dec)	No (19-20 Dec)	Total
CNN IBN	1	1	-	2
NDTV 24X7	1	3	1	5
Zee News	5	1	-	6
DD	-	4	-	4
Star News	2	4	-	6
Aaj Tak	-	-	-	-
Total	9	13	1	23

315.5 minutes were spent on stories focusing on Copenhagen Summit. Zee News (107 min) and NDTV 24X7 (106 min) provided the maximum coverage. DD spent just 24 minutes and Aaj Tak a minuscule 6 minutes on primetime for Copenhagen Summit.

- The scenario changed with the beginning of the proceedings of the summit. With 546.8 minutes of prime time coverage devoted to the developments taking place at the Copenhagen Summit
- Once the summit was over, Copenhagen Summit did not evoke much interest from news channels and a paltry 85.5 minutes of coverage was there during the prime time slot.

Table 3: Duration of stories in prime time slot in prominent media channels

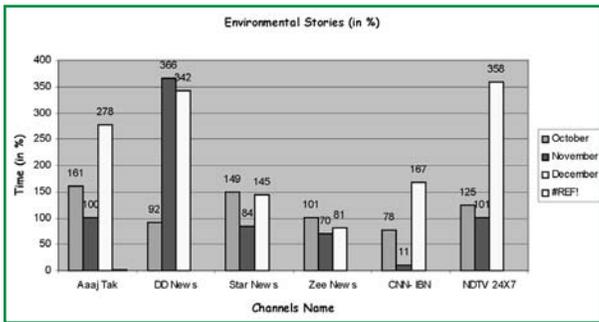
Channel Name	No (1-7 Dec)	No (8-18 Dec)	No (19-20 Dec)
CNN IBN	42.4	73.3	3.2
NDTV 24X7	106	167	58
Zee News	107	52	3
DD	24	180.4	18
Star News	30.1	55.1	0.3
Aaj Tak	6	19	3
Total	315.5	546.8	85.5



Source: CMS Media Lab

Media Analysis

Graph 1: Green stories in electronic media (channel wise)



Source: CMS Media Lab

No of stories on environment and wildlife (Oct-Dec)

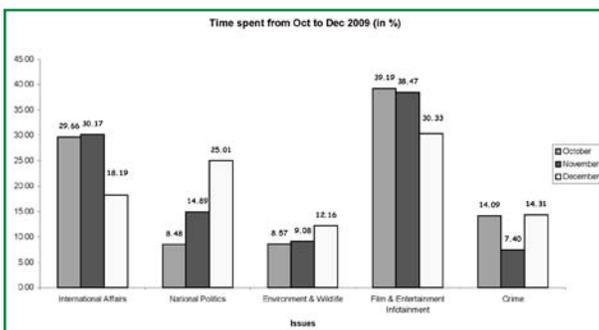
In the month of October 2009, Aaj Tak topped with 161 stories in environmental issues and was closely followed by Star News (149) and NDTV 24X7 (125). DD News telecast just 92 stories while CNN-IBN came at the last with 78 stories. The month of November 2009 saw a sharp decline in the number of stories on environmental issues. Except DD News there was a major decline in the number of stories on all other news channels. A total of 366 stories were telecast on DD News. In contrast to it there were 100 stories on Aaj Tak, 84 on Star News, 70 on Zee News and a minuscule 11 on CNN-IBN. The total number of stories saw a marginal increase from 706 to 732. In December 2009, environment stories saw a major jump on all the news channels. The total number of stories telecast on news channels almost doubled (1371). Aaj Tak telecast 278 stories during this month, Star News 145 stories, Zee News 81 stories, NDTV 24X7 telecast 358 stories. Surprisingly there was

a minor decline in the number of stories telecast on DD News during this month. The total number of stories on DD News came down from 366 in November to 342 in December 2009.

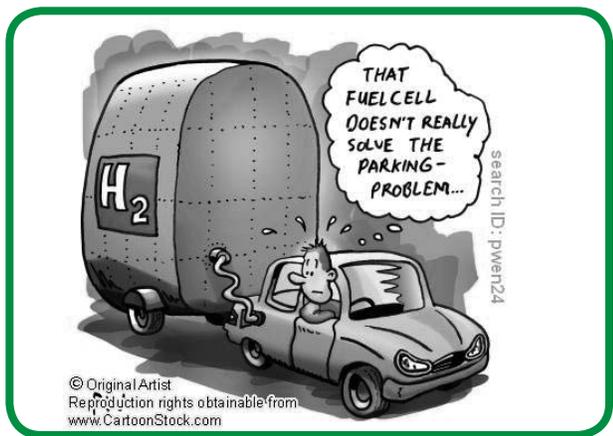
Analysis of primetime coverage of stories (October-December)

In the month of October news on Films and entertainment dominated the prime time on all the six major news channels. While a total of 3223 time stories on film and entertainment were shown, constituting 39.19% of primetime, stories on International affairs came a close second with 29.66 % of primetime. However stories on environment and wildlife just constituted 8.57% of total primetime coverage. National politics came at the bottom with just 697 stories constituting 8.48 % of primetime. The dominance of film and entertainment news continued in the months of November and December. In November film and entertainment occupied 38.47% of primetime. The coverage of environment news saw a minor increase with 9.08% of primetime being devoted to environment stories. International affairs (30.17%) and National Politics (14.89%) came at the second and third slot. Crime came at the bottom with just 7.40 % of primetime coverage. Though there was a sharp increase in the number of stories on environment and wildlife in the month of December (1371), however, in terms of duration it came at the bottom with just 12.16 % of primetime devoted to environment and wildlife stories. The dominance of film and entertainment during the primetime remained intact (30.33%) and was followed by National Politics (25.01%), International Affairs (18.19%) and Crime (14.31%).

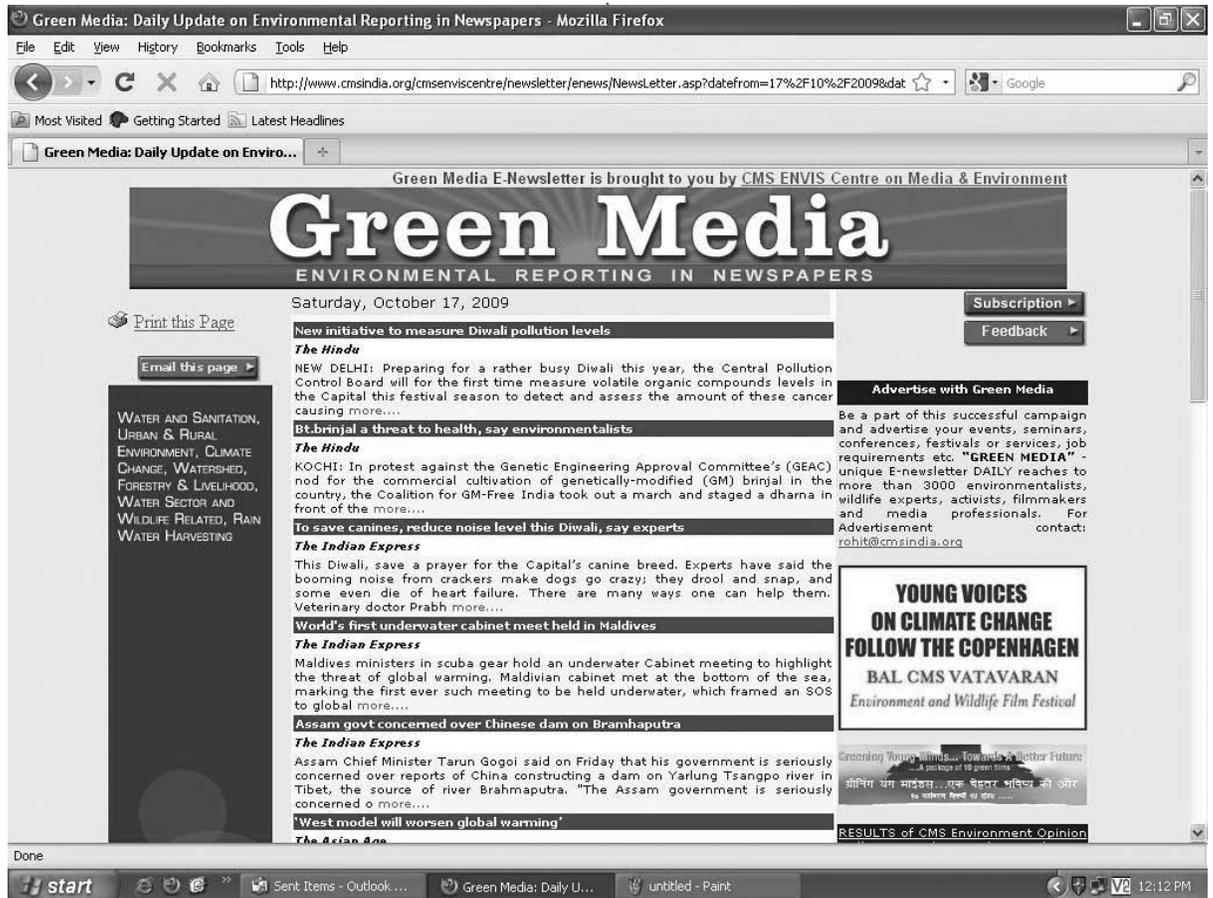
Graph 2: Primetime coverage



Source: CMS Media Lab



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.

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