

## Brows The Net

[www.formyworld.com](http://www.formyworld.com)



This site emphasizes that an informed and actively engaged public is the most powerful force for the environment. For My World is committed to providing practical advice you need to solve environmental problems at home and in your community. Down to earth and close to home.

For My World provides seven different content channels. The site covers quiz and games to test your IQ and knowledge. Activities section helps interested visitors to learn making useful things out of waste, provide good resource of native plant, composting and pesticide alternative etc. green tip to save money as well as environment, green diet for healthy living everything from buying green cars to wildlife to global climate change and relevant links to others sites.

[www.earthscan.co.uk](http://www.earthscan.co.uk)



Earthscan site gives information of books on environment and sustainable development. The site aim is to increase understanding of environmental issues and their implications at all levels, from the local to the global, and to influence opinion and policy in ways that promote sustainable forms of development. The books listed in the site can be distributed worldwide and readership includes general readers, academics, professionals, business people and policy makers.

This website offers new books, online catalogue of environment books, global reports which you can Subscribe or recommend your librarian to add to your library and what more NGOs are eligible for a 15% discount on all Earthscan books and various other offers for buyers. The site and its members make every effort to ensure that the books are distributed effectively in developing countries.

[www.envindia.com](http://www.envindia.com)



This site on eco-systems, provides a platform for environment professionals, individuals and organizations to network and interact with each other and sell green, energy efficient and eco-friendly products, services, expertise, innovations and exchange ideas both national as well as international for a common goal towards a sustainable society.

Envindia.com attempts to compile, disseminate and sell information on all aspects of environmental planning, implementation, monitoring, evaluation and research .The site also provide the world for recruitment, training, capacity building, internships, voluntary work, consultancy in the career section. A vendor bazaar page to facilitate exchange of product information, business opportunities. Bookbazaar section has books and publications on myriad environmental subjects. Apart from this, the site provides various other informations which could be exchanged between the Indian Environment Professionals and the Environment Organizations and Vendors. The network plans to build a specialized community of 'Eco-Gurus', environment leaders in their own field who can lead, guide and provide direction to the young environment professionals.

The site designed for media, relevant national and international Govt. and non-govt. organizations including the corporate sector, focs on biodiversity (forests and wildlife), water, environmental law, green energy, environment and urbanisation.

[www.envirolink.org](http://www.envirolink.org)



"The Envirolink site is one of the largest online resources." - The New York Times The web's most complete environmental service.... EnviroLink has excellent search tools to aid the bewildered traveler looking for specific environmental information. One of the most artfully designed sites on the web, EnviroLink icons feature artwork from indigenous cultures around the world...

EnviroLink is dedicated to provide comprehensive, up-to-date environmental information and news. EnviroLink exists solely to act as a clearinghouse on the Internet for the environmental community, which is incredibly diverse in its views. The resources on the sites varies from actions you can take, articles, educational resources, events, general information, government resources, jobs & volunteering, maps, organizations, publications and resources on issues ranging from agriculture, pollution, wildlife. Links have been given to eco-friendly products with a brief about the product.

## **SUSTAINABLE DEVELOPMENT - A GATEWAY**

<http://sdnp.delhi.nic.in>



Want to find out about issues pertaining to sustainable development? Check out this very useful eco-portal dedicated to giving the best and updated information on environmental sustainability. EMCB-ENVIS has developed a website on a gamut of issues relating to sustainable development and environment. The website hosted from the web-server at EMCB-ENVIS headquarter is an information highway which provides updates on latest sustainable development issues, insights on national and international debates and access to on-line databases related to sustainable development. This gateway is a comprehensive environmental resources that features 28 major thematic areas ranging from agriculture, biodiversity, climate change, clean technologies, having over 20,000 hyperlinks of web-resources, a separate section on - case studies, multi-lingual, databases, govt. reports, legislations, funding schemes, treaties, standards, etc. This informative site provides exhaustive list of sustainable development indicators, which covers environmental, economics, social and institutional indicators. You can also click for daily report on pollution level and weather in four metros of the country.

The section building bridges, an initiative of EMCB-ENVIS keeps track of contemporary issues concerning environment and sustainable development with a view to foster linkages between communities, support groups, development professionals, policy-planners, researchers and the civil society. The services under building bridges are Development Today - An E-Newsletter is being compiled through scanning of dailies, national and international websites, journals, newsletters etc. and is being sent to the users everyday in the form of an email digest. The Current Debate section initiates discussions to get the opinion of researchers, academicians etc. on some of the contemporary issues concerning sustainable development, Recent Indian Headlines section covers headlines on environment and sustainable development related issues from various Indian Daily Newspapers.

The Query Desk Service (ODS) exists to serve individuals and development organizations worldwide in their efforts towards sustainable development and improving the quality of lives of the people. Dev-online section is a pioneering concept to let organizations and individuals put research papers, publications, conference proceedings, databases, etc. on-line on the EMCB-ENVIS website free.

EMCB-ENVIS, provides free web-space on its servers to give a catalytic start to organizations and networks working in the area of sustainable development. This information highway enables the users to get plethora of information in one click. make every effort to ensure that the books are distributed effectively in developing countries.

## **News- From Around**

### **Film Festival To Create Awareness**

The National Science Centre, in association with the British Council and the BBC World, has organized a special film festival titled -"The Earth 2002 Season" at its premises in the Capital. On till August 20, the festival is an effort to bring home the message of sustaining the environment besides providing information and thought provoking inputs to viewers. It is

also aimed at initiating the process of positive thinking for preserving and protecting the environment.

The festival will highlight how human activities will determine the future of all life on earth. It also draws attention to the fact that if global resources continue to be used at the current rate and the world population continues to rise, up to 50 percent of all species may be lost at the end of this century.

Another terrifying aspect is that the films deal with is "extinction". It argues that in the history of life, mass extinction has rock our planet at least five times. Even the huge dinosaurs were wiped out as a result of these. Are we triggering a mass extinction again?

The series of films were also released worldwide from August 12 on the occasion of the World Summit for Sustainable Development at Johannesburg. "The film festival is effort to reach out to as many people as we can and make a positive impression on the minds of the young," says the Director, National Science Centre, A. S. Manekar.

The NSC was set up with the primary objective of encouraging scientific temper and inculcating the spirit of enquiry and to disseminate the message of science among people.

*Source: The Hindu, August 18, 2002*

### **School Kids Go Online For A Greener World**

GUWAHATI: In a state where the green cover is fast depleting, an international web project is involving school kids in Assam through the internet to conserve the environment.

The web project, Environment On Line ([www.enoschool.org](http://www.enoschool.org)), aims at creating an example of how information technology can be used constructively to impart education despite differences of location, culture, language and prosperity.

"it's a global virtual school. The basic aim is to provide a global learning environment for schools interested in environment. We want to study to learn co-operationally in web community, to deepen environmental themes and student data in education, to add global awareness and international and to support sustainable development", pointed out Rajiv K Shrivastava, head of information and communication technology department in the Assam Valley School at Balipara in northern Assam's Sonitpur district.

Led by Srivastava, students of AVS - one of the ten ENO schools in Asia - recently returned after attending a meeting of ENO teachers and students in Joensuu of Finland.

"It was fun. We met and discussed our experiences with students from all over the world", pointed out tenth standard student Ayushi Kejriwal, who formed a part of the team. "We shared how we travelled to the nearby national park, studied and videoed the environment from very close quarters and often advised the locals - mostly the tea community - at the nearby Harchura tea estate on protecting the environment. "

Ayushi, who aspires to be a green activist, elaborated how school students from other countries were amazed to hear about herds of wild elephants descending on the AVS campus. "They were surprised but at the same time happy that we were living in the midst of nature, something which they have been deprived of ", she explained.

Another student participant, Siddhartha Bania, commented: 'As a global school for environmental awareness, ENO allows students and teachers to study different environmental themes, gather data on local environment and share and analyze it together. It uses email, text and audio-visual e-chats, online lessons and discussion forums for the exchange of data.'

Interestingly, as an innovative and pioneering IT project in education, ENO has already been selected as one of the finalists for the prestigious Stockholm Challenge Awards to be awarded in Stockholm in October this year.

"The successful use of technology to generate awareness about something that is important to the entire human race should be commended. In an age when environment is merely a fashionable issue to discuss while the ground realities are worsening each moment, activities of this kind promise hope", Shrivastava felt. (EOM).

*Source: Times of India, July 20, 2002*

### **Star News, Ndtv To Uplink From India**

Information and Broadcasting ministry sources reveal the both Star News and NDTV News in their new avatars have put in applications to uplink from India. With the Star- NDTVAA divorce taking place on March 31, 2003, bot channels will go their independent ways.

Star News president Ravina Raj Kohli offered a cryptic no comment when the query was posed by Hindustan Times, "I am not in a position to discuss anything on Star News presently. "The Hindustan Times learns that the 'new' Star News has applied for a port to port uplink, i.e. not directly to a satellite which translates into the final uplink taking place from somewhere else (in this case Hong Kong). The Star bouquet is up-linked from Hong Kong in totality presently. Now Star News will use the VSNL link through Intel- sat 2 to send the signal to Hong Kong where it will be down- linked. The microwave link will be routed through the VSNL earth station.

It is believed that NDTV News has applied for the same route although it is not clear which satellite platform will be used to beam down the signal to Singapore. At present, NDTV uses an uplink facility at its Archana studio. Once it transforms into a new entity, it will have to prove its ownership pattern and that is why it has sought fresh clearance. The other methodology involves the use of a teleport which can be linked to a business center with many suites which offers the facility to up-link. Both Singapore and Hong Kong have teleports of this nature in abundance.

Several Indian news entities like Aaj Tak, Sun TV and Eenadu are up-linking to an Indian satellite. Eenadu has it own teleport in Ramoji Film City. Pertinently, news gathering technology is seeing huge changes.

*Source: Hindustan Times, 19 July, 2002*

### **NGC In Negotiations For Local Print Runs**

National Geographic Society is reportedly holding negotiations with several Indian publishing houses to bring its hugely popular magazine "National Geographic" to India. Books, CDROM's and maps of the society besides magazine are also likely to make an entry into the Indian market. The National Geographic Channel, a part of the Star bouquet of channel even after conditional access system is implemented.

The NGC has also created four genres of programmes on science and technology, wild, people and places, and exploration and adventure. It is eyeing a 35% increase in viewership over the next 3 years and has tied up with The Indian Mountaineering Foundation and Bombay National History Society.

*Source: Cable Quest, Vol. 19, Issue 6, Sep. 2002*

### **Prasar Bharati's Digital Services To Commence Next month**

Digital Terrestrial Telecast (DTT) services will finally be launched by Prasar Bharati Corporation next month in Delhi, Kolkata, Mumbai and Bangalore. Initially, Doordarshan will offer five channels including National, Metro and DD Bharati. Maximum number of channels, which can be offered through this service, is eight. Prasar Bharati is negotiating with set-top box manufactures to ensure easy availability of set-top boxes in above cities because consumers can have access to DTT only through conditional access system. At present, a set-top box costs more than Rs.4000 though prices may come down to the level of Rs. 1000 following mass production.

*Source: Cable Quest, Vol 9, Issue 5, August 2002*

### **Discovery Channel In Tamil**

In tune with its global strategy of achieving maximum viewership through region-specific languages, Discovery channel has added Tamil broadcasting to its portfolio with this launch. Discovery is now available in 34 languages across the globe. Tamil Nadu has the largest number of cable and satellite television viewers in the south. Hence Discovery plans to first capture a large Tamil speaking viewer base and then diversify into more regional languages in the region.

The channel will air real-life and factual entertainment programmes based on various themes. Programmes related to history, science, forensics, health and special premieres will be aired from 8 pm to 10 pm, with repeat telecast from 10 am to 12.

*Source: Cable Quest, Vol 9, Issues 5, August 2002*

### **AHIMSAA - A New Global Satellite Television Channel**

With a target reach out to over 4 billion people over 154 countries across the globe, a new TV channel will be launched from January 2003, which will have programmes on spiritual, ethical and social theme. This channel will serve as a platform for activism related issues like environment, animal protection, health hazards, moral and ethical values, war and terrorism, human rights, preservation of heritage sites, etc.

It will also focus on programmes that can help people to overcome social and ethical problems. This will go a long way in benefiting and enabling them to achieve compassion, moral and social integrity. The programmes will be interactive, with workshops, talk shows, awareness programmes, docu-features, etc. all focused on moral and ethical themes. The programmes will have a contemporary look but carry traditional values, very essential in today's world.

*Source: Ahimsaa Global Media*

## **From The Shelf**

### **Critical Issues In Communication**

Edited by: Srinivas Melkote; Sandhya Rao, Southwest Texas State University, USA

Pages.-492; Hardcover:Rs.2820/-



It looks at the political economy of communication, information and media in development and social change. The book also provides an insight into media theory and practice, international communication technology, communication values and ethics.

### **Handbook Of The Media In Asia**

Edited by: Shelton Gunaratne



This volume provides a fresh look at the media in Asia. It complements the work of the Euromedia Research Group on the media in Western Europe, and supplements with updated information on earlier works on the media in Asia and its subregions. While providing a predominantly Asian interpretation of Asian media, the handbook is not in disharmony with Western interpretation. The handbook draws together contributions from over thirty experts, which have been placed within the customary division of Asia into South, Southeast, and East.

### **Perspectives Of Development Communication**

Edited by: K Sadanand Nair: University of Poona; Shirley A White, Cornell University, Ithaca

Pages: 256; Cloth: Rs 430/-; Paper Rs: 280/-



The book widens, to a significant extent, our perspective on the theory and practice of development communication. The papers reflect the sincerity of the contributors their experience, advocate new ideas and approaches.

### **Participatory Communication**

Edited by: Shirley, A White, Cornell University; Ithaca, K Sadanand Nair, University of Poona, Pune; Joseph Ascroft, University of Iowa.

Pages: 4 70; Cloth: Rs 5801-; Paper: Rs 320/-



With injudicious blend of theoretical models and case studies and its refreshing ability to challenge received wisdom concerning participation, development and the communication process, this book will interest a wide range of academics and practitioners as well as funding bodies and voluntary agencies.

### **Electronic Communication Convergence**

Policy Challenges in Asia

Edited by: Mark Hukill, Nanyang Technological University, Singapore; Ryota Ono, Aichi University, Japan, Chandrashekhar Vallath, Nanyanga Tchnological University, Singapore

Pages: 320; Cloth: Rs. 450/-



This timely collection of original essays focuses on the new and exciting convergence of electronic technologies i.e. telecommunications, broadcasting and information technology and their impact on Asia. This volume concludes that despite Asia's recent financial problems, investments in converging technologies of electronic communication have continued and have proved to be a barometer of recovery

### **Green Film Festival**

#### **"Vatavaran 2002"- Uttaranchal First Wildlife Film Festival, 4<sup>th</sup>- 5th Oct., 2002**

In the present context, wildlife conservation has been a great concern. To thrust upon the threat and need for conservation of species in wild, Centre for Media Studies (CMS), Wildlife Institute of India (WII), Dehradun, Indira Gandhi National Forest Academy (IGNFA), Dehradun and Uttaranchal Forest Department, Dehradun had organized two days of Wildlife Film Festival at IGNFA Auditorium, Dehradun.

The Wildlife Film Festival was an effort made by all the three leading organizations to spread the message towards improving the environment and saving the wildlife for a sustainable future on the occasion of the Wildlife Week.

The film festival was inaugurated by Shri. Nav Prabhat, Hon'ble Minister of Forests and Urban Development, Govt. of Uttaranchal. In his inaugural address he laid emphasis on organizing such programmes regularly for larger audience for sensitizing conserving the wildlife. Shri. Brikram Grewal, an Eminent Conservationist also graced the occasion. All the guests were welcomed with saplings and mementos.



In two days, 11 nationally and internationally acclaimed films were screened. These award winning films/documentaries were selected from array of film s of "Vatavaran 2002" - India's First National Environment and Wildlife Film Festival organized on April 8 & 9, 2002 at Siri Fort Auditorium by CMS.

Two shows were exclusively organized for School Children where around 800 students from different schools of Dehradun participated. The school children got an opportunity to interact with film makers. 'Chasing Butterflies' and 'Spunky Monkey' were specially screened for

children. The films had taken children to the world of butterflies and monkeys. On other hand, the films "Pollution: A Threat to Environman & The Adventures of Ecogirl and Envrioman" & 'Mrityuchakra (Circle of Death)" inspired the children to try their hands on cameras. The children asked questions on the adventures, theme and technical aspects of the films which were screened. Films of eminent film-makers like Mr. Romulus Whitaker, Mr. Mike Pancley, Mr. Amar Kanwar, Mr. Nikhil J Alva & Niret Alva, Mr. Gurmeet Sapal and Mr. Himanshu Malhotra were screened during the festival in the evening shows. 'The King Cobra', 'The Flight of Discovery', 'Shores of Silence', 'The Many Faces of Madness', 'The Living Fossil' and 'The Lions of Gir' had left the viewers spell bound.



Some of the viewers responded that the film 'The Shores of Silence' was shocking and an eye opener. The children enjoyed 'Spunky Monkey' and were awed by 'Chasing Butterflies'.

### **"Vatavaran 2003"**

Much more than a traditional film festival

The team at CMS ENVIS Centre is gearing up to organize India's second Environment and Wildlife Film Festival in October 2003. "Vatavaran 2003" will be a film festival focusing on promoting environmental and wildlife conservation efforts through electronic media. Twelve Vatavaran trophies will be awarded to excellent programmes for their efforts and conservation message, great footage, music, editing etc.

#### **For more details contact:**

Alka Tomar Singh  
Festival Director  
Centre for Media Studies

### **Film Reviewg**

#### **Many Faces Of Madness**

19 Min./English/2001  
Director: Mr Amar Kanwar

The forests are shrinking, fisheries are collapsing, temperatures are rising, coral reefs are dying, glaciers are melting, animals and plants are disappearing... We've all heard this lament a million times over, but Many Faces of Madness is a film that goes beyond and makes us question ourselves. Where are we headed and where will this lead us? Though the questions are left unanswered, the impact of our callous attitude towards Earth is all there in the movie for us to see and feel. That is what leaves an indelible mark on the psyche of the spectator.



Needless to say, the documentary is about the many consequences of this ruthless insanity. Mr Amar Kanwar, the filmmaker, points out, 'It's time we woke up to the realities of this mindless destruction and saved our environment'. But he himself says that to be able to transform our concerns into action, we need to be able to see the destruction, which is what the moving images capture in 19 minutes- I wisdom and the end of wisdom'.

An image of tankers, unloading tonnes of industrial effluents into the majestic ravines of central India, opens the hardhitting film. People are also shown drilling holes in the earth to directly pump in the toxic chemicals. The documentary moves on to depict the impact of these insane acts on our natural resources. The narrative mentions how the ground water of these areas is highly contaminated. Then there is the plunder of India's mountains-humans on the hunt for medicinal plants.

The narrator informs the spectators, "We are a nation at war-at war with our air, our land, and our waters. We have information but it never reaches us. So we are all living in a state of delusion where we think that we are the masters of nature, and not a part of nature, so we can do as, we please!"

Overall, the documentary is about gloom and destruction. But there are a few bright sparks, stories like that of communities in Orissa that have nurtured 400 000 hectares of community forests and tended them like they belonged to them.

Mr. Kanwar says that he has tried assimilating numerous issues in his documentary, as his objective was to something that would Initiate a dialogue. So, the documentary poses a question. Why is the Earth going through such catastrophic changes? something that would initiate a dialogue. So, the documentary poses a question. Why is the Earth going through such catastrophic changes?

More than anything else, the film succeeds in making the viewer question the madness that exists within each human-everywhere, anywhere... The film has won Golden Tree Award in "Vatavaran 2002" - India's First Environment & Wildlife Film Festival at Siri Fort Auditorium, New Delhi held on April 8 & 9, 2002. organised by CMS.

*Source: Terragreen*

### **CHALIYAR- The Final Struggle**

35 Min./English/1999

Director : Mr P Prabhuraj & C Sarath Chandran

A heroic struggle of a community to save their beloved river, Chaliyar in Kerala is what the 35min. documentary is all about. This documentary talks about the struggle of the people of a village in Kerala to save river Chaliyar which was polluted by Grasim which was polluted by company that started in 1963 after signing an agreement with the government to cut bamboos for their production.

Due to the pollution caused by the company, the people joined hands together in protest of



polluting the river, which is source of livelihood for nearly 9000 people. Many agreements were with the committee, formed by the people, by the company but in vain. The pollution of the river continued and so the diseases like cancer and asthma, due the poisonous smoke of the factory, which were taking the death tolls in numbers. It had become a common disease in the Vazhkkad village. It was also considered as the most polluted city in India.

Till 2001, there was no solution and no rest for the strugglers. In 2001, the factory was closed down and the river was cleaned. Today Chaliyar is among the most beautiful resorts in India. The struggle has ended in victory but the diseases still continue to be among the habitants.

This documentary is a true proof, Of the pollution, that affects the lives of the villagers. We are looking forward to a pollution free nation. This is possible only if the chemical wastes are not discarded carelessly. This film is also awarded Bronze Tree Award on "Vatavaran 2002" India's First Environment & Wildlife Film Festival at Siri Fort Auditorium, New Delhi on April 8 & 9, 2002 organised by CMS.

### **Forthcoming Event**

#### **AV EXPO - India's Largest A/V and Hi-Fi Exhibition**

Dec 20-22, 2002 (Taj Palace Hotel, New Delhi)

AV EXPO, an annual event aims to increase interaction between the industry and the end users, subsequently benefiting both. If music moves you, this is where you should head. Seminars by leading audio professionals and lectures on new and groundbreaking formats will be held. The EXPO will showcase technologies and gadgets that will satisfy the most impassioned enthusiast and leave no "age bracket" unaffected in its effort to reach out to a maximum number of consumers.

**For more information contact:**

Minesh Pore, Tata Infomedia Ltd.

414, Veer Savarkar Marg

Prabhadevi, Mumbai 400 025

Ph: 91-22-4300941 extn.-2286

Fax: 91-22-4302707

Email: %20avexpo@tatainfomedia.com

Website: <http://www.avmaxmag.com/avexp02/AVExpo.asp>

March 28-31,2003 (The Sleeping Lady, near Leavenworth)

The festival is the premier northwest event for those interested in environmental film. Situated in a spectacular mountain setting, attendees participate in four days of viewing and discussing exceptional films, take part in valuable workshops on environmental media, and take advantage of unmatched networking opportunities to form new partnerships and alliances.

**For more information contact:**

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Website: <http://www.hazelfilm.org>

## **26th International Wildlife Film Festival**

Wildlife in Focus: Looking Forward to the Future April 19th-26th 2003 (Missoula, Montana)

*For more information log in to: [www.nwf.org](http://www.nwf.org)*

### **Proposal Invited**

Public Service Broadcasting Trust (PSBT) invites proposals from filmmakers for its fourth commissioning cycle exploring issues relating to diversity.

Under the umbrella theme of diversity, PSBT would like to see an exploration of the many facets of diversity - the values, challenges, and opportunities from successfully cultivating it and the consequences when it is threatened.

The organizers look at diversity in its varied manifestations - social, cultural, religious, bio-diversity in the environment etc. Inevitably given the events of the past year there is a renewed urgency to support enduring work that is empowering of the value of pluralism.

Film-makers should look at novel ways of exploring seemingly old issues, of moving away from the platitudes of 'unity in diversity'. At the same time, these ideas are more urgent than ever, and need a fresh articulation. Issues and events should be of concern to persons living in rural areas, of women and the youth. PSBT prefer the proposal to be in English, but will consider those submitted in Hindi,

### **Are there any deadlines for proposals?**

From time to time PSBT will invite proposals based on a 'commissioning brief that will specify the time to accept proposals. Commissioning starts within three months from the date of announcement and to continue to do so for a further three months or till PSBT feel the need to announce a new brief, depending on the nature, quality and flow of proposals. The proposal should be submitted not later than February 2003,

### **Now are proposals evaluated?**

Copies of all proposals are periodically sent to all the members of the Board of Trustees and to Prasar Bharati for their comments and endorsements. Final selections are based on these, In general It is likely that a quality proposal received early in a cycle probably has a better chance of being funded since PSBT support approximately 26 films in each of two commissioning cycles every year, As the cycles close, competition is inevitably stiffer for remaining funds. The budget for a half hour documentary can vary from Rs. 3 to 3.5 lakhs.

*For more details visit: <http://www.psb.org>*

## **Reflection of Environmental Concerns in the Media**

### **ABOUT CENTRE FOR MEDIA STUDIES (CMS)**

CMS is recognized as a prestigious forum for deliberating key issues of national concern and a pioneer in communication research. The Centre has been set up with an objective to tap and integrate various sources of information, analysis and initiate research into different areas of Information, Education and Communication (IEC), environmental and social development towards a more informed decisions. CMS has been involved in evolving appropriate strategies and social policy options as well as in evaluating their implications in the context of civic society. It also organizes dialogue and debate on important public issues, disseminates research findings to contribute to knowledge and understanding of society and thus helps in better-informed decision-making. Information deprived people will never be able to avail and reap the benefits of socio-economic development. As access to information by itself means empowerment, CMS aims at providing accessenablers as a means for such an enclavour...

CMS today, has emerged as an inter-disciplinary body with wide interest and capability in the areas of communication & social research, public opinion surveys, operation research and need based capacity building programme.

### **CMS Envis Centre On Communication And Electronic Media**

Since its inception, CMS ENVIS centre on communication and electronic media has initiated several activities towards making itself effectively functional. It has been working in developing itself as a resource centre, as a co-ordianting body for all the involved stakeholders and as a resource centre for dissemination of media and environment related information and knowledge.

### **"Vatavaran 2002" - National Environment & Wildlife Film Festival**

The issue of media endeavor towards sustainable development has been an engagement for CMS for quiet sometime, and the "Vatavaran 2002", was an extension of it - though on much grander scale in terms of initiative and scope.

To reinforce its efforts, CMS has organized India's First National Environment & Wildlife Film Festival - "Vatavaran 2002" towards achieving the goal of sustainable development on April 8 & 9, 2002 at Siri Fort Auditorium, New Delhi. The first national two-day environment and wildlife film festival, in the capital, to use Shri L K Advani's words, was a quiet yet spirited beginning of a much needed platform for those who have chosen to engage in the use of electronic mass media to interact and raise concerns for an ecological outlook. The film festival has invoked an overwhelming response with over 100 entries in three categories of competition i.e. television programme, documentary and public services messages, the awards entitled were Golden, Silvers and Bronze Tree in respective categories. Theme of the film festival is "Sustainable Environment through Films".

The festival was inaugurated by Shri. I R Baalu, Honorable Minister of Environment and Forests & the ceremony was presided by Shri. Suresh Prabhu, Former Honorable Minister of Power. The awards ceremony were conferred on the evening of April 9, by the eminent film maker Mr. Mahesh Bhatt in the presence of Home Minister Shri LKAdvani, as the chief guest.

To bring forth the initiatives undertaken by NGOs and for sensitizing the mass communication students, two workshops were organised by the centre.

'Use of Media in Environmental Campaigns & Education': Pro-active Voluntary Efforts - A Workshop for NGOs.

'Environment & Wildlife Film Making: Issues and Concerns': An Interactive Sessions for Students of Mass Communication.

For promoting environment through Media, CMS ENVIS Centre has also screened environment & wildlife films for focus groups like school, slum children, college youth and housewives. The screenings were followed by interactive session with filmmakers. On World Environment Day, CMS with India Habitat screened the best-selected documentaries of "Vatavaran 2002" and also in collaboration with WWF India organized screening of Golden Tree Award Winning Film of "Vatavaran 2002".

### **Directory of Environment Film Makers**

CMS ENVIS Centre has been developing a directory of filmmakers committed to produce audio-visual programmes on environment and wildlife. This directory will help in approaching the producers with the background, information such as area of specialization/interest, with a view to commission programme production at short notice as and when required.

### **Green Watch**

The centre has been indexing coverage of environmental issues of local, national and international concerns from different newspapers & magazines.

### **CMS ENVIS Centre's Website**

The centre has developed website of CMS ENVIS Centre for wider dissemination of resources on environment. The database of audio-visual programmes, newspapers items and publications available with CMS ENVIS Centre has been updated on the website. The database with search engine can be access by netizens through key words, subject categories and organization.

### **Database of Audio-visual Resources**

A user friendly and computerized database of about 1500 audio-visual items has been developed in Microsoft access.

### **Review of TV Channels**

Moreover, the centre has also been monitoring, updating and compiling electronic media for the environment and wildlife programmes.

### **Research Studies**

Conducted small studies on "Environmental Awareness and Environmentally Beneficial Behavior" & "Impact of Social and Environmental Impact of TV and Radio Programmes". The survey was conducted among different income groups, school children, media personnel and Ministry of Environment and Forests' Officials.

### **Duplication of Audio-Video Resources**

Over and above, through its duplication facilities, CMS ENVIS Centre has been duplicating audio and video programmes on specific request of the organizations.

The centre has also facilitated Department of Environment, Govt. of NCT in getting 35 mm slides of different environment issues (produced by the Ministry) for forwarding it to Cinema Halls in Delhi for screening at regular interval.

CMS ENVIS Centre's "audio-video library with preview facilities" is be functional in full capacity to make use of the resources and facilities of CMIS ENVIS Centre.

### **Future Plan**

The centre is planning to update list of TV Channels, advertising agencies all over the country and developed an information checklist on the advertisement rates prevailing in AIR/TV Channels.

- Developing a CD Room focusing or providing information on the websites on print and electronic media and compiling the list of organizations in the fields of print and electronic media.
- Organizing "Vatavaran 2003" - India's Second Environment & Wildlife Film Festival on October 2003.
- National Consultation on media and environment for Journalist -A sensitization programme for journalist.

### **Important Days !**

March 21: World Forestry Day

March 21 : World Poverty Day

March 22 : World Water Day

April 21: Earth Day

April 29: Greenery Day

May 3: Sun Day (UNEP)

June 5: World Environment Day

August 9 : International day of Indegenious People

September: International day for the preservation of the Ozone Layer

1st Week  
of October: Wildlife Week

October 7 : World Habitat Day

October 9: International Day for Natural Disaster Reduction

October 24: World Development Information Day

IMA00

### **About ENVIS Center**

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

ENVIS is a decentralized system with a network of distributed subject oriented Centres ensuring integration of national efforts in environmental information collection, collation, storage, retrieval and dissemination to all concerned.

Since environment is a broad-ranging, multidisciplinary subject, a comprehensive information system on environment would necessarily involve effective participation of concerned institutions/ organizations in the country that are actively engaged in work relating to different subject areas of environment. ENVIS has, therefore, developed itself with a network of such participating institutions organizations for the programme to be meaningful.

A large number of nodes, known as ENVIS Centres, have been established in the network to cover the broad subject areas of environment with a Focal Point in the Ministry of Environment & Forests. These Centres have been set up in the areas of pollution control, toxic chemicals, central and offshore ecology, environmentally sound and appropriate technology, bio-clegraclation of wastes and environment management, etc. 25 ENVIS CENTRES has been set up all over the country on different subject areas.

### **For more information contact**

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