

SUMMARY OF THE FINDINGS, CONCLUSION AND SUGGESTIONS

6.1 BRIEF PROFILE OF MASS MEDIA IN MANIPUR

Mass media in Manipur traces its root with the publication of Meitei Chanu by Hijam Irabot in 1920s. Through trials and tribulations, media industry develop gradually and carve out a niche in the media landscape of North East Region. As per Press In India 2012, the total number of registered newspapers & periodicals is 164 that includes 60 dailies, 3 tri-bi weeklies, 19 weeklies, 12 fortnighlies, 45 monthlies, 9 quarterlies, 5 annuals and 11 other periodicals. Imphal, the capital city of Manipur, is the centre for publications and 12 newspapers are published from here. The newspapers are published in English, Hindi, Manipuri, Bilingual and Multilingual. Some of the published newspapers are Aja(Tangkhal), Zalen Banner(Thadou), Lamka-Post(Paite), Poknapham(Manipuri), Imphal Free Press(English), Heiyen Lanpao(Meitie Mayek) etc. Some of those published magazines and journals are The Eastern Frontier(Monthly News Journal), Pandam(Meitie Mayek Monthly Journal), Women and Crime In Manipur, Mapao(Bi-annual literary journal), Sahei(kuki, monthly story magazine) etc. Moreover, national dailies like Hindustan Times, The Statesmen, The Telegraph, Times of India and magazines like India Today, Frontline, Wisdom etc. make their presence in Manipur with limited circulation.

Media houses in Manipur are mostly run by private owners except All India Radio, Doordarshan Kendra, Press Information Bureau, Directorate of Advertising and Visual Publicity, and Department of

Information and Public Relations (only state government run media house). Among them All India Radio, Imphal have two channels-Kangla Channel and Sangai Channel(FM servie). All India Radio ,Churachandpur is also broadcasting programmes. Besides, Doordarshan Kendra Imphal also broadcasted programme through narrow casting in remote hilly terrain. Privately run electronic media houses in Manipur includes Image TV Kakching, Hornbill Cable Network in Churachandpur, Impact TV Imphal ISTV(Information Service Television)netwok Imphal, Tamna Radio Uchiwa etc. Most of thenews agencies, print media and electronic media both national and international media houses have their correspondents and stringers in Manipur. Some of them are ANI, Reuters-TV, UNI, PTI, The Statesman, The Telegraph, NE TV etc. As of today, Manipur have two news agencies Newmai News Network and Universal News Agency (launched on 21st July,2012). Manipuri Cinema fetches laurels at national and international arena. Imposition of ban by some militant outfit's in1999 on Hindi channels and movies facilitated the growth of cable network as well as revival of Manipuri Cinema. Out of Home media(OOH) is an indispensable part of media in Manipur. Not only Imphal city but also the district headquarters of Manipur are mushrooming with hoarding/billboards, posters etc. at the roadside. Even the buildings wall and fencing wall are not left unoccupied with messages with or without pictures. Narayana Advertising Agency, Dina Art, Singh Art, Bell Advertising Agency are some of the advertising agencies that are offering services for advertisement. Besides, the role of traditional media like Shumang Leela is crucial in

Manipuri society. Both internet and mobile communication have some impact on the lives of Manipuris.

6.2 SUMMARY OF THE FINDINGS

The findings is being categorised into two portions. **Part A** is based on the findings of the views of the journalists and **Part B** is based on the findings of the opinion of the common people. The findings are presented as follows:-

Part A (Based on Views of the journalists)

1. The universe of the study is dominated by Meitei community occupying 85% and only 15% belongs to other indigenous community.
2. Majority of the journalist are from print media (55%), electronic media (25%) and both (electronic media + print media) (20%).
3. Maximum of the journalists are editorial staff (51%).
4. Majority of the journalists (65%) have more than 10 years experienced in the field.
5. Maximum of the journalists are from the age group of 56-63 years (31%) indicating dominated by the matured and experienced persons and minimum from 20-30 years (12%).
6. Majority of the journalists are male (91%) and female representation is quite low (9%). Indicating high dominance of male in the profession.
7. Maximum of the journalists are well educated. Hence, they enough academic background to understand the profession well.

8. Majority of the journalists from Imphal East District.
9. Maximum of the journalists are speakers of Meiteilon or Manipuri (75%).
10. Majority of journalists are from low income group. Hence, the universe is dominated by low class representations.
11. Maximum of the respondents (97%) accepted that the profession help the society.
12. Majority of the journalists accepted that media help the society by providing information and education
13. Maximum of the journalists 66% accepted less coverage of environmental issues by media.
14. Maximum of the respondents(52%)say that ignorance of the public is the reason behind the environmental problems. Minimum of the respondents blame for it to ignorance of media(5%).
15. Majority of the respondents(88%) have reported environmental issues. But, very low number respondents(4%) are unaware about the environmental issues.
16. Maximum of the journalists(44 %)accepted local specific issues as major environmental issues. But, insignificant number of respondentsare not concern about the environmental issues neutral (3%).
17. Majority of the respondents (73%) get self satisfactionwhen reported environmental issues. But, very low numbers of journalists (7%) are unaware about it

18. Maximum of the journalists felt good (40%) status of environmental reporter.
19. Majority of the journalists (62%) accepted occasional coverage of environmental issues by media coverage occasionally.
20. Out of the total respondents, (94%) felt the need of separate environmental reporter. But, insignificant numbers of the respondents (2%) are unaware about it.
21. Half of the respondents (50%) accepted facing difficulty in reporting environmental issues but, another half (50%) do not feel so.
22. Out of the total respondents, (90%) felt the need for special skills and qualifications for environmental reporter.
23. Majority of the respondents (50%) felt having subject knowledge as the main requirement.
24. Out of the total respondents, (76%) accepted that they rely on information sources.
25. Majority of the journalist (55%) use re-check method for verification of information sources.
26. Out of the total respondents, (90%) do not accept the presence of biasness in reporting.
27. Out of the total respondents, (97%) are unaware about the mode of suppression of reports.
28. Majority of the journalist (67%), accepted the presence of favouritism in media houses. But, insignificant numbers of the respondents (6%) are unaware about it.

29. Majority of the journalist (94%) felt the need have taken care of social responsibility while reporting.
30. Majority of the journalist (54%) felt that they have taken while reporting,
31. Maximum of the journalists felt mental harassment as the kind of risk they have taken. But, very low number of the respondents (5%) are unaware about the risk taken.
32. Out of the total respondents,(88%) of them felt the presence of impact of reported issues on society. But, very low number of the respondents (8%) is unaware about the impact on society.
33. Out of the total respondents, (81%) felt positive impact of reported issues on society. But, very insignificant numbers of the respondents (2%) are unaware about the impact on society.
34. Maximum of the journalists felt that common people share the impact at the most.
35. Maximum of the journalists felt that common people want news stories related with developmental issue, governmental issue and rural issues. But, low numbers of the respondents (20%) are unaware about the people's choice of news stories.
36. Out of the total respondents,(92%) felt the need of improving the quality of reporting. It clearly shows that they want quality reporting.
37. Maximum of the journalists felt that they need regular training and intervention.

38. Maximum of the journalists felt poor coverage of specific environmental issues by media. But, low numbers of the respondents (13%) are unaware about the media coverage.
39. Maximum of the journalists like to cover environmental issues as news item.
40. Maximum of the journalists felt that they need to rely on management for promotion of coverage. But, very low number (7%) of them are unaware about it.
41. Out of the total respondents, (51%) are unaware about the well coverage environmental issues in media.
42. Out of the total respondents, (75%) felt that they can influence management for environmental campaign. But, low number (16%) of them are unaware about it.
43. Out of the total respondents, (74%) of the journalists felt that media has increased public awareness about environment. But, low number (11%) of them are unaware about it (11%).
44. Out of the total respondents, (51%) felt electronic media as the most effective media for creating environmental awareness.
45. Out of the total respondents, (56%) felt that government encourage environmental reporting.
46. Maximum of the journalists suggested skill development as the means for improvement of environmental reporting.
47. Out of the total respondents, (91%) of them felt that media has the potential to support environmental education.

Part-B (Based on Views of Common People)

1. Majority of the respondents are from urban area.
2. Maximum of the respondents are youths.
3. Out of the total respondents half of them are male and another half is female. It shows equal representation of both the gender.
4. Out of the total respondents, (67%) are Meitei and Meitei Pangal. No representation from English and Hindi speaking community.
5. Majority of the respondents are married.
6. Majority of the respondents know Manipuri languages.
7. Maximum of the respondents are graduates.
8. Majority of the respondents are employed.
9. Maximum of the respondents are having pet animal.
10. Maximum of the respondents prefer to eat organic foods.
11. Majority of the respondents use domestic water supply for drinking purposes.
12. Majority of the respondents 90% have possessed radio. It indicates high accessibility of the medium.
13. Majority of the respondents (54%) have low level of awareness about the particular message or information.
14. Majority of the respondents (53%) are able to digest the message or information being conveyed.
15. Majority of the respondents (56%) are inattentive of the particular slogan.
16. Majority of the respondents 53% are able to digest the slogan .

17. Majority of the respondents 63% possess television sets.
18. Majority of the respondents have received doordarshan channel only.
19. Majority of the respondents 54% of the respondents are irregular viewers.
20. Maximum of the respondents is viewing of DD channels. None of the respondents are not viewing DD-13. 18% of the respondents do not express their opinion. It shows they are unaware about TV channels.
21. An equal number of respondents are able to recall and non-recalling environmental programmes. But, 26% of the respondents are not expressing their opinion. Indicating they are unaware about the environmental programmes.
22. Maximum of the respondent's claimed their cable operators show the environmental programmes as part of news. But, 25% of the respondents do not express their views at all. It shows their unawareness about the environmental programmes.
23. Out of the total respondents, 66% of the respondents prefer to watch movies. It shows mostly prefer watching movies.
24. Maximum of the respondents watch movies at home.
25. Maximum of the respondents watch movies through television only.
26. Maximum of the respondents have watched more than 10 movies in the last six months.
27. Out of the total respondents, 53% of them have watched environmental movies.

28. Maximum of the respondents 52% are able to operate computer.
29. Out of the total respondents, 50% of the respondents have accessed to internet.
30. Maximum of the respondents are using internet for official communication and information.
31. Maximum of the respondents are daily and 5-6 days users of internet. None user are not found among the respondents. It shows that all the respondents use internet.
32. The study discloses all the respondents are not getting any environmental related mails.
33. The study reveals that all the respondents never access to environmental websites.
34. Majority of the respondents 90% read newspaper.
35. Majority of the respondents are daily reader of newspaper.
36. Majority of the respondents read nearly half hour daily.
37. Majority of the respondents are inattentive about the environmental issue being published in newspaper.
38. Maximum of the respondents is reading magazines/journal monthly. Only , 23% of the respondents are daily reader.
39. Out of the total respondents, 53% of the respondents are unable to recall information related with environment.
40. Maximum of the respondents has attended shumangleela. But, 5% of the respondents have not given any response. It shows they are unaware about the folk media.
41. Out of the total respondents, 51% of the respondents are able to recall the title of the attended folk media.

42. Out of the total respondents,53% of the respondents are able to specify the title.while only 47% of the respondents are unable to specify the title.
43. Out of the total respondents,58% of the respondents claim that they have seen the environmental messages displayed through outdoor media.
44. Maximum of the respondents claims that they have seen water pollution messages.
45. Maximum of the respondents 52% is unable to specify the environmental message.
46. Maximum of the respondents claims that they have seen environmental message/painting more than once.
47. Maximum of the respondents choose “other” option for site of displaying environmental messages.
48. Out of the total respondents,63% of the respondents are having mobile.
49. Maximum of the respondents are using Aircel service.
50. Maximum of the respondents have spent 1-2 hours mobile in a day by using mobile phone.
51. Maximum respondents use mobile for phone call.
52. Out of the total respondents,(59%) are not getting any kind of environmental messages.
53. Out of the total respondents, (62%) do not give any suggestions for improvement of mobile service. It indicates that they are unaware of mobile services being offered by the mobile service provider.

54. Maximum of the respondents felt good role of outdoor media in bringing environmental awareness.
55. Maximum of the respondents have clear understanding of the concept of environment.
56. Maximum of the respondents prefers to deal with environmental problem both at local as well as state levels.
57. Maximum of the respondents is well aware of pollution source. But, nearly 22% of the respondents are not familiar with the pollution source.
58. Maximum of the respondents is familiar with environmental Acts and Rules.
59. Maximum of the respondents are able to identify common pollutant of Manipur.
60. Maximum of the respondents are unable to identify environmental activist of Manipur.
61. Majority of the respondents are unaware of the minister and the portfolio he held.
62. Majority of the respondents are able to identify eco-marks.
63. Majority of the respondents are well aware of environmental message.
64. Out of the total respondents, 62% of the respondents having turning off habit of switches when unattended.
65. Out of the total respondents, (66%) prefer renewable energy and accepted it.

CONCLUSION

Manipur is a multi-ethnic state having officially 33 listed schedule tribes and other major communities like Meitei and Meitei Pangal. But, nearly 70% of the population depends on agriculture and categorised as industrially backward state. About 59% of the total population of Manipur lives in valley areas which is only 10% of the entire geographical areas of the state. Besides, rural population is high enough comparatively with the urban population. Encouragingly, the literacy rate of the state is comparatively high with the rest of India. The media Industry in Manipur is not much developed comparatively with the rest of India. But, the state has carved out a niche in the media landscape of North Eastern Region. And, the media industry always operates under conflict situation. In such a condition, environmental issues are ignored or kept at the back seat by the media. But, environmental challenges are increasing day by day and Manipur is also getting the brunt of myriad of local specific and global environmental issues.

Most of the media houses are confined to Imphal city only as evident with publication of nearly 12 newspapers and locations of DDK, AIR, ISTV network(largest cable network operating mainly in the

valley areas) etc.in and around Imphal city. Therefore, media coverage of environmental issues by these main media houses reflects in the perception level of the people. And, print media outnumber the electronic media in the state as evident from the number of representation of journalists in the study. Therefore, print media is supposed to play an active role in creating environmental awareness. But, the finding shows that print media in Manipur hardly covers any environmental issues and except a few publications like Sangai express which cover and take initiative for promotion of environmental issues. The journalist opined that lack of managerial support is the main reason for being aloof from media coverage of environmental issues. Therefore, they strongly felt the need of a separate environmental reporter which requires having subject knowledge over the environmental issues. Regular training for skill development and frequent interaction with the experts in the field are suggested as remedial measure. One of the main finding shows that journalists blame the common people for the environmental problems in Manipur. Interestingly, very few journalists accepted the truth that raising the awareness level of the people though media can solve the environmental problems to some extent.

Without providing proper information and education, it is hard to face ever increasing environmental challenges. Therefore, radio comes out as the best media relied by common people for any kind of information, education and entertainment needs. But, traditional media like Shumang Leela have taken a lead role as per the finding without raising the environmental awareness level of the people but slowly it began to incorporate environmental themes since last few years. Lots of documentaries are produced in Manipur based on environmental themes but they are confined to limited audience. Either they are broadcasted occasionally or not broadcast at all. Interestingly, some of excellence documentaries brought laurels to the state without reaching to the larger population of the state. Therefore, it does not have any impact on the larger section of the masses. Although , print media outnumber electronic media in Manipur , hardly any kind of environmental based publications comes out from the state except a few publications from the concerned governmental department(like Department of Forest and Environment) and research institute like IBSD that is also confined to limited audience not for larger population. Electronic media like ISTV (Imphal), DDK

(Imphal) and AIR (Imphal) have already broadcasted environmental based programmes. But, the impact of the broadcasted programmes on the larger sections of the population is very low as supported with the finding through their recalling ability of broadcasted environmental based programmes. Most of them are either unable to recall properly or not recall about the broadcasted environmental programmes at all. It clearly shows that the impact of broadcasted programme go without fulfilling its objective set for the targeted population. Outdoor media like hoarding, billboards, wall painting, vehicle panels, poster etc. has certain role regarding raising environmental awareness as supported with the finding that shows most of the common people have seen the environmental messages or pictures being displayed through outdoor media. But, the themes being displayed is confined to few environmental issues only and largely for products and services. Mobile communication and internet has already reached the state. But, mobile communication service provider hardly take up any step for bringing the environmental awareness level of the people as evident from not getting any kind of environmental messages and services through mobile communication by the common people of the state. Besides, the internet users claimed that they are not getting any kind of environmental mails and

messages and most of them never visit environmental related websites. But, the internet users are mainly confined to educated people and youth population only. Therefore, the following two main conclusions are drawn from the study:

- (1) Both the two main stakeholders (journalists and common people) agree that media coverage of environmental issues in Manipur is very less.
- (2) But, the environmental issues which are being covered by media in Manipur have positive impact on the common people.

SUGGESTIONS:

Based on the findings of the study, the following few suggestions are laid down for the better coordination and support of the entire stakeholders to tackle with the ever increasing environmental challenges.

(A)For mobilizing people and support for environmental protection:

1. Proper sensitization about the environmental issue is required for both the common people and journalist. Sensitisation is the only means and ends that could change the mindset of individual and enable him /her to look at closer with the environmental issues in the right

perspective. Without proper information, it is not possible to bring changes in the mindsets of individuals and switch them into environment friendly behaviours. Therefore, only sensitization could make the individuals aware of the things happening around them and make them rethink about their actions and behaviour towards environment.

2. To encourage the residents for environmental protection and adopt eco-friendly habits, media need to make due coverage of local specific environmental issues constantly.
3. Promotion through awards and incentive to individuals /organisations/village/city/localities for environmental protection activities will encourage more participation in environmental protection activities.
4. Promotion of people's participation at decision making levels is strongly suggested to gain meaningful action.
5. Voluntary participation in environmental protection activities needs constant encouragement.

(B) For Enhancing Quality of Media Professionals:

1. Regular training of media professionals with constant interaction with experts is highly recommended. Concerned state officials and management of media houses are required to take the responsibility.
2. To have the first hand experience and cover the issues in the right perspective, on the spot visits for the journalists is suggested.
3. The study suggests that every kind of support like financial, creative and physical should be lend to the media professionals so as to enable due coverage of environmental issues.
4. More encouragement of environmental reporter through incentives and other required initiatives by the management as well as the government. Even individuals and Civil Society Organisations could promote environmental reporting.
5. Learn lesson from media houses that could achieved success in creating environmental awareness.
6. Regular interaction programmes like workshops, seminars should be arranged for media professionals and field experts so as to come out with meaningful actions.

(B) For better coordination between various stakeholders:

1. Proportionate representation of all the stakeholders is suggested.
2. Need to provide room for free expression of views and suggestions for each stakeholder.
3. Know the pulse of each stakeholder.
4. Respect and appreciate the contribution of each stakeholder.
5. Proper consultation of the stakeholder before taking any concrete step and decision is strongly recommended.

For Better Use of Media:

1. Inclusion of dedicated column for print media and regular programme for electronic media on environmental issue.
2. Incorporation of environmental themes in traditional media and films.
3. More promotion of environmental themes through outdoor media.
4. Creation of separate environmental reporter.

5. Broadcasting of regular programmes on environmental issue as per the honourable Supreme Court of India's ruling.
6. Projections of experts as well as people's voice in an objective and accurate manner.
7. Look out for suitable media and focus on local specific issues of environment.
8. Establishment of media resource centre to provide data and backgrounder for environmental coverage.
9. Establishment of training and orientation cell for better interaction of experts and media professionals.
10. Proper guidelines for do's and don'ts of environmental reporting is strongly recommended.