

CHAPTER-II

MEDIA AND ENVIRONMENT

Man and nature lived in harmony in the past as evident by the ancient scriptures. With the advent of industrialization, man began to exploit natural environment and degradation takes place at a faster rate. As an outcome, people across the globe are facing scores of environmental problems like global warming, loss of biodiversity, ozone depletion, acid rain, nuclear disaster, landslide, flash flood, hazardous waste disposal and much more. Since, the impact have been experienced by the people across the globe and the momentum of impact grab the attention of media. Therefore, media starts focussing on the issue. Because, it threatens, the very existence of all living beings. Therefore, the heat of environmental problems like climate change, ozone depletion, biodiversity loss, nuclear and industrial pollution, hazardous waste disposal, etc reaches every nook and corner of the earth and media turn its attention towards it.

With the passage of time, cave-man transformed into modern man which has brought changes from natural based life style to industrial based life-style and subsequently transform into information based life style of today. The changing pattern of human life style through the development of agriculture, urbanization, industrialization etc. create a necessity to rethink and evaluate the relationship between man and its environment. Therefore, we, the human beings, require thinking over the relationship and managing it accordingly. The global issue of environmental management grab high media attention.

Media, as a watchdog of society, require providing keen attention at the regional and local issues too.

The tradition of environmental communication goes back to the prehistoric era of human man beings. Cave-wall paintings of prehistoric man across the globe are the fine evidences of environmental communication. When, we look at the annals of history, beautiful writings on nature and the relationship between man and its natural environment are abound. Many philosophers, thinkers, travellers etc. made great contributions towards the discussion about the man-environment relationship.

In ancient India, lots of evidences on man and nature relationship are available through the writings, paintings ,sculpture etc. Writings of scriptures like Rigveda,Yajurveda,Srimad Bhagavat Geeta,Abhijnana Sakuntalam etc., cave sculptures of vagma, pre-historic paintings of Edakkal cave(wyanad ,district of Kerala), decorations over the temples, forts and palaces etc. clearly conveying the message of our environment and its phenomenon. In the context of Manipur (an ancient kingdom having a recorded history of 2000 years), beautiful writings are available on man and nature relationships. Some of the writings are “*CHEITHAROL- KUMBABA*(The Royal Chronicles Of Manipur)”which recoded the historical events. “*Toreilol Lumbuba*”gave detail descriptions about the rivers and the people inhabiting on the river banks, “*Lammitlon*”guide us to the places of Manipur. Some other writings related with geographical account of the state are *Cheengoiron, Khunthoklon-s,Khunkoiron-s, Khunkumlon-s* etc. Apart from the event oriented accounts and

general geographical descriptions, specific literatures are left through generations. The floral accounts of Manipur are beautifully described in ancient literatures like *Leiron, Yellon, Uron, Waronetc* . Some of the ancient literatures that describe about the faunal accounts of Manipur are – *Shonggree Lou-ngakpi, Haoishi Namoinou, Shimaring Nongabi* etc. Those selected a literature that gives an account of the mineral and rocks of Manipur are-*Thumkhonglon, Shading, Shakok, Shading Shamei, Nunglon, Nunglon Thambal, Suroonglon* etc. Ancient literatures like “*Nonglon Leichillon Puya*” give a detail account of foretelling the social events, agricultural output etc. by observing the positions of astronomical bodies. Besides, the kings used to protect the sacred groves through generations by inscribing royal order or messages through the erected stone slabs.

In the west, there is rich treasure of nature writings. Romanian poet like Homer (900 B.C)wrote about environment in his famous epic “*Illiad and Odessay*”.While the famous Greek philosopher, Plato (427 B.C to 347 B.C.) discussed about the effect of Mediterranean sea on the people inhabiting at its surrounding. Besides, many great travellers like Christopher Columbus, Marco Polo, gave narrations about their explorations of places and people. Nature writers like Henry David Thoreau, Ralph Waldo Emerson made their presence in the late 19th century. While the early 20th century, shows the appearance of nature writers like John Burroughs, John Muir in the scene. Nature writers like Aldo Leopold, Rachel Carson came into the scene by mid and late 20th century.

Since environmental problems affect each individual on earth, therefore, media take it as a social problem. Media try to cover every environmental pieces so as to fulfil the variety aspect of its content. Therefore, media i.e. traditional to modern media give attention to various issues related with environment like construction of dam, pollution control measures taken up, implementation of policy and programmes of forestry, loss of endangered species, poaching of tigers etc.

The environmental issues demand high media attention in a developing country like India. Because, various developmental activities are going on which directly or indirectly affect the environment and manifest as undesirable changes like degradation of landscapes, loss of forest, extinction of species, atmospheric pollution etc. Generally, media have the role to educate, to inform and to entertain the people about the environment. Among the print media, newspapers and magazines serve as important sources of information, education and entertainment of the public. Newspapers and magazines become a platform for public debates and discussions over the environmental issues. The role of radio, with high reach, is incomparable for bringing awareness among the public about the environmental issues. Visual impact last long in the minds of people. Therefore, television and cinema with its visual content has great potential to arouse and motivate the public. With the advent of modern media like internet, people are able to access instantly and react what is happening around his environment. But, the role of traditional media is still inevitable in those remote and inaccessible

areas where modern mass media is lacking. Therefore, media become a bridge for the inseparable man –environment relationship that exists since time immemorial.

MEDIA & ENVIRONMENTAL COVERAGE

Media and Environmental coverage in India:

The environmental issues are being covered by the Indian media since many years although it was insignificant in comparison to the western media. But, the kind of attention media have given to environmental issues has been increased with the Bhopal Gas tragedy (1984). In this regard, Sangeetha Rajeesh(2012) says“If we must look at history, then it was the Bhopal Gas tragedy of 1984 that woke up Indian media.....”. After the incident, media’s attention to the environmental issues gradually increases. Taking cue from the incident, many media houses taken up various initiatives to bring awareness about the environmental issues to the public. One such initiative was being taken up byFM service in Delhi under the aegis of MoEFCC(Ministry of Environment Forest and climate change) by broadcasting two weekly programme namely-Ao Dillie Savaren & Kinare –Kinare. Besides, the All India Radio(Delhi) has transmitted various environmental based programmes through its national channels. Some of the serials like -Yeh Kahan Aa Gaye Hum(a story with rural setting where a factory resides near a village) was broadcasted in 1998.The programme was mainly based on various environmental issues like water, air, solid waste disposal, organic farming and other topics. It run into 52 episodes. The programme was produced under the support of Central Pollution Control

Board(CPCB). It was transmitted through 31 radio stations as a weekly serial from June to December in 1998. Later, repeated versions of the programmes were transmitted through seven Hindi speaking states of North India. The programme was huge popularity. Besides, a number of satellite channels such as Discovery channel, National Geographic Channel, Animal Planet etc. are well designed environmental channels that grab the viewer's attention. Our national channel, DDK (Doordarshan Kendra) has broadcasted a weekly programme "Earth Matters" that highlighted and provide various information on the source, consequences and solutions to a myriad of environmental issues. In addition, another environmental based weekly programme "Terraquiz" is being broadcasted that boost the environmental knowledge of the school going children and youths. The programme run between Hindi and English news. Mostly at midnight, a daily programme like "Nature Plus" is being broadcasted. A Weekly programme like "Earth" that is a magazine programme based on the successful initiative taken by individuals is also telecasting. The "Earth Report" of BBC serves as an important source of information on environment and highly appreciated by all.

MEDIA AND ENVIRONMENTAL COVERAGE IN MANIPUR

Doordarshan Kendra and Environmental Coverage:

The Doordarshan Kendra Imphal broadcast environmental based programmes as part of regular programme and anniversary Programme. Some of the regular programmes includes Loubuk Maikei Panglashi, Eco-Manipur (Environment Magazine Programme)

etc. The Doordarshan Kendra Imphal regularly broadcasts Eco-Manipur (Environment Magazine Programme) on the 3rd Saturday of every month (now the day is changed))during the prime time. Eco-Manipur(Ecology Manipur) is the only programme entirely based on the environmental issues in Manipur.The programme runs 30 minutes and broadcast on episode wise since 5th June,2009.Today, Eco-Manipur has already completed 9th episode. Every episode has different themes and the themes cover various subjects like Forest conservation, biodiversity,water pollution, flora and fauna like Siroi Lily, issues of using Endosulfan in Loktak lake(under production) etc. Each episode of Eco-Manipur comprises of a short documentary, expert opinion and public comment(R.K.Robindro, 2012).As of today, no particular programme on environmental issue is broadcasted by DDK Imphal. The programme is entirely in- house production of DDk Imphal. Although,the state government acknowledge the importance of media in bringing environmental awareness through the public still there is lack of initiative from the authority side (R.K.Robindro,2012).

Some of the documentaries produced by DDK, Imphal based on environmental issues:

1) Deer of the Floating Park(2008)- directed by Thoudam Brajabedhu Singh under the banner of Doordarshan Kendra,Imphal is all about the endangered species Sangai(brow antlered deer). The film talk about the threats faced by Sangai due to factors like habitat destruction, poaching, probable genetic disorder etc. The director

calls for immediate action and wide spread awareness to save the rare species of Sangai from total destruction.

2) Shirui Lily-Threatened Lily of Manipur(2008)-directed by R.K.Robindro send a strong message for the conservation of the threatened flower.

3) Loktak:The Lake in Peril- directed by R.K.Robindro talks about the largest freshwater lake in the Northeast. Through this film, he attempts to create awareness for the immediate need of the conservation of wetlands and discloses vital role of wetlands for socio-economic and ecological balance.

Information Service Television (ISTV) Network and Environmental Coverage

ISTV network is one of the well established cable network in Manipur. It broadcast environmental based programmes occasionally. The cable network has broadcasted the following environmental baseddocumentaries as separate programme or part of Discovery Manipurduring 2006-2012.

Table 2.1.1: Some of the environment based title broadcasted by ISTV(2006-2012).

Title	Frequency of broadcasting
Imaphal Amasung Keithel	1
Selloi Langmaiching	6
Salam Patong	3
Ishingthingbi	4
Geographic 2004 MMTA(Dzuko Valley)	4
Kongba River	4
Dzuko Valley Tracking Expedition 2005	9
Imphal River Rafting-MASSI	6
Sadu Chiru Water Fall-MASSI	6
People and Places of Liyai	3
Rescue Dzuko Valley	4
Sadu chiru water fall and Nambul river	7
Anouba Mangal(Renewable Energy)	8
The Unholy River	15
A Himalayan Expedition	2
Exploration of caves in Meghalaya	7
Looking Eastward-Inland Lake of Shan State, Myanmar	8
An Enchanting Land in the West (Tamenglong)	14
People and Places of Dingpi Area	8
Imphal Tamei	4
Thangjing kaba	11
Narrowing the Gap-Eastern Dark(visit to Bangladesh)	3
Loyalakpa Peak	12
Uran Chiru	3
People & Places south Ukhrul	6
Discovery of Communist Thel at Nongmaiching Hill	4
Conservation of Laimaton Wetland(Sadhu Chiru)	13

Title	Frequency of broadcasting
Rescue Dzuko Valley MMTA 2006 (New)	9
Historical & Cultural Research Trust Tawang Khongchat	14
Loktak “The Pride of Manipur”	21
Orchids of Manipur	19
Vermicompost	12
Beyond Kuilong	11
Tharon Khum Tamenglong	10
Khamson khun	8
MANIRADA- Small hydro, wind, solar power project	13
Kachai-A village of Lemon	9
Yong	10
High Altitude Tracking 2006	9
Manipur –A little Paradise	2
Looking Eastward Road from Hongkong to Tammu	1
Malmon Waterfall	1
Imphal River Discover	1
Myanmar khongchat	1
Andaman Gee Khongchat-I	14
Tamenglong	10
Awa Leipak-I	6
Awa Leipak-II	5
Loktak Lake	1
Everest Expedition Indian Army	4
Nungshirabi Aizawal	12
Looking Eastward Mandelay Tour	11
Adventure Tourism-MASSI	2
Looking Eastward Explore Yangon	3
The Route	4
Adventure Sport “white water rafting & kayaking”	9
Kounou Khongchant	5

All India Radio (Imphal) and Environmental Coverage:

All India Radio(Imphal) has high reach in comparison with other forms of media in Manipur. It has broadcasted environmental based programmes as part of regular programmes or as a separate programme.

The following environmental programme was aired as part of “Talk” programme during 2010-2012.

Table 2.1.2: Some of the environment based title of “Talk” programme (2010-2012)

Title	Programme
Manipurda Phangba Urieshing	Talk
Hidak Semba Yaba Pambeising Yokkhatpa	Talk
Manipurgi Atangba Ngasing	Talk
Umang Wamangshingi Phibam Phana Thamba	Talk
Akoibagi Phibamda Sokchillaklibasing	Talk
Organic Famingbu Henna Pamnarakpa	Talk
Manipurda Phangba Urieshing	Talk
Malemgi Biodiversity Hotspot ki Map Ta Manipur	Talk
Hidak Oina Sijinnaba Yaba Manipurgi Atangba Pambising	Talk
Biodiversity Kanbagi Khonjang Kankhatlakpa	Talk
Ramsar Site Amaoina Manipurgee Loktak	Talk
Manipurda Fangba Ucheksing	Talk
Malemda A-ing –Asha-Ollakpa Amadi Mashigee Phol	Talk
Mahoushagi Khal Kairakpa Amadi Mashigee Phol	Talk
Yuhar haba Amasung Masigi Cheksin Thourang	Talk
World Environemntal day Pangthokpangi Maruoiba	Talk
Keibul Lamjao Amasung Sangai	Talk

Title	Programme
International Year of forest biodiversity pangthokpagi Maruoiba ,biodiversity Nak Senduna thamba	Talk
Manipurda Phangba lamyensing amasung makhoige phivam	Talk
Energy puthoknaba anouba upaising	Talk
Uchek Yengbagi Kannaba	Talk
Carbon footprint amasung saba hen-gatlakpa	Talk
Keibul Lamjao amasung Sangai	Talk
Bio-diversity Ngaksenduna Thamba	Talk
Akoibagi Fivam Phagatnaba Hotnabada Restoration Ecology	Talk

Bigyangi Waphamis one of the regular programme of AIR Imphal. The programme is being broadcasted four days in a month at 9.10 am and started to broadcast from 2nd October, 2002. Environmental issues are being highlighted as part of the programme.

Table 2.1.3: Some of the environment based title of Bigyangi Wapham(201-2012)

Title	Programme
Saba Hengatlakpangi Matang ama	Bigyangi Wapham
Malemgi Ishingi Numit	Bigyangi Wapham
Saba Hengatlakpangi phibam mayoknaba	Bigyangi Wapham
El Nino amasung La Nia	Bigyangi Wapham
Oort cloud ta meetyang Thamlakpa	Bigyangi Wapham
Antarcticada Thijinlubada	Bigyangi Wapham
Deltasingi matang ama	Bigyangi Wapham
Mount Everest Thijinbagi Matangama	Bigyangi Wapham
Indian Ocean	Bigyangi Wapham
Arcticki Lamdamda	Bigyangi Wapham
Chitheng Phanglaba	Bigyangi Wapham
Samugi Matang ama	Bigyangi Wapham

Title	Programme
Asteroid ta meetyang thamlakpa	Bigyangi Wapham
La Nina amasung African Ikang	Bigyangi Wapham
Samugi Maramda Thijinba	Bigyangi Wapham
Sijinadraba Electronicki potshing chang hengatlakpa	Bigyangi Wapham
Mahousagi Khal Ngakdapa Hayingkhoigi Thoudang	Bigyangi Wapham
Ka Manunggi Nungshit sendaba	Bigyangi Wapham
Endosulfan gi matang ama	Bigyangi Wapham
Kunmathoisuba chahi chada bio-disel.	Bigyangi Wapham

Environmental based Drama and other programmes:

A radio serial was broadcasted on Sangai(The brow-antlered deer) of Keibul Lamjao with the title “ Eibu Amukta Kanbiyu(Please save me once).” It earned huge popularity. Some other titles are Loktak Eidi Wareda(I ,the Loktak, in sorrow) and Mahoushagi Lan(Nature’s wealth).” One documentary of AIR,Imphal “ Masa Naraba Prithibi(Ailing Earth) was broadcasted in 1986 and won special prizes. One radiodrama with the title “ Echa Nupa(My son)” was transmitted in 1984.

EMRC

EMRC is a production unit of UGC and mainly associated with the production of class room based programmes. The EMRC centre at Manipur university campus has been producing many environmental based documentaries and class room based programmes.

Some of the environment based documentaries and class room programmes of EMRC (1999-2014) are as follows:-

SYNOPSIS

KAUNA-CLUB RUSH (WATER REED)

Synopsis

Duration : 00:18:19:07

Subject : Art & Culture

Handicrafts create novel objects by using hands. A special handicraft product of Manipur is **Kaona Phak – Club Rush Mat**. It is a very old craft still practiced in this state. Craftsman made artistic objects from simple materials. The cultivation, harvesting method of the plant *Scirpus leucostriis* Linn.

(Family-Cyperaceae), mat making and the market prospects are covered in the programme. Extended coverage of the craftsmanship of the mat weavers are also shown in this programme. It is produced for the students as well as the general viewers.

The Miller of Haipi

SYNOPSIS

Duration :- 14:45:02

Subject :- Energy and environment

In the hilly terrains of Manipur people face difficulties in collecting water for household use and other purposes. Traditionally, women bear the brunt of fetching water from far off places and potting it at home for daily use. But, the villagers of Haipi, a Kuki

village in the Senapati District of Manipur have set an example in conserving and successful harnessing of natural water resource for their household use, agriculture, pisciculture, horticulture, water mills and hydro electric power. They bring streams of water to their kitchen and to places of bathing and washing. They spare streams for each of their family water mills and another stream for running their jointly owned mini hydro power sub-station that electrifies their village. Finally, the water serves the village paddy fields before it joins the Imphal River in the valley.

PASSION FRUIT

SYNOPSIS

Subject : **Botany**
Duration : **00:11:43:21**

The documentary takes a closer study of the physical characters and other special features of the Passion Fruit. This is a fruit rich in flavour and it is in great demand for its multi-vitamin content. The growing of Passion Fruit is just beginning to interest the people of North-East, India which if harnessed in proper light would be commercially rewarding.

The President of India **Dr. A.P.J. Adul Kalam** visited to see and feel the Pasion Fruit growing culture in Manipur during his historic visit in 2006.

“JATROPHA”
(The new generation green fuel)

SYNOPSIS

Subject :- Botany
Duration :- 27:04:03

Jatropha curcas Linn. is a plant of Latin American origin which is now widespread throughout arid and semi-arid tropical regions of the world. It is a small tree or a large shrub which can reach a height of upto 8m under favourable conditions. *Jatropha*, a drought resistant, photo-insensitive perennial plant belonging to the family Euphorbiaceae, is attracting attention as an important source of bio-diesel. The seeds of *Jatropha curcas* contain viscous, non-edible oil, which besides being a source of bio-diesel can also be used for manufacturing other products as well as for other medicinal purposes. Because of its various uses, the Central and State Governments have drawn ambitious programmes for its large scale cultivation throughout the country *Jatropha*, the wonder plant produces seed with an oil content of 37%. The oil can be combusted as fuel without being refined.

LOTUS : The flower of Emas

SYNOPSIS

Duration : 00:14:29:07
SUBJECT : SOCIAL SCIENCE

The national flower of India – Lotus is one of the world’s celebrated flowers. It has featured in the folklore, religion, culture and arts in one form or another. In Manipur, the Emas or women enjoy a bonding relationship with the lotus plant. The novelty of this relationship is expressed in the creative usage of the flower, the leaves , the stem, the seeds and the rhizomes of the lotus plant.

WILD MUSHROOMS OF MANIPUR

Synopsis

Duration : 00:11:16:24
Subject : Agriculture

Wild Mushrooms are grown both in the Hills and Plains of Manipur State. Many of them are poisonous and others are edible. They are grown throughout the year. They grow on logs, soil, decayed straw and thatch. The edible mushrooms are collected from the wild for their distinctive and delicious tastes. Some of them are essential recipe of traditional rituals of Manipuri festivals. Many of them are used as medicines while some are used in indigenous fabric dyeing. This programme is about some common wild edible mushrooms found in the hills and plains. The programme is made for general viewers.

**THANGJING
THORNY GIANT WATER LILY**

SYNOPSIS

Duration : 00:13:53:21
Subject : Botany

The native inhabitants of Manipur State eat varieties of seasonal plants grown in the surrounding hills and plains.

One such seasonal plant is *Euryale ferox* commonly known as fox nut in the family- *Nymphaeaceae* which includes the water lilies and lotuses, known as Thangjing in Manipuri.

The programme is an introduction of the plant about its global distribution, habitat and habit, food preparation, marketing and its use in the traditional medicine. The programme is made for general audience.

PONDS: (Part – I)

Traditional water harvesting structure of Manipur.

SYNOPSIS

Subject : Environmental Science
Duration : 00:14:31:05

Of all the materials available on Earth water is one of the most important factors for life to sustain on the planet. The annual clean water supply as rainfall provides enough water for mankind – for living and agriculture. Yet the knowledge of tapping the clean water resource is still very poor. Consequently, we frequently encounter flood or drought. Our forefathers have experienced and gathered knowledge of water management for community use. Ponds are one

of the most commonly practiced water storing bodies in Manipur. The programme is about ponds of Manipur. The programme is made both for students and general audience.

PONDS: (Part – II)

Traditional water harvesting structure of Manipur.

SYNOPSIS

Subject : Environmental Science
Duration : 00:16:00:14

One of the traditional clean water storing as well as pragmatic water management systems in Manipur is the pond. In recent past decades these ponds have deteriorated due to environmental degradation. Some methods to assess the quality and the state of these water bodies are biomass, temperature, pH, transparency, dissolved oxygen etc. In order to receive the traditional practice of clean water management these bodies have to be assessed first. The methods of assessing the water bodies are explained and shown in the programme. The programme is made for students of environmental sciences and life sciences.

PARTHENIUM

A LATE COMER PLANT

SYNOPSIS

Subject : BOTANY

Duration : 00:13:02:06

Parthenium hysterophorus Lineaus is a weed. It has different names viz. Congress grass, Gajar grass, chetak chandani, white top, star weed, etc. It is one of the ten worst weeds of the world. It is a noxious, annual, herbaceous weed belonging to the subfamily Heliontheae of the family Compositae(Asteraceae). Its invasion in India is suspected along with imported wheat from the USA under PL-480 programme in the early fifties. It was found near the godowns of American Melo jawar and wheat stores. In India, it was first noticed at Pune (Maharastra) during 1955-56. It was reported for the first time by Dr. R.S. Rao in 1956. An integrated approach involving physical chemical and biological methods can offer an effective control strategy. Repeated manual removal should be carried out before flower and fruit setting particularly when the soil is wet to prevent further enforcement of its seed to the soil and dispersal to newer areas. Formation of “Task Force” from among school children are suggested for manual eradication programme in the residential premises parks as children below 12 years of age is often spared. Use of gloves and protective clothing is required during such operation. As said earlier, only an integrated approach involving physical, Chemical and biological methods alone can offer satisfactory control in cropped areas as no regular cultural practices coupled with the use

of specific recommended herbicides has assumed significance. Community / public Awareness Campaign should be launch jointly by Government and voluntary organizations (NGO`s) with active public participation. The allelopathic effect and photo and thermo insensitivity of Parthenium has made it able to grow lucrantly all through the year suppressing native vegetation. This proves a threat to the Natural diversity. The weed as it has become wide spread in no man`s land has also spread to cultivated fields causing concern in agricultural production. Concerted integrated efforts including physical, mechanical, chemical and biological methods of its control together have to be made at least for initial 2 to 3 years for its complete elimination in the marked area. Individuals should render responsibility to eliminate the Parghenium plants. Establishment of most powerful botanical agent suitable with the climte of the region could reduce the spread of Parthenium and provide sustainable suppression especially in non –cropped ecosystem.

MEITEI THUM

(Manipur Spring Salt)

SYNOPSIS

Subject : Earth Sciences
Duration : 00:20:36:10

Salt is an essence of life. Salt is also one of the wealth of Manipur which has been prepared and produced in the market for consumption. Salt not only supplements the diet, it gives tastes to our

food. Besides it takes important role in customs of Manipur for different celebration such as birth, Marriage, deaths and other religious ceremonies. So salt has been a part of tradition since the human being exists. So the salt of Manipur has its unique role with the people of Manipur. In the course of development process all these facts are be coming endangered.

The programme captures all the traditional process of making salt by the Manipuri as an Educational Documentary film.

“Kabok: The Indigenous Sweets”

SYNOPSIS

Subject : Food & drink
Duration : 00:17:11:12

This programme is about ‘Kabok’, an indigenous sweet of Manipur. It is prepared by processing paddy. It is quite strange that the people of Manipur developed a different kind of sweet from paddy which is seldom seen anywhere in the world. The Manipuris made different varieties of Kabok namely, Kabok Akhingba, Kabok Moori, Kabok Aphaaba, Chempak and Laloo which are all developed out of paddy except Kangsubhi.

The exact period when the people of Manipur started using Kabok is not known. It is believed that the people of Manipur have been using Kabok from the very early time. People old and young still love to eat Kabok. Above all, the most important characteristic of

Kabok which can be mentioned here is that it is an essential item of marriage ceremony, birth ceremony, death ceremony, etc. The programme is made for general audience.

SOIDON
(Fermented bamboo shoot)

SYNOPSIS

Subject : Botany
Duration : 00:13:72:99

This is a programme on SOIDON, a fermented young bamboo shoot made from local bamboo. The programme will emphasize on the mode of traditional fermentation and preservation of this bamboo shoot and impact on the socio-economic condition of people engaged in the trade. The programme is made for general audience.

A Soap from Nature
(Making soap from Aloe Vera)

Synopsis

SUBJECT : BOTANY
DURATION : 00:09:57:21

Aloe Vera has been called “**themiracle plant**”, “**the silent healer**”, and the “**first-aid**” plant. Today, Aloe Vera is taking its rightful place in cosmetic industries for making moisturizers, sunscreen, lotion, shampoo and soap. This programme shows how a simple soap is made from the Aloe Vera plant for home uses.

POTATO – THE EARTH GOODNESS

SYNOPSIS

SUBJECT : BOTANY
DURATION : 00:13:07:05

The **potato** is a starchy, tubercrop from the perennial*Solanum tuberosum* of the Solanaceae family. Potato is the world's fourth largest following rice, wheat and maize.

This humble looking crop has the potential for a beneficial role in world food production, owing to its status as a cheap and plentiful crop which can be raised in a wide variety of climates and locales. The United Nations officially declared the year 2008 as the International Year of the Potato in order to "increase awareness of the importance of the potato as a food in developing nations" and calling the crop a "hidden treasure".

Fishing Methods of Manipuri Women

Synopsis

Subject : Agriculture
Duration : 00:13:36:16

Manipuri women are involved in various occupations for earning livelihood or to support the main bread earner of the family. Fishing is one of the main occupations of Manipuri women. They do fishing in the traditional way. This programme portrays the different fishing methods adopted by women in Manipur. The programme is made for students as well as general audience.

Kombirei - the Fading Glory

Synopsis

Duration :- **00:13:00:19**

Subject :- **Botany**

Manipur is endowed with rich flora & fauna. Kombirei flower, the Irish bakeri wall is one of the gifts of the nature. It grows in wild in the swampy area & marshes. It is a water loving plant. Though there are four/five species of Irish found in Manipur, the Irish bakeri wall i.e. Kombirei draws special attention. It is because of its close association with the cultural activities of the Manipuris. Even now it has been an indispensable item to the prayer to God, specially on the Meitei New Years day. This programme depicts the origin of this plant, its importance to the ritual ceremonies and its scientific background.

ANTHROPOLOGY PREHISTORIC STONE TOOL

Synopsis

Subject : Anthropology

Duration : 00:15:43:24

Stone tools, artifacts or any rock proven to have been used by the prehistoric men during the Stone Age era throw many ideas on the life and the evolution of the early hominids. Anthropologists, archaeologist and historians dealing with prehistory have come to many thought provoking revelations on the culture, economic,

material, conceptual thinking and symbolic representation of the early men through an in depth research of the stone tools left by the early men.

Phum Dwellers of Loktak Lake

SYNOPSIS

Subject : Factors affecting social behavior
Duration : 00:19:53:15

Loktak Lake is an ancient lake and plays an important role in the economy of Manipur. It serves as a source of hydropower generation, irrigation and drinking water supply. The lake is also a source of livelihood for the rural fisherman who live in the surrounding areas and on phumdis – floating islands, which are actually heterogeneous mass of vegetation, soil, and organic matters at various stages of decomposition.

Loktak lake is considered to be the lifeline of the State of Manipur due to its importance in the socio- economic and cultural life of the people. It plays an important role in the ecological and economic security of the region.

“BAMBOO” (An Introduction of Bamboo in Manipur)

Synopsis

Duration : 00:14:17:13
Subject : Botany

Among the rich natural vegetation of the North Eastern Region of India, many plant species have been invaluable to the people of

this region. The rich floral bio-diversity, has gifted to the people a valuable plant which has always stood by the poor – Bamboo also referred to as Green Gold. About 65% of the total bamboo population of the country is found in this region. This plant has been always an indispensable item in almost every aspects of the life of the Manipuris. In this programme the different species of bamboos found in Manipur are highlighted. Of these different species, some of them are most commonly used both by the people in the hills as well as in the valley as food items, in making household appliance and in rites and rituals. This plant has always been the backbone of the people of this state.

**Bamboo Resources of Manipur
(A Discussion with H.B. Naitani, Scientist (Retd.) Forest Research
Institute, Dehradun.)**

Synopsis

Duration : 00:11:47:12

Subject : Botany

It is a well known fact that bamboo has been an indispensable part in our every day life. 13 genera and about 1500 species of bamboo are grown all over the world. In the Indian sub continent, the north eastern part is adorned with more than 80 species of bamboo and shared more than half of the total bamboo resources of the country. Manipur, one of the north eastern states of India is also has a good resource of bamboo. More than 35 species are grown in this state. Researchers from Manipur as well as outside are doing different

research works on identification and utilization of bamboo. Dr. H.B.Naithani Scientist (Retd.) Forest Research Institute, Dehradun has done an extensive Research on the Bamboos grown in Manipur. He identified 35 species and 2 new species from Manipur. On his talk he mentioned these species. He also mentioned about the propagation and cultivation of selected species and their economic importance. This interview based programme is an attempt to give a glimpse of Manipur's bamboo species and its economics through the eye of a scientist.

THAMBOU

The sacred vegetable of Manipur

Duration : 00:12:16:01

Subject : Botany

The native inhabitants of Manipur consume many seasonal plants and has a unique dietary habit sometimes exclusive to them. The arrowroot of the sacred lotus, commonly called “Thambou” is one of them.

Thambou, the farinaceous rhizome of “Thambou or Lotus” or “*Nelumbo nucifera* Gaertn” belongs to the Nymphaeaceae family grows abundantly in the wetland area of the state.

The programmed is an introduction of the plant, habitat, ingredients, food preparation and its use as medicines.

This programmed is made for general audience.

**The Taste Bud Tickler
(Bamboo shoot in the traditional cuisine of Manipur)**

Synopsis

Duration : 00:16:22:22

Subject : Botany

Every part of bamboo has its own utility. The leaves are used to feed cattles. Bamboo poles are used in the making of handicraft products as well as household items. It is also used in the construction works. Bamboo root artifacts are rare artworks. Bamboo shoot is a delicious food item. Dishes of varied nature are prepared out of bamboo shoot. Many food products are also made of it. In Manipur both fresh and fermented shoots are used in the preparation of traditional dishes. The process of fermentation is an age old practice of the people of this region. This programme narrates the cultivation of shoots, process of fermentation and use of it as food item in the traditional cuisine.

“MEIBOU – THE SECRET OF KWATHA”

NAME: SHOEA BRACTEATE

FAMILY: DIPTEROCARPACEA.

Synopsis

Duration : 00:20:21:24

Subject : Botany

Mekruk is one of natural resource of Manipur. This plant play an important role in socio-economic live of the people of this land. The plant is used in all ritual function of local inhabitants particularly the Meiteies. If somebody like to know the Manipuri culture, the information related to the Mekruk is very much essential. On the other hand this natural bio-resource gives the opportunity of getting jobs to the unemployed youths. But due to Jhum cultivation and rapid urbanization, the population of Mekruk is decreasing day by day. Such condition is continued further, one day the plant vanish from this soil of the land. The target of this present episode is to popularize the uses of Mekruk to normal people.

ENVIRONMENTAL ETHICS IN THE CULTURE (SACRED GROUPS)

Synopsis

Subject : Environmental Sciences

Duration : 00:09:23:10

The Northeastern region of India is home to myriad tribal and other ethnic groups. Large sections of these communities can be still said to attain their livelihood by exploiting their biomass resources as 'ecosystem. Such communities characteristically meet a substantial proportion of their resource requirements from a relatively small catchments area in which they have been living for a long time. Their cultures are still in perfect harmony with and spiritually tuned to nature. The religious practices, folklores and cosmologies of most of these indigenous societies maintain a conservationist ethos in order to

sustain their natural resource base. The programme is made for general audience.

Kachai Lemon Festival

Synopsis

Subject : Orchards, Fruits, forestry

Duration : 00:10:23:14

Introduced about 60 years ago by a Christian priest in his kitchen garden, lemon, has become a cash crop plant in the Kachai village in Ukhrul District of Manipur.

Almost every household in this village owns at least 10 lemon plants. Having realized the promising nature of cultivating lemon, the Government of Manipur and other organizations sponsored the Kachai lemon Festival every year to encourage the farmers.

MAROI NAKUPPI

The sweet leek of Manipur

SYNOPSIS

Subject : Field & Plantation Crops

Duration : 00:16:03:17

Manipur, a region of Indo-Burma biodiversity hot spots has abundance of plants grown in the wild. Of these some are found their uses as food items. Maroinkuppi, scientifically called *Allium odorum* Linn is one such herb which is used as spice or in garnishing food

items and Manipur is perhaps the only region which uses this herb extensively.

This programme is intended to make people aware about its plantation, uses etc, and how it is changing the fortunes of many small or marginal farmers, educated unemployed youths etc. and is for general audience.

“Chang”

The Millet beer of Sikkim

Synopsis

Duration :- 00:10:04:08
Subject :- Social Anthropology

Millet is one of the varieties of cereals which have been known to man even in prehistoric times. It is used as a staple food by different communities. Besides being used as a staple food, millet is also used in brewing of alcoholic beverages in many parts of the world as a household activity. In the state of Sikkim the second smallest state of India, the tradition of brewing millet beer by the Sikkimese has been a tradition since ancient times. The millet beer they brewed is locally called “Chang”. The Sikkimese used Chang as an offering to their ancestral deities at the time of religious and ritual ceremonies. The programme shows the process of millet brewing and also its cultural importance to the Sikkimese

Hot Springs of Sikkim

Synopsis

Duration : 00:12:54:01

Subject : Earth Science

The emergence of geothermally heated ground water to the earth's surface from the interior of the earth through weak spots is known as Hot Springs. According to the chemical contents to the hot water that emerges from the earth's interior, the classification of hot springs is made. Hot springs are also classified according to the mode of eruption and the temperature.

Because of the high mineral content in the hot water, the hot springs have become popular tourist spots and centre for therapeutic treatment. In India there are about ten most popular hot springs. This programme highlights the Yuthang Hot Spring of Sikkim.

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Title - Urik: The Sacred Rosary Beads

Synopsis

Duration : 00:21:01:02

Subject : Crafts

The 'tulsi' plant or Indian basil is an important symbol in the Hindu religious tradition. It is cultivated for religious and medicinal purposes, and for its essential oil. It is widely known across South Asia as a medicinal plant and an herbal tea, commonly used in Ayurveda, and has an important role within the Vaishnavite tradition of Hinduism, in which devotees perform worship involving Tulsi plants or leaves. The Manipuri Hindus considered tulsi to be sacred and tulsi beads are worn and used in different rituals and ceremonies.

Rhododendron of Sikkim

Synopsis

Duration : 00:19:28:00

Subject : Horticulture

Rhododendrons commonly called Tree Roses are the predominant flowering plants in Sikkim. Once this plant was under threat due to the destruction of its habitat as well as cutting it for firewood. To check this process the Sikkim Government started

initiatives by educating local people who depended on this plant by encouraging ecotourism as an earning source for the local inhabitants. Now, the people supported Government activity has become a successful story in Sikkim. Thus, Rhododendron forests have flourished luxuriantly in the Sikkim Himalayas

Rhododendron and Orchids,

Conservation & Sustainable uses in Sikkim

(An Interview with Shri Sonam Lachungpa, IFS, PCCF & Secretary, Forrest, Govt. of Sikkim)

Synopsis

Duration : 00:15:18:04

Subject : Horticulture

Shri Sonam Lachungpa is a well known passionate explorer of Sikkim's Rhododendron & Orchids and other plants of floristic importance. He with Udhay Pradhan wrote a book entitled "Sikkim Himalayan Rhododendron". He is at present the Principal Chief Conservator of Forest (PCCF) and Secretary, forest, Govt. of Sikkim. In this interview he narrates the present scenario of the habitats of Rhododendrons and Orchids in Sikkim. He also mention the importance of the conservation of these two plants as well as their sustainable uses. He with Udhay Pradhan wrote a book entitled 'Sikkim' Himalayan Rhododendron.

VERMI TECHNOLOGY

Synopsis

Duration :
Subject :

Vermiculture means artificial rearing or cultivation of worms (Earthworms) and the technology is the scientific process of using them for the betterment of human beings. Vermicompost is the excreta of earthworm, which is rich in humus. Earthworms eat cow dung or farm yard manure along with other farm wastes and pass it through their body and in the process convert it into vermicompost. The municipal wastes; non-toxic solid and liquid waste of the industries and household garbage's can also be converted into vermicompost in the same manner. Earthworms not only convert garbage into valuable manure but keep the environment healthy. Conversion of garbage by earthworms into compost and the multiplication of earthworms are simple process and can be easily handled by the farmers.

DZUKOU LILY

Synopsis

Subject : Botany

Duration : 00:10:50:02

Dzukou Lily scientifically known as *Lilium Chitragadae* is found only at Dzukou Valley of Manipur. This valley lies in the northernmost part of Manipur bordering Nagaland state. Dzukou Lily flowers during the months of May to July. In the local dialect Dzukou means 'cold water'. This lily was identified for the first time by Dr. H. Bikramjit of Manipur in the year 1991. It is a small shrub growing to a height of 1-3 ft. About seven bell-shaped and deep pink in colour flowers bloom in a plant.

Versatile Vine (Cane of Manipur)

Synopsis

Subject : Botany
Duration : 00:10:11:90

Rattan is one of the minor forest products of Manipur next to bamboo which belongs to the Palmaceae family. It comprises of 14 genera and about 600 species. Rattan is much easier to harvest, requires simpler tools and is much easier to transport. It is used as raw material for variety of products having increasingly demand in national and international markets. Rattan is used mainly for making furniture frames, handicraft items, baskets, sports goods, etc. Various communities of Manipur used Rattan in various occasions and cultural activities. The socio-religious and cultural practitioner of the Meitei community gave more emphasis on the use of Rattan wholly or

partly. The Rattan fruits locally called Hairee are used to adore house hold God. Rattan is a very important source of livelihood for the economically and socially weaker sections of the state.

KHOURKHUL SILK

(The finest Mulberry Silk of Manipur)

SYNOPSIS

Duration : 00:15:84:24

Subject : Textiles

SILK-the Queen Of Textile is well known for its vibrant colour, high absorbance, light weight and resilience and have become a must have item of the mankind for tradition, culture & fashion all over the world since the ancient Silk Route trading era. There are four types of silk namely Mulberry Silk, Muga Silk, Tasar Silk & Eri Silk. Out of these, Mulberry Silk is aproduced at the largest quantity. India produces the second largest silk after China and consumes the highest in the world. Manipur, one of the north eastern states of India has got conducive climatic condition for cultivating all four types of silk worms. Khurkhul village of Manipur is not only famous for producing one of the finest silk but also for the peculiar method of reeling known as “Khere”. This program highlights the traditional methods of rearing and reeling of mulberry silk worms and silk yarn of this village.

SHIRUI LILY – An endangered flower

SYNOPSIS

Subject :

Duration : 00:16:18:11

Shirui lily (*Lilium mackliniae*), the state flower of Manipur is also called Siroy Lily or Shiroi lily. This beautiful wild Himalayan flower grows only in a very limited geographical location at Shirui Kashong Peak in Ukhrul district of Manipur. Today, Shirui Lily has become endangered by uncontrolled human intrusion day by day, season by season and year after year.

Indian Arrowroot

Synopsis

Duration : 00:09:38:10

Subject : Botany

Many species of the genus curcuma are well-known for their significant commercial and medicinal values. One of the important curcuma species is Curcuma Angustifolia which is commonly known

as Indian Arrowroot. Being a medical herb, the flower and the rhizome has long been used as food and in traditional medicine. In recent years the biodiversity of the genus Curcuma has been depleted due unplanned agricultural practices, urban development, deforestation and lack of conservation strategies.

EVOLUTION OF MANIPUR HILLS

A result of plate tectonics

Synopsis

Subject : Earth Science (Tectonics)

Duration : 00:15:92:09

The hill ranges of Manipur are a part of the Indonesian-Andaman arc. These hills are a product of the subduction between the Indian Plate below the Myanmar Plate. It is believed that the hills were evolved around 65 million years. The process of formation of folds and faults leading to the formation of ridges and valleys are still believed to be going on. Manipur Hills have distinct entity in the tectonic framework of South-East Asia.

Traditional Medicine System of Manipur Herbal Medicine- I

SYNOPSIS

Subject : 581- Botany

Duration : 00:14:43:15

Traditional healers have vast knowledge of medicinal applications of herbal products. Not only them, common people also have many

applications of medicinal plants for treating common ailments. The basic problem is the reliability of these applications. Some of the medicinal applications are firsthand knowledge, some are derived from ancestors, some are simple hearsay, and some are from other literatures. Many methodologies like consensus analysis, experimental and non-experimental validation, can be used for checking their reliability.

Traditional Medicine System of Manipur Herbal Medicine-II

Synopsis

Subject : Botany
Duration : 00:16:00:01

Traditional medicine system is a century long treatment system in Manipur. Before the modern medicine system this type of treatment system was very famous and practiced widely. Most of the traditional medicines are from the plants/herbs available in the forest of Manipur.

BAMBOO *The Timber of 21st Century*

Synopsis

Subject : Housing Technology
Duration : 00:13:14:22

Now a day's bamboo cannot be remained as a simple raw material for construction of make ship or temporary houses or sheds. It also can't remain as for the production of handicraft items,

household items like baskets and home used simple implements. With the passage of time its utilities has changed a lot. Bamboo is established as an engineering material for building construction and houses and is being promoted all over the world as a green material for sustainable development. For popularisation of its utilities, we need a concrete government policy to bring awareness among the people, entrepreneurs and artisans. These are the basic points highlighted in this programme.

YONGCHAAK

(The Tree bean)

We are surrounded by different varieties of plants and trees and have to depend on them for almost all our daily necessities of life. Among the plants, the tree legume commonly known as “Tree bean” is one of them.

Tree bean (*Parkia roxburghii* G. Don) commonly known as “Yongchaak” is one of the most important tree crops among the people of Manipur. It consistently occupies a paramount portion in the diet of the both richer and poorer sections of people.

Tree bean is used in the preparation of several types of food ranging from chutney to delicious items prepared with green immature beans, inflorescence as well as the dried seeds.

Parkia, being a leguminous plant has the ability to form a symbiotic relationship with root nodule bacteria known as Rhizobia which are able to convert nitrogen in the air into usable form. This conversion i.e. Biological nitrogen fixation eliminates the need to

supply sufficient nitrogen for the growth of the plant. The plant itself associates a pungent smell which is due to the presence of Thioproline.

Print Media and Environmental Coverage:

Most of the print publications in Manipur are confined to news, socio-cultural issues etc. Hardly any publications are dedicated to environmental issues. Except Sangai Express, all the newspapers published in Manipur do not have any regular article or column based on environmental issues. Environmental journals and magazines are hardly found. Occasionally, some souvenirs, leaflets and posters are come across.

Outdoor Media and Environmental Coverage:

Big hoardings and billboards are ubiquitous in and around Imphal city and other district headquarters at the roadsides. Even the wall of the buildings or the fencing walls are occupied with various wall writings (letters with or without pictures) conveying various messages of the sponsoring agencies. Most of the messages are for products, services, schemes, social issues, political issues etc. But, some of them carry message for moral values and environmental protection. Sign posts are erected through Department of forest and Environment, Manipur Pollution Control Board and concerned organisations at various locations.

Traditional Media and Environmental Coverage:

Manipur has more than 33 listed schedule tribes and other ethnic groups. Therefore, it has rich heritage of culture and traditions. Among, the various traditional media in Manipur, Shumangleela is the most popular art-form. Shumangleela is part of Manipuri life through the ages. Mangalsana Keisham conducted a study (2014) based on the themes of the Shumangleela played at Shumang Leela Festival from 2011-2014 and he concludes “Mainly Shumang Leela’s themes are based on social issues focussing on women, money power corruption, law and order situation, family problems, romance etc almost all the plays showcase the day-to-day happenings in our society like kidnapping for ransom, harassment of women, alcoholism and substance abuse, misuse of money power, the dirty games of politicians and show the gap between the rich and poor....as a traditional media reflects the socio-cultural , religious moral and emotional needs of the local people. Everyone realizes the effectiveness of traditional media in spreading messages to people from all walks of life and backgrounds.”It clearly shows that environmental issues are hardly highlighted in Shumang Leelas due to various reasons.

Table 2.1.4: Some of the plays that highlight environmental issues

Title	Depiction	Year of Play
Mahoushagee Maithong(Nature’s Face)	Depicts about the conservation of forest and wildlife under the setting of a village in Tamenglong district of Manipur.	2014
Umang Kanshi (Lets	All about the protection of	2013

save forest)	forest.	
E- mari(Blood Relation)	The play narrates hownature in the form of trees, animals, rivers, mountains and stars has blood relations with human being.	2009

2.1 NATURE WRITING:

The word “Nature” primarily refers to the physical world and its phenomena as perceived by human sensory organs. Human being communicates the perceptions of nature through his/her writings. "The term 'nature writing' has usually been reserved for a brand of nature representation that is deemed literary, written in the speculative personal voice, and presented in the form of the nonfiction essay. Such nature writing is frequently pastoral or romantic in its philosophical assumptions, tends to be modern or even ecological in its sensibility, and is often in service to an explicit or implicit preservationist agenda" ("Before Nature Writing," in *Beyond Nature Writing: Expanding the Boundaries of Ecocriticism*, ed. by K. Armbruster and K.R. Wallace, 2001). Simply, nature writing is a creative nonfiction writing form with natural environment serving as dominant subject.”

Therefore, nature writing talks about the natural environment. Since the vital topic of discussion is all about natural environment, it is a part of environmental communication. Nature writing has been regarded as one of the oldest form of writing among different writing forms. In his book “This Incomparable Land: A Guide to American Nature writing, well known American Nature writer, T. J. Lyon made

an attempt to define Nature writing in a concise and lucid manner. He rely on the “Identification and classification of nature writing” so as to define Nature writing in an appropriate manner. Nature writing is abounding with different genres. Generally, nature writing has been categorized into three basic classifications. They are-(a) natural history information, (b) personal responses to nature and (c) philosophical interpretation of nature. Those nature writers who fall into the category of natural history information have the tendency of writing about the facts of nature. But, those nature writers who have the inclination of writing about their experiences and observations of nature are put under the category of Personal responses to nature. The last category of nature writers has the same content with those of personal responses to nature except philosophical interpretation (Interpretation in abstract and non-scholastic way) of nature. Due to the variation in content, nature writing has a lot of formats being practised by nature writers. Ultimately, the growth and development of environmental journalism is helped by nature writing. Some notable examples of nature writings are:, The Land of Little Rain (Mary Austin), In Mammoth Cave (John Burroughs),Hours of Spring (Richard Jefferies),The Battle of the Ants (Henry David Thoreau),At the Turn of the Year (William Sharp), Migration (Barry Lopez), Rural Hours, (Susan Fenimore Cooper), An Island Garden (Celia Thaxter), January in the Sussex Woods (Richard Jefferies). The two crucial figures of nature writing are Gilbert White(late 18th century) and Henry David Thoreau(mid-19th century) whose pioneering works legitimised nature writing in Europe and America. Incidentally, environmental movement was started in the second half

of the 19th century. Among the notable voices, John Muir and John Burroughs were those influential voices that fuel the movements in America. Nature writers like Rachel Carson and Aldo Leopold led to the formation of ethical norms and social awakening through their influential writings in 1930s and 1940s."Today, nature writing in America flourishes as never before. Nonfiction may well be the most vital form of current American literature, and a notable proportion of the best writers of nonfiction practice nature writing."(J. Elder and R. Finch, Introduction, *The Norton Book of Nature Writing*. Norton, 2002)

2.2 ENVIRONMENTAL JOURNALISM:

‘Environmental journalism is the collection, verification, production, distribution and exhibition of information regarding current events, trends, issues and people that are associated with the non-human world with which humans necessarily interact.’¹⁹ Environmental journalism is the practice of scientific things (environmental) conversion into common mass’s language. To be an environmental journalist it is essential of ability of identify environmental issues in relation to society and describe as a social issue, which can be easily and seriously perceived by humans. Good understanding of scientific language and practice, knowledge of historical environmental events, ability to keep abreast of environmental policy decisions and the work of environmental organization is required for a good environmental journalist. Besides, a general understanding of current environmental concern, and the ability to communicate all of that information to the

public in such a way that it can be easily understood, despite its complexity.

Environmental journalism dealt with natural concerns and efforts of social and human change and development, which influence, degraded and devalue environmental status. 'Agriculture, air quality, climate change, ecosystems, energy, environmental disasters, environmental economics, environmental education, environmental ethics, environmental legislation and environmental policy, forests, ground pollution, habitat conservation, natural history, outdoor recreation, population, sciences, social sciences and humanities, sustainable development, sustainable living, transportation, urban issues, vegetarianism, waste management, water quality and wild life' are some of the topics which environmental journalism can be included.

Practice of environmental journalism have influenced by nature writing and environmental movements. Man has started thinking about environmental protection over centuries before. Side effects of industrialization and urbanization influenced man's views and attitudes towards environment. The growth of environmental journalism as a profession roughly parallels that of the environmental movement, which became a mainstream cultural movement with the publication of some remarkable books i.e. Rachel Carson's 'Silent Spring'. In 1960's and 1970's local based and grassroots environmental organizations made a booming appearance on the political scene. Their movements raised public awareness about environmental crisis such as global warming, loss in biodiversity, world energy crisis and deforestation etc. These movements also influenced policy

decision. The mass media has followed and generated public interest on environmental issues ever since.

‘The field of environmental journalism was further legitimized by the creation of the society of Environmental journalists.’ The society was established in 1990. The mission of the society is ‘to advance public understanding of environmental issues by improving the quality, accuracy and visibility of environmental reporting. Since 1980s, environmental journalism is still growing. With the exploding population and limited resources, mankind’s concern for the physical environment and other living beings remains significant. In this crucial phase, environmental challenges could be met only through awareness and media comes as a saviour. People receive information through media only. Thus, media help in shaping opinions for the environmental challenges.

Today, academic programmes are offered at a number of institutions to train budding journalists in the rigors, complexity and sheer breadth of environmental journalism.

Environmental Education

The concept of environmental education has its ancient root to the Indian Culture. The Rig-Veda says” The dust of mother earth and light of father sky should remain be associated with full brightness for our welfare”. According to Rig veda, there are three kinds of God- the celestial, the aerial and terrestrial i.e. land ,air and water. Brihsapati is the most important and well aware of all the mandals. The whole Brhamanda was full of peace and happiness because living beings and

environment were so closely related. It was almost impossible and difficult to think man and organism something separate from nature. Because, the dust of earth, light and air of sky have adverse effects on human beings. In modern times, Environmental education is widely recognized and legitimized due to Tbilisi Conference (UNESCO, 1977).

Environmental education is a process of recognizing values and clarifying concepts in order to develop skills and attitudes necessary to understand and appreciate the interrelatedness among man, his culture and biophysical surroundings. Environmental Education also entails practice in decision-making and self formulation of a code of behaviour about issues concerning environmental quality. (ICUN Commission of Education, 1970).

The goals of Environmental Education are to develop a world population that is aware of and concerned about, total environment and its related problems, and commitment to work individually and collectively towards solution to these problems and the prevention of new ones (UNESCO, 1975).

A number of new objectives and guiding principles for developing environmental education at all levels in both formal and non-formal levels of education were formulated at the Tbilisi Conference (UNESCO, 1977). Those objectives were formulated to help social groups and individuals towards awareness, knowledge, attitude, skill, evaluation ability participation etc.

Guiding principles of environmental education (some of them):

1. To consider the environment in its totality
2. To consider a continuous life process.
3. To be interdisciplinary in approach.
4. To focus on current, potential environmental issues.
5. To help learners to discuss the symptoms and the real causes of environmental problems and so.

Components of environmental education:

1. Education about the environment-basic knowledge and understanding of the environment and our complex relationship with it.
2. Education in or from the environment –using the environment as a natural laboratory for planned inquiry and investigation.
3. Education for environmental awareness-values, attitudes and positive actions.

Environmental Education in India:

In 2003, the honourable Supreme Court of India has directed to teach environmental education as compulsory subject at all levels of education. Thereafter, environmental education has been introduced into the National Curriculum Frame Work. Environmental Science was made compulsory for undergraduates and Environmental Studies for students of Class 1 to 5. But, environmental education remains at its infancy in case of formal education. At the non-formal level, IGNOU incorporate environmental education as compulsory subject in its undergraduate courses. Non-formally, groups or clubs are formed, arrange exhibitions and public meetings and taken out environmental campaigns and rallies. The government of India made

its effort to boost environmental awareness and research on environmental issues by establishing nine centres of excellence.

1. Centre for Environmental Education.
2. Salim Ali Centre for Ornithology and Natural History.
3. Foundation for Revitalization of Local Health Traditions.
4. Centre for Ecological Sciences.
5. Centre of Excellence in Environmental Economics.
6. Centre for Mining Environment.
7. The Tropical Botanic Garden and Research Institute.
8. CPR Environmental Education Centre.
9. Centre for Environment Management of Degraded Ecosystem.