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<th>AMIC-NCDC-BHU Seminar on Media and the Environment : Varanasi, Feb 26-Mar 1, 1989 : [seminar proceedings]</th>
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Modern man is far more knowledgeable and concerned about environmental matters than previous generations. Although this interest is growing yet there is a gradual degradation in our environment. It is understood that only well informed and aware citizens can properly manage their environment, so that, it will survive to be enjoyed by future generations.

Media and communicators have a significant role in the process of awareness building. Several experiences have been gained by the groups working in mass movements. These important attempts need to be shared, so that vigorous action plans could be drawn for saving the economic systems. At the same time, there is need to set the co-operative efforts in motion for sharing research information, solutions attempted, problems encountered and knowledge acquired in overcoming the problems in actual work setting.

The interdisciplinary seminar is an attempt to bring together the Scientists, Social Scientists, Social Activists, administrators and policy-makers to have a dialogue and share experiences in formulating the strategies to bring a balanced and better natural environment for the humanity.

OBJECTIVES:

The principal objective of the seminar is to effect interaction between people engaged in the management and conservation of the environment on the one hand, and mass media practitioners and traditional media performers on the other, in order to establish collaborative efforts towards the promotion of the environment through the various media.

PARTICIPANTS:

Forty-four participants from various sections of media, environmental groups and Research Organisations were participated in the Seminar. These participants were not only from Asia-Pacific Region but also from other countries. A detailed list is enclosed in Appendix - I.

INAUGURATION:

The seminar was inaugurated on 26th February afternoon at Law Faculty of Banaras Hindu University, Varanasi. The Chief-guest on this occasion was Prof. R.P. Rastogi, Vice-chancellor, Banaras Hindu University. It was presided by Dr. Alwi Dahalon, Assistant Minister, Ministry of Population and Environment, Indonesia. Prof. Satyendra Tripathi, Director, Centre for Integrated Rural Development, Banaras Hindu University, welcomed the
participants. The objectives and aims of the seminar were highlighted by Prof. V.K. Dubey, as Council's Honorary Secretary and Dr. Benjamin V. Lozare, Joint Deputy Secretary-General, AMIC, gave his remarks.

The Inaugural session was concluded with the cultural programme in the evening at Malviya Bhawan, with various Instrumental and Indian Classical Dances.

SESSION WISE BREAK-UP

The seminar was divided into four sessions. Each session was devoted for specific issue, so that participants could interact in a systematic manner. A detailed programme of the seminar is enclosed in Appendix - II.

1 SESSION

The Environment: Problems, Causes and Responses
27th February, 9.00 a.m. - 1.00 p.m.

Chair Person:
Dr. Benjamin V. Lozare.

As it is felt by every human being about the crisis of human environment, the first session was devoted for The Environment: Problems, Causes and Responses. Following papers were presented under this session:

Dr. R.S. Ambasht, Professor and Head, Department of Botany, B.H.U., Varanasi, was of the opinion that wetlands are the most important segment of the biosphere upon which man and most other organism depend for their subsistence. Since wetland contains rich biological diversity, the dependency of man on such lands is very high for his day to day domestic irrigation needs. In India, Social functions, culture and traditions have evolved on the Banks of rivers, and other water bodies. The undesirable effects on water quality and quantity on localised places are taking place. There is destruction of vegetation in watershed areas. So as to adverse man interferences in wetland ecology has resulted in the erosion, run off, reduction in water storage and carrying capacity, floods, etc. Even wetlands are being used as dumping ground of all kinds of wastes, pollutants, sewage and effluents from factories. To stop indiscriminate
act of man, there is need of careful management of wetlands and watersheds and bring awareness among the people to join hands for saving the eco system.

Dr. K. P. Singh, Reader, Department of Botany, B.H.U., Varanasi,

was of the view that Tropical Forests are the greatest Storehouse of biological diversity. The forest eco systems are composed of large number of living and non living pools of nutrients as a result of internal and external cycles. There is also large number of recycling processes which tend to generate eco system resistance against environmental stresses. Resistance and resilience are the two important aspects bearing on the stability of eco system. Increase in population has resulted in increase in shifting cultivation which is common in tropics, permanent agriculture, illeagle cutting of forest, grazing pressure, deforestation, developmental plans of housing, industries and pollution etc. However, it is also a fact that even if forest resources are exploited for productive purposes, is also not economical. For example, for one unit of agricultural production, seven units of forest resources are required. The consequences of these effects on forest have brought several disasters on earth and environment. Man is badly affected. The time is still to check such disasters by doing the positive efforts in favour of tropical forests. Therefore, there is a need to start watershed management, afforestation, agro forestry, using biomass, evolve improved agricultural plan, pass political bills, and take up awareness programmes through mass media among the masses.

Dr. R. C. Tiwari, Reader, Department of Soil Sciences, Institute of Agril. Sciences, B.H.U., Varanasi.

was of the view that the development is destroying the eco system of soil, which is going to disturb the development. Massive deforestation and negative human acts on soil has brought negative replacement, i.e., nutrient and organic matter loss, salinity in soil, water logging, erosion, etc. Therefore, there is a need to develop further soil management and steps be taken to evolve measures to check the soil desertification. The paper recommends that awareness in the society should be created to make judicious use of fertilisers and chemicals and stress should be given to use bio-fertilisers. He further emphasised that management of soils should be given an appropriate place in the policy at national level.
As a Chair-Person, Dr. Benjamin V. Lozare, summarised the presentations. He expressed his sincere concern regarding constant deterioration in global environment, due to increase in population and unplanned exploitation of natural resources. He suggested the participants to take the stok of the situation while deliberating the role of media and suggested the participants to work out a common strategy suitable socio-economic and cultural needs of Asia-Pacific regions.

II SESSION
The Media and Environmental Awareness
27th February, 2.00 - 5.30 p.m.
Chair Person:
Mr. Tony Williamson

Media is the agency to create and promote public awareness and sensitisation among the masses. The participants shared their experiences of media use in their respective settings.

Dr. Leon Yueh Kwong, School of Biological Sciences, University of Sains, Malaysia reported that there is a landmark example of 12 years continuous efforts to bring back the proposed Endau-Rompin National Park of Malaysia as conservation area. This started in 1977 when state government issued licenses for logging. Due to public protest and national campaign through mass media coverage continuously after six months logging was stopped in this park. But the government took diplomatic step to declare this national park as unsuccessful for conservation. Constant efforts by public and media people in this area, was further declared as conservation area in 1988. The secrets of success was the interest and continuous efforts for years. Public support, involvement of mass media, presentation of issues through visuals, pictures, international opinion made to change the opinion of decision makers. It was further reinforced by the support of prominent and well respected public figures on the issues. Therefore, it was a long drawn battle carried through people’s participation.

Dr. K.N. Pandey, Reader, Extension Education, Inst. of Agril. Sciences, B.H.U. expressed his view that television is considered to be the most powerful medium for dissemination of information among the masses today. Because of this reason the government of India has established a network through 285 television transmitters in the country. The purpose to establish the Regional Television centres is to cater the needs of the diversified population of the country.
Lucknow Doordarshan telecasts for a duration of 160 minutes between 1800 to 2040 hrs. and 25 minutes on Sunday. Keeping in view the environment situation of earth planet and atmosphere a study was designed to analyse this coverage on environment telecast by Doordarshan Kendra Lucknow. It was found that only 41 specific programmes were telecasted during the year 1987, in which more than 50% programmes were between May to September, may be because of drought and floods in the country. The duration of these programmes were one minute to 30 minutes only. 75% out of this telecast was in Chaupal and news programmes. He further emphasised that, looking into the issue of importance of environmental degradation in the life of man and media is not playing its role as it should do. The time allotted for creating awareness is too short, which needs to be extended to a greater extent.

Dr.D.K.Sujan, Communication Scientist, Wild Life Institute of India, Dehradun put his view on deforestation, mining, pollution, etc. has brought out the alarming situation on earth planet and atmosphere as well, i.e., increase of carbon in atmosphere, the global carbon budget, induced green house effect. The entire process of clinical approach of communication requires to build on conceptual framework of issues, locate and observe targetted group, listen, treat, watch, wait, see them again and treat. This concept may be taken as pilot project in five cultural regions in India. Finally, we may hope to get positive result in creating awareness in the masses in right directions.

Dr.R.R.Swamy, Chairman, Population and Environmental Education, Velgode mentioned that growth in population and destruction by human have created a panic situation in the environment in India. There is a steep raise in desertification of soil, water pollution, decrease of rich forest, exploitation of atmosphere and human life as well. Efforts have been made to create through different media but motivation part is missing in the communication. He was of the view that tribals are not spoiling the forest. They help to maintain the forest ecology. But shifting cultivation and other activities among the tribals harm indirectly to the forest. Women play a very important role in decisionmaking process of a family and they also give joint hands in increasing income. Therefore, a massive campaign should be started to educate all including women.
Mr. P. N. Chaubey, Research Scholar, Deptt. of Extension Education, Instt. of Agricultural Sciences, Banaras Hindu University, Varanasi.
said that Radio plays a very important role in creating awareness and motivation among Indian rural masses. Environmental issues are the talk of time now-a-days. Therefore, a study was planned to analyse the load of broadcast regarding environment by the AIR, Varanasi for the year 1987. It was observed that local station has not been able to give due emphasis on environmental issues. The approach is sporadic and lacks proper direction. It is worth to point out that only 8.56 percent of broadcast time was devoted on environmental programme out of 721.20 hrs. of broadcast in the whole year. Therefore, it is recommended that in view of the importance of issue, duration of broadcast should be increased.

Prof. V. K. Dubey, Honorary Secretary, NCDC, Varanasi.
emphasised that the Newspapers have significant place in the daily life of the literate world. They are being more informed and made aware through newspapers as compared to other mass media of sources. Since the issues of environment are the burning topic of discussion today, therefore, a study was undertaken to find out the coverage vis-a-vis content analysis of the two national English and two regional Hindi newspapers, i.e., Times of India, Hindustan Times, Dainik Jagaran and AAJ respectively. Sample size was of 184 issues of each newspapers, with the total size of 736 issues from July to December, 1987. Little coverage was found in all the selected newspapers. However, Dainik Jagaran provided maximum space as compared to others. The coverage was most during the month of September due to flood and drought. It is therefore, recommended that sufficient coverage should be given on priority basis to create awareness among the literate mass.

III SESSION
Using Other Media in Environmental Communication
28th February, 9.00 a.m. - 1.00 p.m.

Chair Person:
Dr. Alwi Dahalon

As the discussion on 27th February was mainly based on three common media of communication, i.e., T.V., Radio and Print Media, the 3rd Session was planned and devoted to Video and traditional media in Environmental Communication.
Dr. Victor T. Valbuena, AMIC, Singapore, shared the cross-cultural folk media action research findings through slide and audio tape presentation. He also gave examples of folk environmental songs through demonstration. He was of the opinion that authenticity of the folk forms to be preserved and efforts should be made for its updating and adaptation. For making it more meaningful, he emphasised for the integration and planned use of both folk and mass media. Dr. Victor also expressed the need for the collaboration between the folk artists and media producers of the environmental communication.

Mr. Tony Williamson, Director, Don Snowden Centre for Development Support Communication, Memorial University, Newfoundland, Canada, highlighted the interactive use of films i.e., Fogo Process. He also emphasised that film or video tapes serve as a tool in participatory action research and work as a mirror for teaching peers and as the means for connecting with the decision makers and authorities, not otherwise accessible for ordinary people. The production of video tapes can enhance self-confidence, stimulate action, assist in the complete resolution of conflicts and develop prompt strategies for action. He also presented the above communication process through video tapes, used by his University, in sorting out environmental problem of Inuit people.

IV SESSION
Experiences in Environmental and Natural Resources
28th February, 2.00 - 3.00 p.m.

Chair Person:
Dr. Victor T. Valbuena

The fourth session was being planned to share the experiences in Environmental and Natural Resources. Later the participants were divided into two groups to develop a suitable strategy for generating environmental awareness in the society.
Mr. V.S. Gupta, HAU, Hisar, Haryana.

took an overview of media genesis in Indian setting and pointed out that, journalists and reporters are finding it difficult to go with gigantic nature of environmental problem. He emphasised the need for conducting environmental workshop for the journalists. He felt that although the coverage of environmental message by the mass media is meagre, but it can not be termed as gloomy. When he was talking about the use of regional languages in telecast, he expressed its inadequacy.

Dr. L.K. Dadhich, Chairman, Paryavaran Parishad, Kota.

emphasised the role of media in preservation and protection of environment. He was of the opinion that no single media can help in achieving the objective of informing as well as motivating the masses. Therefore, there is a need to work out a locally suitable communication strategy based on resources of the organisations. He gave an example in reference to his own organisation.

Dr. Satyendra Tripathi, Director, C.I.R.D., B.H.U.

traced the history of human civilisation and emphasised about the relationship of man and nature. He asserted that environmental problems are because of capitalistic structure of society. The transformation of society from traditional to modern has paved the way for world over ecological crisis. This crisis particularly in developing countries is more acute as compared to developed. He stressed the need for developing a media-mix approach suitable for Asia-Pacific countries.

Dr. R.K. Gupta, Sulabh International, New Delhi.

presented the paper of Dr. Bindeshwar Pathak, Director of Sulabh International in his absence. He emphasised that the spread and sharing of knowledge through media is the only way to save environment on this planet and preserve the heritage of man. The naked hills of Greece, Syria, Lebanon and Palestine tell us the story of human greed and the lost of civilisation of Mesopotamia which flourished on the banks of Tigris and Euphrates is an evidence of the fact that if there had been a media network, these could have been saved.

Presented a paper entitled the Asian Development Bank's role in environmental and natural resources planning and management. He reported that the bank is committed to cooperate with the member countries to ensure appropriate problem solving measures for preservation of environmental and natural resources. He was also of the view, for the association of bank with non-government agencies for the above purpose.

In the later part of the fourth session participants were divided into two working groups; which -

GROUP - I
Chair-person: Mr. V. S. Gupta

Members: 1. Mr. Robert H. Salamon
          2. Mr. Tony Williamson
          3. Dr. Leon Yeuh Kwong

Topic: Maximising the Use of Print & Electronic Media for Environmental Information, Education and Communication.

Basic Issues Discussed:

1. Lack of resource material for Press in Regional Languages in multi-lingual societies.
2. Gap between journalists, scientists and environmental experts.
3. Uniformity and insensitivities of Editors for environmental issues.
4. Since environmental issues are not commercial propositions, lack of sponsorship for environmental programmes from business houses.
5. Marginalised and disenfranchised people perceive themselves to have no power and often have no access to mass media.
6. Year of retribution from powerful interest groups including government and official agencies.

Steps Suggested:

i) Develop Resource Centre for use by University students, Scientists and Journalists.

ii) Training programmes for academics, scientists, NGOs and Journalists.
iii) Linkages of existing database at the International Regional level with the National data base and strengthening the capabilities thereof.

iv) Newspapers should be encouraged to recruit staff with science, technology and environmental background.

v) Media should highlight the above constraints and give more publicity to those issues.

vi) Major funding agencies should lend support to NGOs, institutes and agencies that are working with marginalised groups within the societies. The support should be not only in terms of funds but also Development Support Communication or Action Research Programmes such as use of non-broadcast video and traditional media.

vii) A small guide book for environmental journalists guiding about Data Resource Banks be developed and distributed.

Agencies:

a) Non-governmental Organisations.
b) Multi-national institutions.
c) United Nations' Agencies.
d) Appropriate Government Agencies.
e) Universities and academic bodies.

Statements:

It is recognised that media is not the only way of changing people's attitude towards environmental issues. Programmes such as adult education, children's education, literary and educational training have an important bearing on changing these attitudes.

It is also urged that these recommendations be widely circulated and publicised through print and electronic media. The matter should not be allowed to rest here.

GROUP - 11

Chair-person:

Dr. L.K. Dadhich

Members:

1. Mr. S.S. Rehman
2. Dr. R.R. Swamy
3. Mr. J.S. Hashmi
4. Dr. A.K. Chaubey
5. Dr. D.K. Sujan
6. Mr. J. Singh
**Topic:** Generating Participation of Traditional Media Groups in Environmental Promotion Work.

**Basic Issues Discussed:**

1. There is a need to identify appropriate traditional media in each country, which may be used for communicating environmental messages.
2. There is also a need to identify folk tales and mythological stories with environmental content.
3. There is a need to carry out social experimentation (may be cross-cultural) for developing a suitable media strategy.

**Steps Suggested:**

i) Judicious and proper use of the traditional sources of mass media like puppetry, folk dances, songs, poetry, dance drama forms like Tamasha, Natanki, Raas alongwith the electronic media needs to be emphasised.

ii) NGO's may pool their resources at National and Regional level for developing a resource centre.

iii) Since government is not interested in the promotion of traditional media, the NGO's have to sustain it. There is a need to organise workshops/training programmes for popularising traditional media.

iv) A special educational/training programme may be launched on environment involving children/youth/women communities.

**Agencies:**

1. Non-governmental organisations
2. Multi-national institutions
3. United Nations' Agencies
4. Universities and academic bodies.

**Statement:** There is an urgent need to develop such centres at national level, which can produce traditional media material, multiply it, make it available to the users and organise training programmes for handling the same.
CONCLUDING SESSION
1st March, 1989, 9.00 a.m.
Chair Person:
Prof. Satyendra Tripathi

The Chair-Persons of the respective groups, presented their recommendations. After deliberations, the same were modified and adopted. Later on, the participants went to the venue of Varanasi Press Club of the city. The entire proceedings of the seminar including final recommendations were shared with the representatives of the Local Press. Several questions were raised by the Press People. The dialogue lasted about one and a half hours.

The Press Club hosted a Lunch in the honour of the delegates, which further provided an opportunity for informal interactions between the participants and the Local Press representatives.

After Lunch the participants were taken to Saranath, the Buddhist place of Varanasi.
LIST OF PARTICIPANTS

1. Dr. Benjamin V. Lozare  
Joint Deputy Secretary General, Asian Mass Communication Research and Information Centre, 39 Newton Road, Singapore 1130, Republic of Singapore.

Forum for Environmental Journalists, Malaysia, No.1635, LIn E5/1, Taman Insa, 52100 Kepong, West Malaysia.

3. Ms. Bimla Nanda Bissell  
World Bank, 55, Lodhi Estate, New Delhi.

4. Dr. Alwi Dahalon  

5. Dr. Leon Yeuh Kwong  
School of Biological Sciences, University of Sains, Malaysia, 11800 Penang, Malaysia.

6. Mr. Robert H. Salamon  

7. Dr. Victor T. Valbuena  
Asian Mass Communication Research and Information Centre, 39, Newton Road, Singapore 1130, Republic of Singapore.

8. Mr. Tony Williamson  
Director, Don Snowden Centre for Development Support Communication, Memorial University of Newfoundland, St. John's Newfoundland, Canada A1B 3X5.

9. Dr. R. Ratna Swamy  
Chairman, Population and Environmental Education, Velgode - 518 533 (A.P.)

10. Dr. B. Pathak  
Founder, Sulabh International, New Delhi.

11. Dr. K. P. Singh  
Reader, Department of Botany, Banaras Hindu University, Varanasi - 221 005 (U.P.)

12. Dr. L. K. Dadhich  
Chairman, Paryavaran Parishad, 2 KA 2 Vigyan Nagar, Kota - 324 005, Rajasthan.

13. Mr. S. S. Rehman  
Senior Producer, Doordarshan Kendra, Lucknow.

14. Dr. D. K. Sujan  
Communication Scientist, Wild Life Institute of India, New Forest (P.O.), Dehradun.

15. Mr. V. S. Gupta  
Editor, Deptt. of Journalism, Haryana Agricultural University, Hisar - 125 004, Haryana.

16. Mr. J. N. Hashmi  
Indian Space Research Organisation, Space Application Centre, Ahmedabad.

17. Mr. R. V. Rajan  
Country Representative, Asian Mass Communication Research and Information Centre, Shashtri Nagar, 10 A, 14th Cross, Madras - 600 020.
18. Prof. Satyendra Tripathi  Director, Centre for Integrated Rural Development, Banaras Hindu University, Varanasi - 221 005

19. Prof. V. K. Dubey  Department of Extension Education, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi - 221 005.

20. Dr. K. N. Pandey  Reader, Department of Extension Education, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi - 221 005.

21. Dr. R. C. Tiwari  Reader, Department of Soil Science, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi - 221 005.

22. Prof. Kishore Gandhi  Faculty Exchange Programme, Faculty Exchange, Banaras Hindu University, Varanasi - 221 005.

23. Dr. R. S. Ambasht  Professor, Department of Botany, Banaras Hindu University, Varanasi - 221 005.

24. Mr. P. N. Chaubey  Research Scholar, Department of Extension Education, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi - 221 005.

25. Mr. R. P. N. Singh  Acharya Narendra Dev University for Agriculture and Technology, Faizabad (U.P.)

26. Prof. Ugra Nath Jha  Head, Department of Sociology, L. N. Mithila University, Dharbanga, Bihar.

27. Prof. M. Raza  Department of Sociology, Patna University, Patna.

28. Prof. Ziauddin  Head, Department of Sociology, Patna University, Patna.


30. Mr. Ramkrishna Sahoo  Senior Research Fellow, Department of Sociology, Banaras Hindu University, Varanasi - 221 005.

31. Dr. S. D. N. Singh  Department of Sociology, Patna University, Patna.

32. Dr. S. K. Tripathi  Project Officer, Centre for Integrated Rural Development, Banaras Hindu University, Varanasi.

33. Dr. Vinod Kumar  L. N. Mithila University, Dharbanga, Bihar.

34. Dr. Ashok Kumar Chaubey, Research Associate, National Council of Developmental Communication, Plot No. 16, Ahilyabai Nagar Colony, Naria Road, Lanka, Varanasi - 221 005.

35. Mr. S. P. Singh  Research Associate, NCDC, Pl.No.16, Ahilyabai Nagar Colony, Naria Road, Lanka, Varanasi - 221 005.
36. Mr. Sunil Kumar, Associate Director, National Council of Developmental Communication, Pl.No.16, Ahilyabai Nagar Colony, Naria Road, Lanka, Varanasi - 221 005.
37. Dr. Sudhakar Singh, Centre for Integrated Rural Development, Banaras Hindu University, Varanasi - 221 005.
38. Sri. Ashutosh Shukla, Centre for Integrated Rural Development, Banaras Hindu University, Varanasi - 221 005.
39. Mr. Vishvendu Dwivedi, Research Scholar, Deptt.of Extension Education, Institute of Agricultural Sciences, Banaras Hindu University, Varanasi - 221 005.
40. Mr. D.K. Singh, Research Scholar, Indt.of Agricultural Sciences, Banaras Hindu University, Varanasi - 221 005.
41. Mr. Prabhat Pandey, Research Scholar, Indt.of Agricultural Sciences, Deptt.of Extension Education, Banaras Hindu University, Varanasi - 221 005.
42. Mr. Brijesh Kumar Singh, Research Scholar, Deptt.of Extension Education, Indt.of Agricultural Sciences, Banaras Hindu University, Varanasi.
43. Mr. Brijendra Kumar Singh, Research Scholar, Deptt.of Extension Education, Indt.of Agricultural Sciences, Banaras Hindu University, Varanasi.
44. Mr. J. Singh, Representative, Sah Industrial Research Institute, Varanasi.
45. Mr. Aaparisim Ghosh, C/o Business Standard, 9, Profulla Sarkar Street, Calcutta - 700 001.
Seminar on Media and the Environment  
(26th February - 1st March 1989)

PROGRAMME

26th February, 1989

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<th>2.00 - 3.30 p.m.</th>
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| 4.00 - 5.30 p.m. | Opening Session  
Chief Guest  
Prof. R.P. Rastogi  
V.C., B.H.U.  
Prof. Satyendra Tripathi  
Director, C.I.R.D., B.H.U.  
Prof. V.K. Dubey  
Hony. Secretary, NCDC  
Dr. Benjamin V. Lozare  
Joint Deputy Secretary General, AMIC  
Dr. K.N. Pandey  
Executive Member, NCDC, Varanasi.  
Welcome Address  
Objectives and aims  
Remarks  
Vote of Thanks |
| 5.30 - 6.00 p.m. | Tea Break |
| 6.30 - 8.30 p.m. | Cultural Programme  
Malviya Bhawan, B.H.U. |
| 8.30 p.m. | Dinner  
University Guest House  
B.H.U. |

27th February, 1989

| 9.00 - 11.00 a.m. | The Environment: Problems, Causes and Responses  
Chair-Person: Dr. Benjamin V. Lozare  
1) Ecology of Wetland  
Prof. R.S. Ambasht  
2) Tropical Forest  
Dr. K.P. Singh  
3) Soil & Society  
Dr. R.C. Tiwari |
| 11.00 - 11.30 a.m. | Tea Break |
| 11.30 a.m. - 12.30 p.m. | Discussion |
| 12.30 - 2.00 p.m. | Lunch  
Diamond Hotel |

II SESSION  
The Media & Environmental Awareness  
Chair-Person: Mr. Tony Williamson

| 2.00 - 5.30 p.m. | a) The Proposed Endau-Rompin National Park  
Dr. Leon Yueh Kwong |
b) Television & Environmental Issues  Dr. K. N. Pandey

c) Role of Mass Media in Environmental Awareness  Dr. D. K. Sujan

d) Mass Media Campaign for Environmental Preservation  Prof. R. R. Swamy

e) Radio & Environmental Awareness  Mr. P. N. Chaubey

f) Role of Press in Creating Environmental Awareness  Prof. V. K. Dubey

3.30 - 4.00 p.m.  Tea Break.

4.00 - 5.30 p.m.  Discussion

8.30 p.m.  Dinner  Diamond Hotel

28th February, 1989

III SESSION

Using Other Media in Environmental Communication  
Chair-Person: Dr. Alwi Dahalon

9.00 - 11.00 a.m.  I Using Traditional Media in Environmental Communication  Dr. Victor T. Valbuena

II Use of Video Tapes in Environmental Communication  Mr. Tony Williamson

11.00 - 11.30 a.m.  Tea Break.

11.30 - 12.30 p.m.  Discussion

12.30 - 2.00 p.m.  Lunch  Diamond Hotel

IV SESSION

Experiences in Environmental & Natural Resources  
Chair-Person: Dr. Victor T. Valbuena

2.00 - 3.00

1. Role of Mass Media in Environmental Awareness  Mr. V. S. Gupta

2. Significant Role of Media in Protection & Preservation of Environment  Dr. L. K. Dadhich

3. Environment & Media Problems and Issues  Dr. Satyendra Tripathi

4. Media & Environment  Dr. R. K. Gupta

5. The ADB Experiences in Environmental Issues  Mr. Robert H. Salamon

3.00 - 3.30 p.m.  Tea Break

3.30 - 4.30  Discussion
4.30 onwards  WORKING GROUP DISCUSSION

Group - I :
Suggested Topic :
Chair-Person: Mr.V.S.Gupta
Maximising the Use of Print & Electronic Media for Environmental Information, Education and Communication

Group - II :
Suggested Topic :
Chair-Person: Dr.L.K.Dadhich
Generating Participation of Traditional Media Groups in Environmental Promotion Work.

8.30 p.m.  Dinner  Diamond Hotel
1st March, 1989:

CONCLUDING SESSION

Chair-Person: Dr. Satyendra Tripathi
9.00 - 11.00 a.m.  Presentations of Working Group Reports and Recommendations.
11.00 a.m.  Tea Break
11.30 a.m.  Meeting with Local Press at "PARARKAR BHAWAN"
12.00 p.m.  Lunch  Pararkar Bhawan Press Association of Varanasi
2.00 p.m.  Site-seeing to Buddhist Place - Saranath.