

REPORTING ON LAND & ENVIRONMENT SOLUTIONS: THREADING THE HOWS AND THE WHY

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Why We Keep Ignoring Even the Most Dire Climate Change Warnings

Jeffrey Kluger, October 2018, TIME

“The question is often, ‘Do I feel vulnerable?’” says Slovic. “For the most part we don’t and that shapes our behavior.”

Even when we do try to personalize things, we have a hard time doing it. We can picture what it would be like to get eaten by a shark, Ropeik says, or die in a mass shooting or an airplane crash. That leads us to over-prepare for those risks—arming teachers, avoiding the beach, driving instead of flying even though driving is manifestly more dangerous.

“But if you ask even the most devout climate change believers how they think it’s going to affect them, they often can’t quite describe it,” he says. If it’s hard to picture, it’s easy to ignore.

MOST VISIBLE ISSUES

- Pollution
- Climate change – drought, flood
- Encroachment of forest lands/
Deforestation
- Global warming
- Energy
- Water
- Waste disposal – plastic everywhere
- Ocean acidification/heat/sea level rise
- *Ozone layer depletion*

THE DISCONNECT

- Do we communicate with our audience
- How are these affecting us in our daily lives
 - How are these affecting our businesses, livelihoods, living expenses, ease of life
- What are we doing about it
- What are others elsewhere doing about these
- What the governments are doing to ease the situation and create comfort

ROLE OF JOURNALISTS

- Service Provider - inform audiences and provide reviews of new products and services, report on new trends and ideas, promote the lifestyle industries and, provide advice to audiences.
- Life Coach – motivate people to change their lifestyle, offer examples of how people can live their lives each day, help people navigate through their lives
- Community Advocate - provide a forum for readers to ask questions, also more critical roles such as advocating for audiences' interests, telling audiences about ethical and moral dimensions of certain lifestyles and experiences, and monitoring and scrutinizing businesses involved in the lifestyle industries.
- Inspire and Entertain - lets audiences relax, provide ideas on how audiences can spend their time

~ Taylor's & Francis Online: *Journalistic Roles and Everyday Life*

ROLE OF JOURNALISTS

- The purpose of journalism is thus to provide citizens with the information they need to make the best possible decisions about their lives, their communities, their societies, and their governments.
- People care most about things that affect them

*[https://www.americanpressinstitute.org/journalism-essentials/
what-is-journalism/purpose-journalism/](https://www.americanpressinstitute.org/journalism-essentials/what-is-journalism/purpose-journalism/)*

What makes a good story?

Good stories are important and interesting

Boring versus engaging stories – what's the difference?

Good stories prove their relevance to the audience

Good stories have strong central characters

Good stories use detail

Good stories connect to deeper issues

Good stories explore tensions

Good stories capture emotions

Good stories provide context

Good stories surprise the reader

Good stories empower the reader

Can Good Stories Inspire Change?

<https://www.americanpressinstitute.org/journalism-essentials/what-is-journalism/purpose-journalism/>



Response

Evidence

Insight

Limitations

Musical pillars in the Vitthala Temple complex, Hampi, Karnataka, India

Highly Prized Black Chickens 'A Blessing' for Indian Women Farmers

Women in Chhattisgarh state have branched out on their own...

"The big idea of rearing the Kadaknath came from a scientist at the KVK in Dantewada," says 26-year-old Chaya Ishwar, a youth officer from the area.

Inspired by the success of visiting women farmers, she joined the initiative. "It took some time to join these initiatives, but it was worth the wait. It has become a way for too long to be independent." And there was no stopping her. "The price," says Ishwar. At present, there are nearly 1,500 women raising Kadaknath in Dantewada, either individually or as part of the district's 160 self-help groups. For a group working together, this amounts to 600,000 rupees (\$8,300) in earnings every six months. The women then divide that between themselves to help them save for their children's education, marriage and other necessities.

Encouraged by her earnings over the past six months, Asmati is saving to pay for the education of her four children. She has also bought a piece of gold jewelry for her mother-in-law. "I don't need to spend long hours here because we take turns to do the chores. I work much harder in my farm, growing vegetables and rice," she says. "This Kadaknath initiative has come like a blessing in our lives."

Young women from tribal communities are helping lower maternal mortality in Araku valley

The Araku valley saw its first childbirth in a hospital, thanks to young nurses drawn from the tribes themselves

JULY 28, 2018 16:00 IST

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On an ordinary workday, 27-year-old Pramila Bariki hikes up steep slopes, across fields, through ankle-deep rivulets, often walking up to 14 km. She gets a motorcycle ride until the road is motorable.

Her job? She doles out health care to the remotest tribal hamlets in Araku valley.

The women earn between ₹10,000 and ₹18,000 a month based on their experience. A few of them went as far as Vishakapatnam to study, but chose to return home since working in the community was important to them.

The outcome is evident in the figures. According to the 2011 census, the maternal mortality ratio in Araku valley was over 400 per 100,000 live births, more than double the national average. In the last two years, however, there have been no deaths during pregnancy or childbirth. While all these years, women gave birth in their homes, aided by the elderly in the family, or maybe a dai, the last two years have seen institutional deliveries reaching 68% of women.

A photograph of an ancient Indian temple interior, likely a Jain temple, featuring multiple pillars and a central shrine. The pillars are intricately carved and support a complex ceiling. The central shrine is a prominent feature, with a small arched entrance and a decorative top. The overall scene is well-lit, highlighting the architectural details.

✓ **The pillars can overlap/merge**

✓ **One/two of the pillars can take centrestage**

✓ **Focus on Limitations and Insights**

**THEREFORE,
WHY?**



- ✓ Well-being of journalists
- ✓ Inform, Inspire and Engage the audience
- ✓ Encourage audience to adopt sustainable changes
- ✓ Holds government offices, policy makers accountable
- ✓ Tells citizens what to expect from administrators
- ✓ Good for the newsrooms – increases audience engagement, surveys show that the audience are more willing to continue with their subscriptions, newsrooms have admitted that adopting Sojo has helped increase their revenues

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