

Forestry Communications : The Indian Experience

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Forestry Communication in India

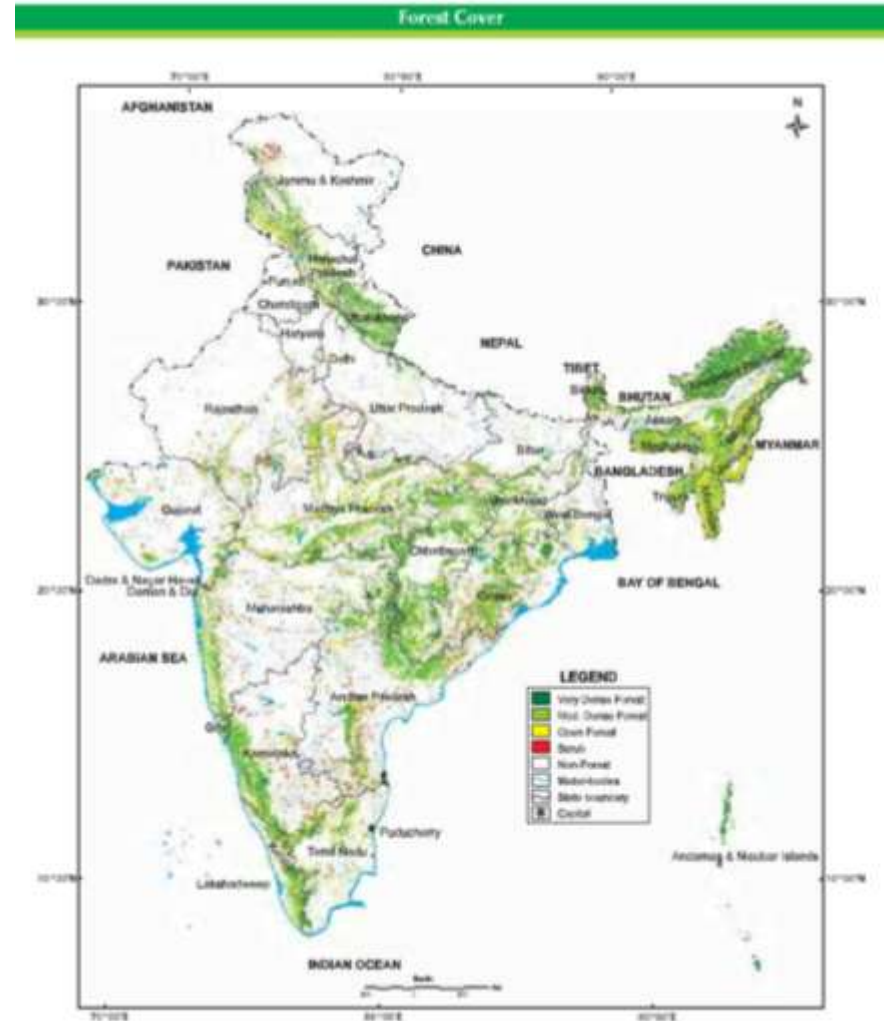
Topics Covered

- Overview of Indian Forestry.
- Challenges of Forestry Communication in India.
- Forestry Communication strategies.
- Case Studies & Examples
 - Green Haat
 - Science Express
 - Van Mahotsav
 - Ecoclubs



Overview of Indian Forestry

- Forest and Tree cover- 23.81 % (78.29 mha)
- 16 major Forest types
- Rich biological diversity
- 47000 floral and 90000 faunal species



Policy and Regulatory Framework

National Forest Policy, 1988 - Provides the direction and support for sustainable forest management

- Bring 33% land under forest or tree cover
- Requirements - fuel wood, fodder & small timber - of rural and tribals - first charge on forests
- Peoples involvement in forest management
- Conservation oriented

Strong legal framework for protection, conservation and management of forests.

Major Legislations-

- Indian Forest Act 1927/ State Forest Acts
- Wildlife (Protection) Act 1972
- Forest (Conservation) Act 1980
- Forest Rights Act 2006

Pressure on Forests in India

- ❖ Forest dependent people ~ 300 million. About 250 million cattle graze in forests.
- ❖ Large part of domestic energy needs met from fuelwood in rural areas.
- ❖ Illegal removals and trade in forest products and wildlife .
- ❖ Apart from the ecological benefits, production of timber and other products, it provides safety net for the poor and marginalized communities especially those who live in the vicinity of forests.
- ❖ As a result large areas of forests are degraded and with low productivity.



Challenges of Forestry Communication in India

- Perceptual difference among stakeholders.
- Better understanding of stakeholders, analysis of the issues and the required remedies.
- Complex biodiversity & livelihood issues in varied circumstances and audiences.
- Identification of appropriate means and media for consultative processes and communication for target groups.

Forestry Communication Strategies

- Identification of Stakeholders and target groups.
 - Forest fringe villages.
 - Educational institutions – Schools and colleges.
 - Civil society, media groups, business community, key government agencies, NGOs etc.
- Development of effective medium and content for target specific groups.
- Development of effective modes of delivery of information – fixed and mobile exhibitions, demonstration centers, dramas and folk programs, education visits, art, public discourses, nature education camps etc.
- Tying up communications with local customs, traditions and festivals. Involvement of individuals of high social stature.

- Celebrations of World Forestry Day, Earth day, Van Mahotsava, Wildlife week etc.
- Exhibitions, mobile exhibits.
- Institution of Awards.
- National Green Corps.
- Targeting urban populations and young school going children.
- Driving synergy by involving NGOs, Universities and contentious individuals.



Examples and case studies of Forestry communications in India

Green Haat



“Connecting nature with our lives”

- Annual fair that showcases various value added forest based products developed by rural artisans, community self help groups, NGOs & State Federations.
 - to raise awareness on the rich diverse forest based products of the country among the growing urban population.
 - to augment forest based livelihood of local communities.
 - To provide support and market linkages to bio-diverse products.
 - Strengthens networking of community groups and organizations engaged in conservation.

Green Haat - 2013

- Organized at Delhi Haat in the New Delhi in March 2013.
- Duration- 15 days.
- 10 States and 55 organizations participated.

Outcomes

- *Attended by vast number of urban population who showed keen interest in the products. The stalls also did good business.*



Science Express

- An innovative mobile exhibition mounted on a specially designed 16 coach Air conditioned train.
- Traveling across India since October 2007.
- Houses an exhibition which showcases cutting-edge **research in science and technology**.
- Halts at each scheduled location for a few days during which it remains open to visitors.
- Students comprise bulk of the enthusiastic visitors.
- The trains is on its fourth tour.



Science Express

- Features exhibition of various themes, fun filled activities- kids zone, hands on lab, training /orientation for teachers ,Information - take away materials.

Outcome

- *Has successfully completed three tours. Travelled over 98000 km, 320 halts, 1140 exhibition days.*
- *With over 1 crore visitors , is the “the largest, longest and most visited mobile exhibition” .*



Science Express 2013- Bio diversity Special

Biodiversity on wheels

- Focuses on biodiversity and climate change.
- Scheduled to travel to 62 locations in the country during its journey from 9 April to 28 October 2013.
- Targets a wide range of audiences.
- Showcases on biodiversity spread across the biogeographic zones of India, forestry and linkages with livelihood.



Van Mahotsav

The festival of trees

- An annual tree-planting festival in India - Millions of saplings are planted.
- Celebrated in the first week of July-Aug all over the country.



Van Mahotsav

Innovative ideas

- Free distribution of saplings of choice species.
- High profile dignitaries are involved.
- Mass plantation of thousands of saplings of diverse species.
- Theme base plantation resulting in parks or gardens.
- Vrikshya yatra, vrikshya rath – processions taken along a route and plantation.
- Innovative awareness campaigns involving street plays, folklore etc.

Outcomes

- *Millions of saplings planted each year.*
- *Strong message spread in favour of tree planting , protection and conservation.*



National Green Corps



“Where there is green there is prosperity”.

- Conceptualized to sensitize school children about environment, its problems and conservation.
- Started in the year 2001, the programme is operational across the country through school eco-clubs established for this purpose.
- Students participate in activities related to environment conservation, forestry , natural resource mgmt.

Outcome

- *1,30,931 Eco-clubs in existence.*
- *NGC has been catapulted into a mass movement of children for maintaining and preserving the environment across the country.*





Thanks