REPORTING ON
LAND & ENVIRONMENT
SOLUTIONS: THREADING
THE HOWS AND

Swati Sanyal Tarafdar, Independent Journalist, INDIA

THE WHY



IDEAS • CLIMATE CHANGE

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

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/

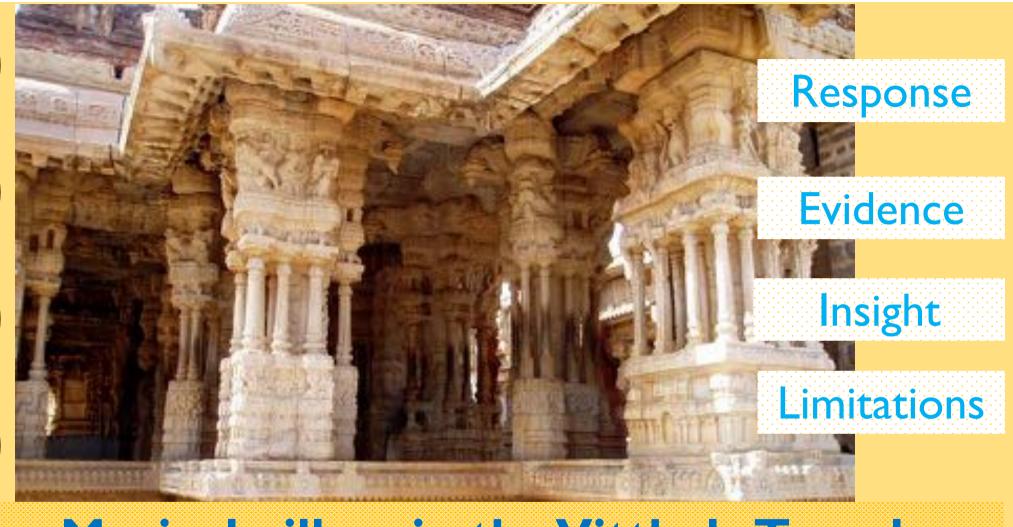
What makes a good story?

Good stories are important and interesting

Good stories empower the reader

Can ories poor les Inspire Change?

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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

great

enter

and

"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.

ioin these initiati ways for too long independent." Ar there was no stor

Inspired by the si price," says Ishwar. At present, there are nearly 1,500 women raising Kadaknath visiting women a in Dantewada, either individually or as part of the district's 160 self-help groups. "It took some tim 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."

FIELD NOTES | SOCIETY

Young women from tribal communities are helping lower maternal mortality lley

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

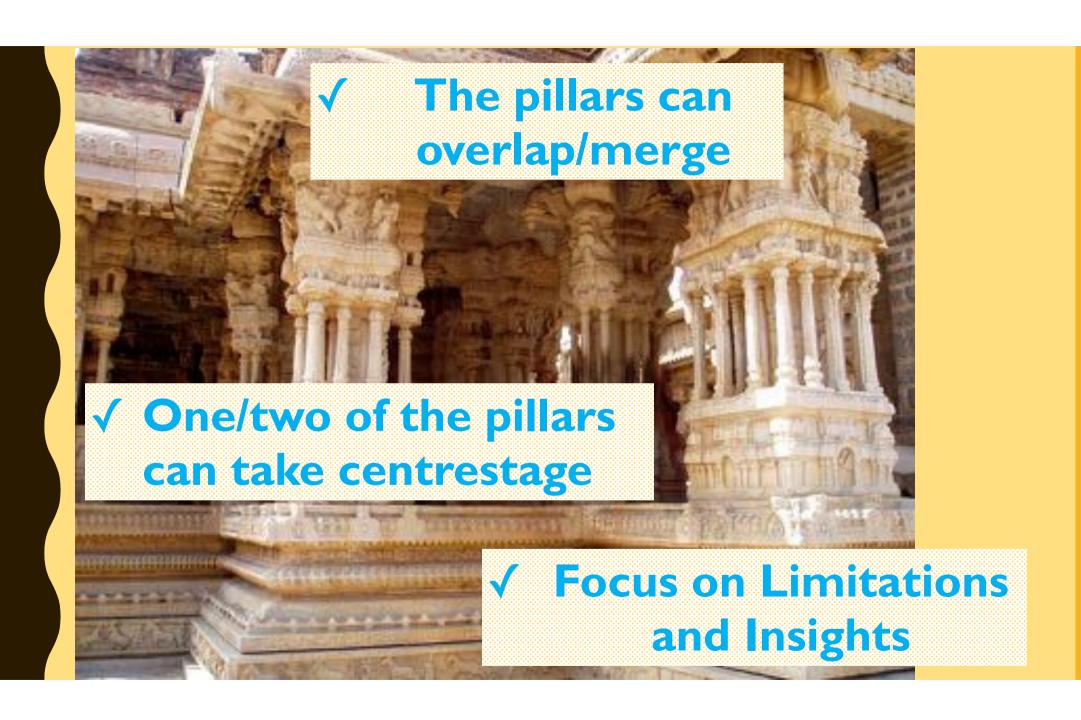
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On an ordinary workday, 27-year-old Pramila Bariki hikes up steep slopes, across fields, through ankle-deep rivulets, often walking up to 14 km. She gets a

ride until the road is mot

Her job? She doles out he remotest tribal hamlets i 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.

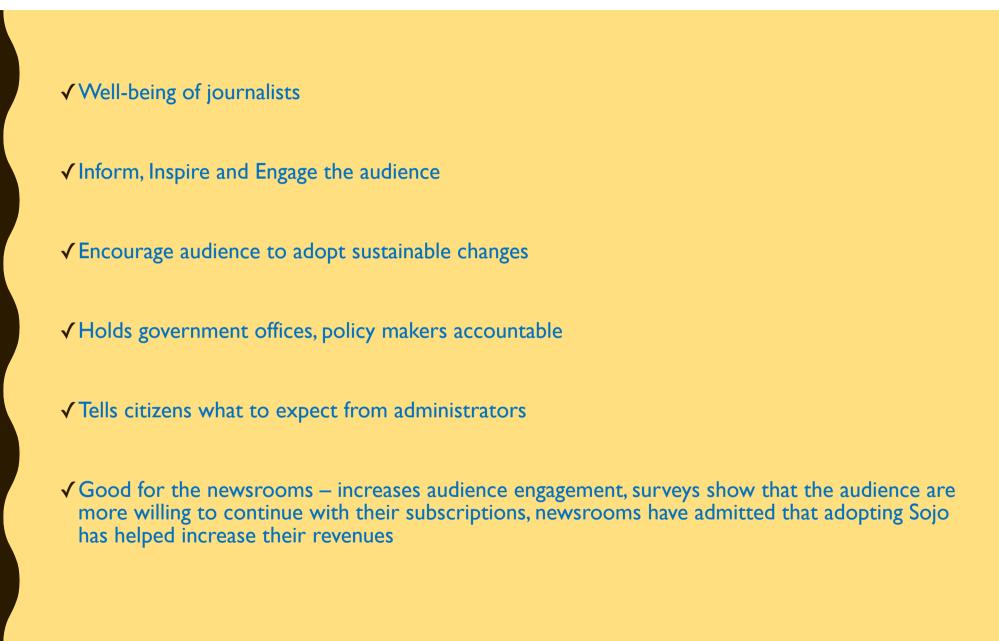
The outcome is evident in the figures. According to the 2011 census, the maternal mortality ratio in Araku valley was over 400 per 100,000 live births, more than double the national average. In the last two years, however, there have been no deaths during pregnancy or childbirth. While all these years, 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.



THEREFORE,

WHYP





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