

# MEDIA WORKSHOP

## Report of Proceedings



14th June 2017  
Mascot Hotel, Thiruvananthapuram



## **Workshop summary**

The workshop, organised by Suchitwa Mission under the guidance of Harithakeralam Mission & Swach Bharath Mission, was designed to facilitate awareness raising on various issues related to waste management and to invite media to partner with suchitwa mission in executing ground level activation campaigns.

95 representatives from Print, TV, Radio and online media attended the workshop. The journalists had an opportunity to enhance their knowledge and policies of the government on waste management in the Media Workshop, held at Mascot Hotel Thiruvananthapuram from 11.00 am to 2.30 pm on 14<sup>th</sup> June 2017.

The workshop also served to bring into focus the upcoming issues related to waste management and the agenda of the government in creating a clean and green kerala through Harithakeralam Mission. At the opening of the workshop, Dr K. Vasuki IAS, Executive Director, Suchitwa Misison stressed that the basis of the media workshop was harnessing the power of media and their influence on public opinion in the state to raise awareness on waste management and the need to adapt to it. Dr T.N Seema, Harithakeralam Mission Vice chairperson, asserted that media served as an effective means of providing necessary information on the ongoing changes in different.

In the opening remarks Dr. Ajayakumar Verma talked about how media workshops have become precursor to campaigns and awareness programmes of suchitwa mission in the past and expected that this workshop will also have a desired impact

In the inaugural speech, Dr. K.T Jaleel, Hon Minister for Local Self Government Department emphasised the need to have a change in the mindset of the people towards waste management. We are in an existential crisis and a disaster is in the offing, unless we change our attitude towards waste management

Sri. K.R Ajayan, Secretary, Press Club and Sri. C. Rahim, Chairman Kesari Smaraka Trust while felicitating the function assured support of media fraternity in supporting the efforts of the government in scientific waste management practices

In the interactive sessions, media assured their support and willingness to partner with Suchitwa mission on campaigns and they would submit activation proposals to Suchitwa Mission in this regard the soonest

The workshop ended with Vote of Thanks by Shri. C.V Joy, Director (Operations), Suchitwa Mission

## General context and objectives

News reporting on effective waste management systems has become one of the most effective means to educate people on what works and what doesn't in waste management. Lack of understanding of the issues often leads to serious misreporting of the facts adding further confusion to waste management issues. Further partnering with the media on various campaigns on waste management will help disseminating the messages effectively and quickly, if the huge role of media in a state like Kerala is to be considered.

The objectives of the media workshop were to:

- Provide updated scientific information on waste management issues
- Inviting media to partner with suchitwa mission in carrying out field level activation campaigns

## Workshop components

The workshop contained presentation of topics on development communication, waste management specifically tailored to the situation in Kerala followed by question and answer sessions; interactive discussions, facilitated by Executive Director, Suchitwa Mission.

## Participants

Journalists from Print, TV, Radio and online media.

## Welcome Address

In her welcome address, Dr. K. Vasuki IAS said:

This workshop is different from the ones suchitwa mission organised in the past in the context of a visionary project viz., the Harithakeralam Mission being launched. The new government has set the right platform interlinking water, agriculture and sanitation. Waste management should become a people's movement and if the media own it up, people will follow suit.

## Presidential address

Dr. T.N Seema, Harithakeralam Mission Vice chairperson said:

Of the four development missions of the present government harithakeralam mission is a game changing initiative linking hygiene, water and agriculture- which are mutually inter-linked. Interdepartmental collaboration had so far been remained a weak link. Harithakeralam mission provided a platform for this collaboration. She also mentioned that systems of waste management must brought in suited to our state and the LSGIs have a crucial role to play



## Opening remarks

Dr. Ajayakumar Varma talked about how media workshops have become precursor to campaigns and awareness programmes of suchitwa mission and he hoped that this seminar could also make a desired impact

He said Waste management is yet to become a movement in the state. People are yet to take up source level waste management. Wherever possible, source level waste management is to be practiced. Continuous support shall be provided by LSGIs. LSGIs shall meticulously plan an overflow waste management system as well.



## Topic Presentations

### *Development communication:*

MG Radhakrishnan, Editor, Asianet News while presenting the topic on development communication said:

The state of Kerala is going through a lot of challenges in the context of waste management; emergence of communicable diseases is a matter of serious concern.

A general consciousness is now emerging that we need to change; and change is inevitable. How to come up with creative and practical solutions in waste management is a challenge not only for Suchitwa Mission but also for the people

Government has now been able to create an enabling environment. This positive environment should be capitalised to prepare a blue print of action. A conclave shall be organised involving international and national experts to create a blue print of action.

Media is going through a wave of change. There is huge competition, in the context of emerging influence of social media. In this context, it is a huge challenge how to carry out development journalism.

Social media, though the quickest media in informing the masses is not setting a platform for development communication; the discourse, mostly remains, parochial.

Amidst this challenging environment there is still space to come up with strategies to popularise waste management issues and practices in the media.

Suchitwa Mission can promote models on waste management, award institutions, schools etc who create the models. Media can do a lot in popularising the efforts of the mission in this regard.





## Inaugural speech

In this inaugural speech, the Minister for Local Self Government Department Dr. K.T Jaleel said:



Waste management is the most serious issue of concern in the state. there should be a change of change of mindset in the part of the public. The people do not recognise the damage it would bring if waste management measures are not in place.

LSGIs are primarily responsible for waste management. Though they set apart fund, systems for waste management are yet to be in place, mostly due to public protests. The public are not allowing to install even a shredding unit. Everyone should recognise that unless we move together, we will die together. The mosquitoes that breed in unhygienic situations can bite any one, irrespective of their caste, creed, occupation etc.

Kitchen bins should be set up in hotels restaurants. Media should pin point those who do not have these facilities. So is the case of Slaughter houses. Those who set up this business should have facilities for waste management as well. Media has a constructive role in monitoring too.

Those LSGIs who do not have shredding units should set up units. PWD takes shredded plastics Rs. 20 per kg. Though this is a good business opportunity, people looking out for jobs in other sectors are not looking this side. Large scale awareness generation is required in this regard.

## Interactive session

Dr. K. Vasuki IAS, Executive Director, Suchitwa Misison, facilitated the interactive session. The Media representatives asked a few questions and suggested some measures for better waste management

*How to bring brand owners on board when it comes to EPR:*

Government is taking all out measures to bring them on board through CII and PCB. GOI is making a framework, GOK is also making a framework. PCB has issued notice. Efforts are being made to issue notices to those brand owners who do not listen.

*Can we do something on the problems of bottled water, tetra pack*

Suchitwa Mission has taken the initiative of green protocol (disposable free) which has now become a huge success and is being followed in all major public as well as private functions. But when it comes to railways, disposables remain a problem as railways is under the purview of with railway authorities to do something on this.

It has come to the notice of the mission that Sikkim has become the first state to ban less than 1 litre bottled water. Suchitwa Misison will learn how they did it and will recommend implementing in the state



*Local monitoring samithies would be useful, involving representatives from society to monitor waste management measures at ward level*

Basic unit for waste management activities will be the ward. Suchitwa Mission is promoting the formation of ward level volunteer force. Some districts have already been able to constitute. Rest of the districts have also started forming.

*In controlling smoking along with awareness, punitive measures were helpful. Such a mechanism to be constituted in waste management field as well. Waste management to be retained in public sector, private sector may bring in unholy nexus.*

Punishment is one of the measures. Suchitwa Mission has suggested LSGIs to introduce punitive measures as well.

Further suchitwa mission is planning online monitoring system. Through this system, the performance of the LB can be viewed by public; it would be under public scrutiny. This will be a good feedback system for the public and will help to create public pressure

If everything is to be taken up by the government it is bound to fail. Even a small fault can spoil the entire plan. Operational issues remain a problem. The ideal situation is one in which the government should play a regulating and facilitating role while private parties can set up and run the enterprises as large investment would be required to set up recycling industry.

#### **Vote of Thanks**

Shri. C.V Joy, Director (Operations), Suchitwa Mission, thanked all the dignitaries who attended the workshop and the participants for a meaningful participation and dialogue. He requested the media representatives to submit campaign proposals at an earliest date. Further it was informed that a committee comprising I& PRD and Suchitwa Misison officials will examine the proposals and an appropriate decision



## Programme Schedule

Welcome	:	Dr. K. Vasuki, IAS Executive Director, Suchitwa Mission
Presidential Address	:	Dr. T. N. Seema Vice Chairperson, Haritha Keralam Mission
Inauguration	:	Dr. K.T. Jaleel Hon'ble Minister for Rural Development
Opening Remarks	:	Dr. R. Ajayakumar Varma Technical Advisor Haritha Keralam Mission
Key Note Address	:	Shri. R.S. Babu Chairman, Press Academy
Felicitations	:	Dr. K. Ambady Director, I& PRD  Shri. Pradeep Pillai President, Press Club  Shri. K.R. Ajayan Secretary, Press Club  Shri. C.Rahim Chairman, Kesari Smaraka Trust and President KUWJ, Thiruvananthapuram
Presentation	:	
1. Development communication		Shri. M.G. Radhakrishnan Editor, Asianet News
2. Media partnership towards zero waste Kerala		Dr. K. Vasuki, IAS Executive Director, Suchitwa Mission
Vote of Thanks	:	Shri.C.V. Joy Director (Operations), Suchitwa Mission