

Press Release:

National Media Consultation to Spotlight Critical Role of Wetlands Conservation

New Delhi, November 2024: The **National Media Engagement Programme**, part of the year-long **Wetlands for LiFE** initiative, will be held from November 21 to 23, 2024. This three-day event, organized to strengthen media's role in wetland conservation, will bring together over **100 journalism and mass communication students from Delhi NCR universities** and approximately **50 senior journalists from across the country** to discuss and advocate for the protection of wetlands as critical ecosystems.

Organized by Centre for Media Studies (CMS), this is part of the Indo-German Technical Cooperation Project, 'Wetlands Management for Biodiversity and Climate Protection'. This project is implemented by GIZ on behalf of the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV), along with the International Climate Initiative (IKI), in partnership with the Ministry of Environment, Forest and Climate Change (MoEF&CC).

The **3-Day National Media Engagement Programme** will commence on **November 21, 2024**, with a **Capacity-Building Workshop for Media Students** at **Jamia Hamdard**, New Delhi. This workshop will engage journalism students and faculty from various institutions across Delhi NCR, focusing on the ecological significance of wetlands, the role of media in conservation, and practical storytelling exercises for environmental advocacy. Participants will gain insights from experts and practitioners on crafting impactful conservation narratives, setting the stage for the subsequent discussions.

The programme's highlight, the **National Media Consultation**, will take place on **November 22, 2024**, at **The LaLiT, New Delhi**. The event will bring together prominent media professionals, environmental experts, and policymakers to deliberate on the challenges and opportunities in wetlands reporting. Key sessions include a **Panel Discussion** titled "*Challenges in Wetlands Reporting and the Way Forward*," where eminent journalists and conservationists will share their insights and experiences, and an **Open Forum**, offering interactive discussions on barriers to media coverage, innovative strategies for public engagement, and collaborative approaches to conservation advocacy. Expert talks will delve into the ecological, social, and economic importance of wetlands, emphasizing the power of storytelling in inspiring conservation action.

The programme will conclude on **November 23, 2024**, with a **Field Visit to the Surajpur Wetlands** in Greater Noida. This visit will provide participants with a firsthand understanding of wetland ecosystems, showcasing successful conservation efforts and highlighting the critical role wetlands play in biodiversity and urban sustainability. This immersive experience will connect technical knowledge with real-world conservation practices, leaving a lasting impact on the participants.

Dr. Vasanti Rao, Director General of CMS, remarked, "This consultation brings together the best of media and conservation expertise. By engaging future and seasoned journalists, we aim to create impactful narratives that inspire collective action for wetland conservation."

The **National Media Consultation** builds on regional initiatives conducted in cities like Indore, Lucknow, Shimla, and Srinagar, culminating in this event to highlight the critical need for wetland

preservation. With a strong focus on collaboration and awareness, this consultation seeks to amplify the role of media in advocating for wetlands, essential for India's ecological and climate resilience.

About:

Ministry of Environment, Forest and Climate Change of India, The Ministry of Environment, Forest and Climate Change (MoEFCC) is the nodal agency in the administrative structure of the Central Government for the planning, promotion, co-ordination and overseeing the implementation of India's environmental and forestry policies and programmes.

Website: <https://moef.gov.in>

IKI-BMUV: The International Climate Initiative (IKI) is a global funding programme established by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety, and Consumer Protection (BMUV). IKI focuses on supporting projects that address climate change mitigation, adaptation, biodiversity conservation, and sustainable development, particularly in developing and emerging countries. Through its partnership with local governments, non-governmental organisations, and international institutions, IKI promotes climate resilience and the implementation of the Paris Agreement and the Convention on Biological Diversity. BMUV's leadership in environmental protection ensures that IKI is at the forefront of innovative, climate-friendly solutions on a global scale.

GIZ, the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH, often simply shortened to GIZ, is the main German development agency. It is headquartered in Bonn and Eschborn and provides services in the field of international development cooperation and international education work. GIZ has been working jointly with partners in India for sustainable economic, ecological, and social development for over 60 years.

Website: <https://www.giz.de/en/worldwide/368.html>

Centre For Media Studies (CMS), Established in 1991, the Centre for Media Studies (CMS) (www.cmsindia.org) is an independent, not-for-profit multi-disciplinary organization. CMS endeavors to conduct path-breaking Research, Capacity Building and Advocacy in Social Development, Environment, Communication, Media and Transparency issues to work towards a vision of Responsive Governance & Equitable Development. CMS VATAVARAN (www.cmsvatavaran.org) is an outcome of CMS's core commitment to go "beyond research." The rich experience of CMS in environmental issues & developmental communication and the urge for "Beyond Research" – a commitment to perform the role of a practitioner of its own research, sowed the seeds of CMS VATAVARAN – India's only International Environment & Wildlife Film Festival and Forum.

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