

THE ROLE OF TELEVISION CHANNELS IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS

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Today, India is one of the most powerful developing nation in the world and enjoys a prominent status as the largest democratic nation in the world. With over 1.3 billion population and increasing further India is the second most populous democratic country in the world after China. The beauty of the nation lies in the fact that people of different religion live here and the real strength of Indian culture lies in basic unity, vigor and the ability to contain an amazing diversity within itself. Indian culture, in fact, represents a synthesis on many strains. It contains the best features of many traditions of other lands. One of the great achievements of India is our free and vibrant press and TV Channels. After independence, India has made a tremendous progress in the field of Mass media specially Television. In the present era of Information technology, no one can deny the power of potential and media in image building and creating awareness. Media is an important means of communication and it is called the mirror of the society. Media has the strong power and potential to effect and hold people's mind due to its reach and diversity.

Different forms of mass media play an important role in shaping the perception of people by making them aware about Sustainable Development. Among the different forms of mass media, Television can play an important role in reporting Sustainable Development Goals and raising awareness among masses and providing better understanding of the agenda for Sustainable Development. The Millennium Development Goals (MDGs), which produced the most successful anti-poverty movement in history, serve as a springboard for the new sustainable development agenda. The concept of sustainable development, presented in Agenda 21, recognized that economic development must be balanced with growth that meets people's needs and protects the environment. Television with its power of informing, entertaining and educating its viewers and also with its unequivocal consummate artistry to captivate the minds of millions, carved its own niche in the hearts of masses and today it serves multiple purposes of entertainment, information education and so on. India which is the most populated country after China and where the population is growing every second, this growing population will inevitably mean an increased pressure on the environment, culture, and society. Therefore, it is the need of the hour that every single human being pursue an effective path of sustainable development.

This change in behavior will not be achieved by itself but needs constant and conscious efforts on the part of the government and society as a whole. It is suggested that Education for Sustainable Development of all sections of society can contribute to this behavioral change and in this case television can play a complicit role in the process of social change by acting as a catalyst. Television is the most effective source of sharing the images and messages in an effective way, because of its unique feature of combining audio and visual technology. It helps

the people to learn in an effective way by disseminating the information in areas of agriculture, environment, health and hygiene etc. so it can play an important role in disseminating Education for Sustainable Development among masses. In our country around 870 satellite TV channels aim to ensure empowerment through different genres of programmes ranging from news and current affairs based shows, entertainment based shows, education, health and hygiene, environment, agriculture, ecology and development based shows. Different forms of media and especially different Television channels have a relevant role in many aspects of development, because the role of these TV channels is very crucial in raising awareness among the viewers and providing better understanding of the agenda for Sustainable Development Goals through its informative, rehabilitative, developmental and correctional approach

The purpose of this paper is to explore the role of Television channels in Achieving Sustainable Development Goals.

Key Words: Television Channels, Sustainable Development, Culture, Development.

In our society Television is playing an important role in every human beings day to day life. It can be said that most important communication tools presented today are different forms of mass media. The mass media have played a major role in shaping perceptions and awareness of Sustainable Development Goals Mass media campaigns take a variety of forms in their efforts to communicate scientific knowledge among masses; these methods include print media, television, and radio broadcasts.

Among mass media, television is an effective medium to prepare the ground for introducing innovativeness and also for reinforcing messages. Television is one of the powerful channels of the mass media which transmit information very fast and it is playing an important role in dissemination of information about Sustainable Development Goals by creating awareness and information among the masses. Together with government officials, environmental activists, scientists, and industrialists, Journalists and broadcasters have set the agenda for creating awareness regarding achieving Sustainable Development Goals. India had already started working on seven out of the 17 goals with concrete policies and programmes, Prime Minister Narendra Modi, in his reply to the President's address to the joint session of Parliament, had also called for a special day in each of the parliament sessions devoted to discussions on Sustainable Development Goals.

knowledge about Sustainable Development Goals. should be disseminated to all target audiences in accessible format. So if this knowledge about SDG's is proliferated through easy to understand, simple though entertaining manner, it will not remain alienated from the common masses, and for this noble cause different forms of mass media are used to educate people about Sustainable Development Goals. Television tries to build interesting discourses, to be able to attract viewers' attention through practical interest and emotional appeal.

Communication plays an important role in the process of human development. Communication for development is about participation, dialogue, sharing of knowledge and the information among people. It takes into account the needs and aspirations of the people in the development process. As Gro Brundtland, the Chairperson of the World Commission on Environment and Development said "Sustainable development is a major challenge for the next century.

The Sustainable Development Goals offer a vision of a fairer, more prosperous, peaceful and sustainable world in which no one is left behind. Sustainable development is defined as

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs". The importance of Communication for Development in achieving the Sustainable Development Goals (SDGs) is being increasingly acknowledged by international agencies, national governments and NGOs. The Sustainable Development Goals (SDG's) is a set of seventeen 17 sustainable development goals identified by the UN at the Sustainable Development Summit on 25 September 2015, with 169 targets between them. These goals provide a powerful aspiration for improving our world. The word 'sustainable' itself means something that lasts long while 'development' implies a change that is considered desirable in a society. It involves socio-economic change leading to improvement in the conditions of life (Agarwal, 2008). It was this realisation of the links between environment, economic development, and poverty which resulted in the coining of the term 'sustainable development' by the United Nation's Brundtland Commission in 1987. It is generally defined as development "meeting the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland 1987), with as basic pillars economic development, social development, and environmental protection at the local, national, regional, and global levels (United Nations 2002). In other words, sustainable development strives to achieve economic development that can be maintained well into the future and for all human beings.

Thus, sustainable development refers to a mode of human development in which resource use aims to meet human needs while ensuring the sustainability of natural systems and the environment and the goal of sustainable development has been generally described as to achieve a sustainable society.

The **Sustainable Development Goals (SDGs)**, officially known as Transforming our world: the 2030 Agenda for **Sustainable Development** is a set of 17 "Global Goals" which are as follows :

GOAL 1) NO POVERTY

End Poverty in all its forms everywhere

GOAL 2) ZERO HUNGER

End hunger, achieve food security and improved nutrition and promote Sustainable development.

GOAL 3) GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well being for all at all ages

GOAL 4) QUALITY EDUCATION

Ensure inclusive and equitable quality education and promote life-long learning opportunities for all

GOAL 5) GENDER QUALITY

Achieve gender equality and empower all women and girls

GOAL 6) CLEAN WATER AND SANITATION

Ensure availability and Sustainable management of water and sanitation for all.

GOAL 7) AFFORDABLE AND CLEAN ENERGY

Ensure access to affordable reliable sustainable and modern energy for all.

GOAL 8) DECENT WORK AND ECONOMIC GROWTH

Promote sustained inclusive and sustainable economic growth full and productive employment and decent work for all

GOAL 9) INDUSTRY, INNOVATION AND INFRASTRUCTURE

Build resilient infrastructure ,promote inclusive and sustainable industrialization and foster innovation

GOAL 10) REDUCED INEQUALITIES

Reduce inequality within and among countries

GOAL 11) SUSTAINABLE CITIES AND COMMUNITIES

Make cities and human settlements inclusive safe, resilient and sustainable

GOAL 12) RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and productive patterns

GOAL 13) CLIMATE ACTION

Take urgent action to combat climate change and its impacts

GOAL 14) LIFE BELOW WATER

Conserve and sustainably use the oceans , seas and marine resources for Sustainable Development

GOAL 15) LIFE ON LAND

Protect restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss.

GOAL 16) PEACE ,JUSTICE AND STRONG INSTITUTIONS

Promote peaceful and inclusive societies for sustainable development provide access to justice for all and build effective , accountable and inclusive institutions at all levels.

GOAL 17) PARTNERSHIPS FOR THE GOALS

Strengthen the means of implementation and revitalize the global partnership for sustainable development

TV in India was introduced in 1959, on an experimental basis. Doordarshan's social objectives include that it has to: a) act as a catalyst for social change; b) promote national integration; c) stimulate a scientific temper in the minds of the people; d) disseminate the message of family planning as a means of population control and family welfare; e) provide essential information and knowledge in order to stimulate greater agricultural production; and f) promote and help preserve environment and ecological balance (Doordarshan Handbook 1997, p.23).

Sustainable development is the key for success. This digital age has witnessed numerous successful social campaigns in print and visual media at a global level, that are targeted at achieving Sustainable Development Goals like NDTV-Toyota Green Campaign on NDTV. It was the first ever-nationwide campaign to save the environment and it was launched in April 2008. The Campaign was aimed at creating awareness about the environment, by involving the people of our country to make a difference. Other Television channels, like Doordarshan , Star TV ,Zee TV ,ETV Network airs different shows addressing sustainability issues like climate change , poverty , ecosystem and environment protection , inequality and economic development. With a lot of government support and initiatives like Swachh Bharat Abhiyan, Beti Bachao, Beti Padhao , Sarva Shiksha Abhiyan has motivated people to participate in Development programmes. Television as a mass medium has a huge appeal to common person. For such reason, television is used in a planned manner to motivate people to participate in developmental programs. Feature, documentaries or development campaigns regarding SDG's should be such that it creates interest in the mind of viewers, contents should be contemporary to

attract people of all ages and should be capable of influencing viewers to take part in the developmental programs.

Different TV channels has played an important role in achieving considerable progress in achieving the MDG's Further , the role of TV channels can be classified as follows:

Preventive Approach: Different Television channels has been promoting messages to adopt "Prevention is better than cure" especially in reducing child mortality, reducing maternal mortality, combating HIV/AIDS and other diseases.

Curative Approach: Different Television channels propagates the curative services like medical services, health services, services related to HIV/AIDS Counseling, psycho-social and mental health, psychiatric services, child guidance, child welfare services, services for the women etc. Like ETV Urdu is airing a daily health based show called Aadam Doctor , NDTV India airs Doctor NDTV and Doordarshan airs a weekly show called Hello Doctor.

Correctional Approach: Different Television channels are playing an important role in disseminating correctional services be it at an individual level, family level, community level or at national and international levels. It is educating the needy people about the need for primary education, correcting abnormal behavior and eliminating poverty and hunger.

Rehabilitative Approach: As we all see now a days with HIV/AIDS stigma being a taboo subject, role of different TV Channels in disseminating the rehabilitative services for the affected is persona and bringing a ray of hope in their lives.

Developmental Approach: Different TV channels are bringing together all the developed and developing nations together along with corporate sector to commit themselves to achieve the MDG's Thus, socio-economic, environmental and cultural development is taking place in the society

- 1) To enlighten / inform audience short films with a combination of fiction and scientific information with interesting themes revolving around SDG's should be conceived.
- 2) Documentaries with interesting themes on SDG's should be produced.
- 3) Films with a message in them on SDG's should be encouraged.
- 4) News Channels can have a small discussion of 10-12 minutes with 2-3 experts regarding recent developments in the field SDG's.
- 6) Acquisition of celebrity films/documentaries which are already produced in various countries should be dubbed in local languages and available to general public through school , colleges or other platforms .
- 7) Different programmes for Farmers with information related to farming, like ETV's Annadata should be started on private channels.
- 8) Exhibitions at the National and state levels may be conceived and exhibited at different cities OR it may be done at local levels.
- 9) Competitions / Quiz Shows at National, state and local level should be organised.
- 10) Weekly talk show where the anchor will interview an eminent person about Developments in SDG's may also be slotted on different TV Channels.

In conclusion, it can be said that Mass Media (Television Channels) can play a vital role in Achieving Sustainable Development Goals. There is a urgent need for effective Television shows /documentaries /short films/debates etc to create awareness about Achieving Sustainable Development Goals. Some interesting science content based shows /films have to be worked out at grass root level for creating scientific awareness and information among the masses regarding

SDG's. It is worth taking into account that effective popularization on television requires a special kind of discourse, which is not just a simplified scientific message but a different one, with its own characteristics, values difficulties. To conclude, different TV channels are playing an important role in achieving the Millennium Development Goals. It needs to focus more on the developmental aspects rather than focusing too much on the entertainment aspects of society. So we can say, the role different TV channels in in Achieving Sustainable Development Goals. is very significant.

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- p. Majority of the respondents use eco-friendly products and popularize it among friends and relatives.
- q. Majority of the respondents have shown interest in less use of plastic and recycling plastic.
- r. Go-green has been a popular practice among youth which shows their concern towards environment.

CONCLUSION:

Today's youth are the future citizens of the country. A campaign like Swachh Bharat needs a cooperation of citizens from all parts of India. Youth are essential to create the chain for cleaning India. They can play major role in implementing SBA initiatives in both Rural and Urban areas. Cleanliness would keep everyone happy and healthy in all aspect physically, mentally, social and intellectually.

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ROLE OF MEDIA IN CREATION OF SWACHH BHARAT AWARENESS AMONG MASSES

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ABSTRACT

Our Father of the nation "Mahatma Gandhi" popularly known as Bapu had two objectives: "Quit India and Clean India". With dedication and support of all the countrymen, Gandhi Ji accomplished first one successfully, but the second one got remained unfulfilled. Gandhi Ji said, "Sanitation is more important than independence." His dream was total sanitation for all. Cleanliness is a fundamental requirement to be healthy and happy. The present government has given a new ray of hope in this direction by the launch of the "Swachh Bharat Abhiyan" (Clean India Campaign) by the Hon'ble Prime Minister Sh. Narendra Modi with the launch of this campaign, with the main objective to "Clean India" by 2nd October, 2019. Gandhi ji's second dream also seems to be fulfilled. Immediately after its launch, the campaign caught attention of everybody not only in India, but also in the world.

One of the great achievements of our country is the progress in diversified form of media. Public awareness campaigns can potentially be an important tool and instrument with which behavior and attitude of the masses can be influenced. The Government has taken various steps to create awareness among the masses for keeping the area surrounding them neat and clean in which Media has played an important and pivotal role. Even Mr. Modi was impressed with the Media for their role in creating awareness about Swachh Bharat Campaign. He said, "You have turned your pen into a broom". All News Channels and Journalists did a commendable job in Swachh Bharat Abhiyan.

With diversified forms of the media present in our country at national, regional and local levels, its potential can be used for mobilizing public opinion, creating awareness in creation of Swachh Bharat Awareness among masses. This paper tries to elaborate the meaning of Swachh Bharat Abhiyan" (Clean India Campaign) and to explore the role of Media (TV Channels) in creating awareness in masses regarding Swachh Bharat Abhiyan.

Keywords: Swachh Bharat Abhiyan, Role of Media, TV Channels, Awareness, Masses

INTRODUCTION

The present world is very advance in terms of information and communication technology. Among many sources of information, media is one of the most important to disseminate information from one place to another within no time. The mass media have played a major role in shaping perceptions of people and creating awareness regarding different issues which are of great importance in our day to day life. Mass media campaigns take a variety of forms in their efforts to communicate knowledge and awareness among masses; these methods include print media, television, and radio broadcasts etc.

Among mass media, television is an effective medium to prepare the ground for introducing innovativeness and also for reinforcing messages. Television is one of the powerful channels of the mass media which transmit information very fast and it is playing an important role in every human being in their day to day life by influencing their behavior. The potential of TV Channels for influencing public attitude and behavior should be acknowledged. Awareness based Television campaigns like "Save the girl child" and awareness based Television shows like "Satya Mev Jayate" played a significant role in changing deep prejudices of the society on different issues.

Mahatma Gandhi, the father of our nation, had two objectives: "Quit India and Clean India". With dedication and the support of all the countrymen, Gandhi ji accomplished first one successfully, but the second one got remained unfulfilled. Gandhi ji said, "Sanitation is more important than independence". His dream was total sanitation for all. Cleanliness is a fundamental requirement to be healthy and happy. It was Nirmal Bharat Abhiyan which became an integral part of Total Sanitation Campaign (TSC) launched by UPA Government. The aim was to provide universal household sanitation coverage by 2012. , but due to

meager implementation at grass root level somehow it got failed and did not create the desired impact, the UPA government had dreamt off. On October 2nd 2014, working on the similar lines the Prime Minister led the launch of Swachh Bharat Mission on Mahatma Gandhi's birthday. He quoted the words of M.K. Gandhi "Sanitation is more important than Independence". With the launch of this campaign, with the prime objective to 'Clean India' by 2nd October '19, Gandhi ji's second dream also seems to be fulfilled.

The role of Media especially the TV channels can be lauded for its efforts in propagating and creating the awareness about 'Clean India' campaign among masses. There are different media groups which took initiatives regarding taking this campaign to masses through various types of live talk shows, fillers, documentaries and celebrity based messages. Through different channels of Eenadu Television popularly known as ETV, Mr. Ramoji Rao, is promoting the work of cleanliness from the past one year. ABP News has started a programme called 'Yeh Bharat Desh Humaara' and through this they have highlighted cleanliness and created awareness among the masses. There is another news channel called NDTV and it has started an initiative called, 'Banega Swachh India', which is being aired across all channels under the umbrella of NDTV. The Zee Media group has initiated 'Mission Clean India' to make the nation clean by 2019. We can say that our country has hundreds of news channels and thousands of newspapers and each one of them has pursued the 'Clean India campaign' by encouraging the people of the country to take clean India mission further. This paper tries to elaborate the meaning of Swachh Bharat Abhiyan" (Clean India Campaign) and to explore the role of Media (TV Channels) in creating awareness among masses regarding Swachh Bharat Abhiyan.

On 14th November, NDTV appealed to different schools from across India to organize 'Swachhta Ki Pathshala' in which the channel asked the viewer's to write on about how they plan to organize 'Swachhta Ki Pathshala' in their school and get a chance to be featured on NDTV. The premise of this show was to hold special classes in which children were educated about basic hygiene, sanitation, civic sense and its importance in our day to day lives. Later on NDTV distributed certificates of participation to every school that organized a 'Swachhta Ki Pathshala' program and the representatives of one winning school got a chance to meet Amitabh Bachchan and a mention during the cleanathon Banega Swachh India to be telecasted on NDTV. The mega star - Amitabh Bachchan himself took a 'Swachhta ki Pathshala' recently in Mumbai.

ABOUT SWACCH BHARAT ABHIYAN

Swachh Bharat Abhiyan is a national programme which was started by our Hon'ble Prime Minister, Shri Narendra Modi on 2 October 2014 at Rajghat, New Delhi. It is a Government of India initiative, to clean the streets, roads and infrastructure covering 4401 statutory towns of India. It is India's biggest ever cleanliness drive with over 3 million government employees and students from different schools & colleges participating including public at large. The Swachh Bharat Program is a 5 year mass movement plan and this campaign aims to accomplish the vision of 'Clean India' by 2nd October 2019, which is 150th birthday of Mahatma Gandhi. The government is committing 16000+ crores of the 62,000 crores needed and the movement will cover 4,401 towns, provide 2.5 lakh community toilets, 2.6 lakh public toilets, and a solid waste management facility in different townships. Cleanliness has become a buzzword today, courtesy Government of India's Swachh Bharat Abhiyan. The Central Government through its various ministries is spending crores of rupees to achieve this task. Majority of people are hopeful that we will be able to achieve our objective by the stipulated date of October 2, 2019. But the question that still lurks behind some of our minds is whether this task will indeed be achieved, considering the various impediments. "Swachh Bharat Abhiyan is not just for government to achieve. Every human being has to contribute, if we want to achieve this goal by stipulated time. Hundreds of news channels and thousands of newspapers are persuading the 'Clean India' campaign, by encouraging the people of the country to take clean India mission further.

The Swachh Bharat Abhiyaan and Banega Swachh India in 2014 both worked towards actual building of toilets & creating awareness. We believe that though the actual building of toilets is essential, there is an urgent need to pay more attention on ensuring that the toilets are being used. The campaign in its 2nd year is focusing on devising and implementing 'behavior change communication models', by taking a Hygiene Curriculum to schools.

OBJECTIVES OF SWACCH BHARAT ABHIYAN

- 1) To generate awareness about sanitation and public health.
- 2) To convert in sanitary toilets into clean and functional toilets.
- 3) Eliminating open defecation and manual scavenging.
- 4) Strengthening urban local bodies to design execute and operate systems.

- 5) Training and helping people for behavioral change and regard healthy practices.
- 6) Ensuring 100% waste collection and supporting it with scientific processing/disposal reuse/recycle of solid waste.
- 7) To accomplish the vision of 'Clean India' by 2nd October 2019.

LITERATURE REVIEW

Through the years, the mass media, in general, and television, in particular, have played a crucial and important role in creating awareness regarding environment, health, hygiene, sanitation, cleanliness etc. among masses. The endeavor of the Government is to turn it into a mass movement requiring not just toilets, but also a change in behavior and mindsets of people (The Hindu, October 4, 2014). In South Africa, the Indian community decided to support small neighborhood projects, placing garbage where it is required, promotion and separation of waste (The Times of India, December 6 2014). Different forms of mass media play an important and major role in shaping perceptions and awareness of cleanliness issue among masses. Television is one of the most widely and frequently used modern mass media in India and it disseminates information very fast because it is an audio-visual media. Over the years, the role of media has leaned towards educating and creating awareness about the cleanliness issues and challenges we face today. We can see that different Television channels are playing an important role in creating environmental awareness among masses by covering environmental issues: Discovery Channel, National Geographic Channel and Animal Planet Channel are broadcasting exclusively on endangered species, wild and sea life. The show also broadcasts details about environmental and cleanliness legislation and guidelines and offers advice to companies seeking to make their business more eco-friendly (Zawya, 2008). Through different channels of ETV, Mr. Ramoji Rao, is promoting the work of cleanliness from the past one year. ABP News has started a programme called 'Yeh Bharat Desh Humaara' and through this they have highlighted cleanliness and created awareness among the masses. On the other hand, NDTV has started an initiative called, 'Banega Swachh India' which is being aired across all channels under the umbrella of NDTV. The Zee Media group has initiated 'Mission Clean India' to make the nation clean by 2019. We can say that our country has hundreds of news channels like DD, ETV, NDTV, Zee TV, India TV and ABP News and each one of them has pursued the 'Clean India' campaign," by encouraging the people of the country to take this initiative further. The national

channels are regulated by law to offer environmental or cleanliness programs. Doordarshan, the most important channel of dissemination that reaches all over the country, telecasted different programs on environment and cleanliness issues like "Earth Matters" which focuses on special environmental problem. Targeted & educated people "Earth Matters" offers information on the sources, explains the consequences of the problem considered and gives suggestions for solution by changing individual behavior. Presently, "Vigya Prasar", national institute of Science Communication under the Dept. of Science & Technology, Government of India, has undertaken a project to make weekly video programme titled 'Science This Week' based upon the current affairs and news related to science, technology, health, hygiene, cleanliness and environment.

Thus, by engaging with communities, raising awareness among media practitioners, and wielding their power for good, the TV channels can influence public opinion policies and programmes, and can persuade the 'Clean India' campaign by encouraging the people of the country to take clean India mission further.

MAIN GOALS OF TELEVISION CHANNELS IN CREATING AWARENESS ABOUT CLEAN INDIA MISSION

- 1) To contribute to school readiness by fostering children's intellectual skills, motivation to learn, and confidence in themselves as learners about cleanliness.
- 2) Exploring and investigating to try to answer questions and elaborating observations with the help of simple charts and drawings.
- 3) By watching shows on TV, people should have a feel that cleanliness is an important part of our life.
- 4) Brand Ambassadors, film personalities, politicians, cricketers and other sports stars should be involved to deliver messages regarding importance and benefits of the "clean India Mission", in the form of fillers, public service messages.
- 5) This 14th November, 2015 NDTV appealed to different schools from across India to organize 'Swachhta Ki Pathshala' in which the channel asked the viewer's to write to them on about how you plan to organize 'Swachhta Ki Pathshala' in their schools and get a chance to be featured on NDTV. Such kind of shows should be featured on other channels also on special occasions, to create awareness about the campaign among viewers.
- 6) RB (formerly known as Reckitt Benckiser) has

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INTRODUCTION

It is hard to imagine a world without air, water, sustainable land, or living oceans. Our natural resources exist in a delicate balance and are vulnerable to environmental changes. That's why it's important that we should do our best to conserve, preserve, and grow our planet's resources — and protect the environment that sustains us with food, fuel, shelter and medicine

This study's special concern here is the awareness of depletion in natural resources and attitude of younger generation towards protecting the same. In this context the daily practices in protecting natural environment in Mysore city was explored. This south Indian city is one of the advanced cities of India with a tagline 'Heritage City'.

BACKGROUND

The simplest explanation about why the environment matters is that, as humans, the environment—the Earth—is our home. It is where we live, breathe, eat, raise our children, etc. Our entire life support system is dependent on the well-being of all of the species living on earth. It is the only home we have.

HISTORY

It is interesting to know that the world's first recorded conservation measures were enacted in India during the third century BC in the days of Emperor Ashoka, whose benevolence extended to all living beings. His edicts on stone, on nature conservation, survive even today. Thus, the Indian tradition of love, respect and reverence for nature goes back to time immemorial. Ishopanishads says 'This Universe is the creation of supreme power meant for the benefit of all his creation'.

In India certain trees are regarded as sacred and never cut. Certain areas under forest are regarded as God's grooves and deadwood and leaves were taken out from these areas. Thus, since time immemorial environmental protection was a religious duty in India. Even today some such areas in their natural condition are found (like

Surpakavu in Kerala) in different parts of the country.

We all have the right and duty, as citizens, to know understand, and participate in what concerns us a community. We all are, somehow and at some extent environmental communicators. Although the public concern for the environment is significant, considerable differences exist among individuals over how society should solve environmental problems. Environmental journalism as a way should get people talking, thinking and taking action.

REVIEW OF LITERATURE

Out-of-classroom activities as learning experience have been the subject of study for many researchers Lik Hoff (1950) Ebel (1969), Joseph (1976), Myers and Le (1980), Crompton and Sellar (1981) Meyer and Rao (1984), Santos (1988), Miller (1988) Han Eun Sol (1991), Swafford (1995) and John (200). A few studies which are representative in this context are discussed below.

A Scottish botanist Sir Patrick Geddes (1854-1933) is considered to be associated as the earliest link between education and the quality of environment. His pioneering work included the extensive use of the outdoors as a resource for active learning. Also the thinking of some of the world's great educationists undoubtedly made a substantial contribution to philosophical deliberations on the interaction between people and their environment.

Rousseau the great philosopher (1712-1778) described in his book Emile, the methods of bringing the child in contact with nature and he stresses the importance of teaching the child in a natural environment. The child should be left to behave naturally. He learns in the contact of plants, animals, birds and natural objects.

Palmer & Neal (1994) believe that there is no single right or wrong way to approach the teaching and learning of environment in schools and whatever approach or combination of approaches is utilized, it is however, essential that firsthand experience of the environment

office/campus, and surrounding areas on this day.

- Scholars of all faiths should come together on a common platform and opine that cleanliness will have to come out of places of worship to our neighborhood to make the Swachh Bharat Abhiyan successful.

CONCLUSION

To conclude, it can be said that Mass Media (Television shows) can play an important role in the dissemination of information about creating awareness regarding "Clean India Mission". There is an urgent need for effective Television shows /documentaries /short films/debates etc. to create cleanliness awareness in the masses in order to improve their cleanliness awareness and for the public understanding of clean Indian Mission (Swachh Bharat Mission). Some interesting science content based shows /films have to be worked out at grass root level for creating cleanliness awareness and information among the masses. Documentaries can be effective to popularize this campaign.

At last, it can be said that Mass Media especially the Television channels can play a vital role in the dissemination of information regarding "Clean India Mission". In this regard; there is an urgent need for effective Television shows / documentaries/short films/debates/discussions etc. to create cleanliness awareness among masses in order to improve their awareness and knowledge.

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partnered with NDTV and Face book to launch "Dettol - Banega Swachh India" - a 5 year ambitious program to address the rising need of hygiene and sanitation in India. The campaign aims at creating awareness about the importance of hygiene and sanitation, and also work with NGO partners to support infrastructure for construction and maintenance of toilets. RB India has committed to spend a sum of Rs. 100 crores towards this program over a period of next 5 years. Other TV channels design some other shows on this theme.

STEPS TAKEN TO PROMOTE CLEAN INDIA MISSION

- Films /Fillers /Public service messages with a message in them regarding importance of cleanliness should be encouraged among children on different channels on Sundays so that they can learn habit of cleanliness as a fun.
- Awareness is very important. Talk about 'Swachh Bharat' to at least one person every day and educate him/her about how he/she should contribute.
- News Channels can have a small discussion of 10-12 minutes with 2-3 personalities among different doctors, health experts regarding importance of cleanliness.
- Science Exhibitions about the importance of cleanliness at the National and state levels may be conceived and exhibited at different cities OR it may be done at local levels.
- Every city should have cleanliness drive focusing on various themes.
- Science Competitions / Quiz Shows at National, state and local level should be organized about importance of cleanliness
- Weekly talk show on TV channels where the anchor will interview an eminent politician /film star /sports star /health expert /academician on the importance of health.
- Dustbins are a pre-requisite for cleanliness. If someone is found any public place (like parks, major roads, bus stops, railway stations) without enough number of dustbins, report this to the authority in charge, like the Municipal Corporation of your city, Indian Railways etc.
- If someone is working with any organization, start this tradition of a 'Cleanliness drive' with his /her employees/ students/ colleagues once in a month or once in two months. He / she can clean his/her

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