

Role of Media in promoting Biotrade and Green Economy

2 June 2011
Kathmandu, Nepal

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NEFEJ:

❖ **Mission:** NEFEJ believes that power of information can change mind of the people for sustainable development.

❖ ***Goal:*** sustainable development of Nepal by promoting conservation of environment and sustainable use of natural resources.

❖ **Objectives:** contribution for sustainable development through utilizing different means of mass communication and research.

NEFEJ:

- ❖ Established in 1986

- ❖ 118 members: 11 Honorary members who has special contribution, 81 full members, active environmental journalists working in different media and 26 associate members, experts and reseracher.

- ❖ Departments: Radio Sagarmatha, Audio Visual, Publication, Community Radio Support Centre, Media Training Centre

- ❖ Watch Groups: Pesticide, Forest and Wildlife, Urban, Tourism, Sustainability, Climate Change

Department: Radio Sagarmatha

- ❖ **Established in 1997**
- ❖ **First Independent Community Radio of South Asia**
- ❖ **18 hours a day/7 days a week transmission.**
- ❖ **Public Interest programming**
- ❖ **45 dedicated Journalists and staff and volunteers.**
- ❖ **Community radio networking**

Department: Audio Visual

- ❖ **Promoting environmental awareness through AV since 1993**
- ❖ **25 minutes weekly video magazine, 716 episodes**
- ❖ **Broadcast from 2 national and 6 local TV and cable and 1 London based TV channel.**
- ❖ **Numerous awards & recognitions for in-depth and investigative stories.**
- ❖ **One of the richest Video archive on nature, sustainable development and social issues.**
- ❖ **Video Resource Center for TVE London/Japan/AP**

Community Radio Support Center

- ❖ **Provides reliable technical and professional support to newly established and running community radios or those wishing to create new station.**
- ❖ **Advocate and Lobby for conducive environment to betterment of Community Radio Stations in Nepal**
- ❖ **Establishment of Community multimedia center**

What we did in the past for conservation of natural resources

- ❖ **Started from Ozone layer**
- ❖ **Introduce the word environment with support from UNEP and IUCN**
- ❖ **then sustainable development**
- ❖ **We document the success stories on community forestry and community development from past 17 years ago (radio and tv program)**
- ❖ **Contribute to change on policy and media awareness**

What we did in the past for conservation of natural resources

- ❖ **Many success case replicate other part of the country**
- ❖ **Advocacy and lobby to include the environment provision in constitution of 1990**
- ❖ **Lobbying for establishment of Ministry of Environment**
- ❖ **Environment on textbook**

Present condition

- ❖ **Developing environment beat but not page**
- ❖ **Business page/Entertainment page/Sports page**
- ❖ **Main page is politics**
- ❖ **Limited media with limited circulation which covers environment and sustainable development**
- ❖ **If you don't write on politics very few people know you, you will get less telephone call, email and request**

What Media can do in Nepal

- ❖ **Can change practice**
- ❖ **Can change policy**
- ❖ **Can change society**
- ❖ **Can change business by advertisement**
- ❖ **Can change government officer**
- ❖ **Can change minister**
- ❖ **Can change government**
- ❖ **Can change regime (eg. peoples movement III)**

What we are doing

- ❖ **More focus on conservation**
- ❖ **More focus to protect/conservate biodiversity**
- ❖ **Less knowledge of biodiversity by product**
- ❖ **We visualise people as poor though they are very rich in terms of resources**
- ❖ **We work with them to teach not to learn (yarsha gumba)**
- ❖ **Never try to find the answer of "rich biodiversity poor people and rich people poor biodiversity"**

What we can do ?

- ❖ **Policy and practice**
- ❖ **Business groups and farmers groups**
- ❖ **Quality and profit**
- ❖ **Private sector and rules and regulations**
- ❖ **International convention and govt role**
- ❖ **Illegal tax and Indian market (Ritha and timber)**



Why India is not a market?
Why we are exporting to India?

Open border
Language

What media can do to promote Biotrade and Green Economy?

- ❖ **Inform farmers about the price and market of the product**
- ❖ **Business groups and farmers groups**
- ❖ **Quality and profit**
- ❖ **Private sector and rules and regulations**
- ❖ **International convention and govt role (sandlewood)**
- ❖ **Find the legal way to promote business**
- ❖ **Can minimise the conflict between farmers and traders/traders and policy makers**

What media can do to promote Biotrade and Green Economy?

- ❖ **Content production is most to promote Biotrade and Green Economy**
- ❖ **Sensitize the issues to attract private sector, policy maker**
- ❖ **Regular follow up of the story**
- ❖ **Make a good network**
- ❖ **Work on print, radio, video and online and social media**
- ❖ **Try to find common interest of all sector and work together**
- ❖ **Make it glamours**

FAIR TRADE
or
SHARE ON TRADE

Thank you

**25 years of NEFEJ
Journalism for Sustainability**