

Communication Workshop

Sustainable Just Transition in Jharkhand

Media's Role and Perspectives



22 February, 2023
Ranchi





Introduction

Media plays a crucial role in creating public awareness on pressing issues of society. With ground-zero reporting, captivating human interest feature stories, and consistent coverage, it usually foregrounds the informed public deliberation for bringing out a positive change. The role of media in enlarging the awareness and discourse on one of the pressing needs of our time, 'Just and Sustainable Transition' also echoes the same.

In this context, CEED organized an interactive workshop for media professionals with the primary goal of fostering mutual understanding on complex issues associated with just transition through the exchange of knowledge and viewpoints for better results on the ground. The goal of this interactive workshop was to receive support from media professionals in raising public awareness and giving them key insights to facilitate the process of change. The workshop was attended by media professionals and journalists from notable media organizations across all formats (e.g. print, tv, web, and languages).

Welcoming the audience, Mr. Ramapati Kumar, CEO of CEED set the context of the workshop and elaborated on the broader objectives of the meet. He emphasized that the media has a greater role to play in leading the public and policy-level discourse on the sustainable transition through fact-based reporting and human interest stories on a range of issues affecting society and the environment.

He also informed about the formation of a sustainable just transition task force by the Government of Jharkhand and CEED's engagement as the local technical partner to provide knowledge support in the creation of roadmaps and action plans. He further urged them to put their inputs, and perspectives to make this process collaborative with active engagement of media outlets.

In the workshop, journalists and media personnel from leading outlets (such as Prabhat Khabar, Hindustan, Doordarshan, Dainik Jagran, Dainik Bhaskar, Sanmarg, Jharkhandnama, Lagatar Media, Newswing, etc) pledged their support and shared their perspectives and suggestions for a better just transition process in the state.

Mr. Arvind Kumar (CEED) introduced the thematic idea of media's role in the environment and climate change communication and contextualized it with the process of sustainable and just transition in Jharkhand. Ms. Swati Anand (CEED) anchored the program and gave a vote of thanks after the workshop.

Key Takeaways



- Considering the multidimensional nature of the just transition process, media people need to be regularly sensitized and capacitated on a range of issues concerning coal transition, energy transition, decarbonisation pathways, livelihood transition, etc.
- There is an urgent need of mapping the impacts and future scenario of the coal ecosystem for an informed public discussion through fact-based reporting, in-depth analysis and pro-people journalism.
- An appropriate Hindi word and definition for just transition should be created for the accessibility of common people so that they should be encouraged to participate in the discussion right from the beginning through their lived experiences.
- Media has to reach out to the affected people and communities, and, rather than being alarmist most of the time, it should curate stories in a solution-driven approach on the pressing issues of aftermath effects of closed mines, loss of livelihood, ways of bringing policy changes and steps for the benefit of economy and society.
- There should be proper socio-economic impact and livelihood assessment of vulnerable sections/indigenous communities in the coal-rich districts. Alternative steps should be created by making it more local and pragmatic.
- Better economic alternatives such as strengthening the agricultural and tourism sector, and cleaner and greener technologies should be explored to make the transition less painful.
- During the transition phase community people should be encouraged to indulge in the planning process and for this, the role of community leaders, gram panchayat, and gram sabha is key in facilitating the bottom-up dialogue process.
- Gender dimension is often missed in the socio-economic discourse, and this should not be the case for just transition-related discussions. Better women should be given an equal partnership in all planning formulation to program implementation considering they will face negative impacts more than any other social category in the transition phase.

- Jharkhand should not miss the opportunity of solar potential and through science-based planning, the future-based policy and program should be informed through the lessons and practices undertaken by Dubai, European Union, and North America.
- Media should be provided with all necessary technical, scientific, and policy-based information in accessible languages through regular interactions for creating a repository of analysis and reports for the policymakers, political leaders, and the common people.



Participants' List

Sl. no.	Name	Media house
1.	Manoj Singh	Prabhat Khabar
2.	Praveen Munda	Jharkhandnama
3.	Chulbul Mehta	Dainik Bhaskar
4.	Rajkumar Jha	Lagatar24.com
5.	Shikha	News18

6.	Tarun Kumar	Shubham Sandesh
7.	Sumit	Samriddh Jharkhand
8.	Uday	Samriddh Jharkhand
9.	Anand	Ujjwal Duniya
10.	Amit Jha	Newswing
11.	Nidhi Kumari	DD Jharkhand
12.	Hemant	Sanmarg
13.	Gaurav	Hindustan
14.	Pradeep Thakur	Azad Sipahi
15.	Shankar Thakur	Raftaar Media
16.	Deepak Nayak	Raftaar Media
17.	Virendra Rawat	Dainik Jagran
18.	Vishal	Live 7
19.	Rahul Singh	Newsroot
20.	Vinay Kumar	Hamar Jharkhand News
21.	Rajnish Kumar	Lagatar.in
22.	Kajal Mehta	Live 7