Capacity Needs Assessment for Participatory Management of Coastal and Marine Protected Areas in India: Media sector in Tamilnadu

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Media sector in Tamilnadu

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CONTENTS

SUMMARY

Tamil Nadu has a 1076 km-long coastline, running through 13 districts. It is a state with high urbanisation , with 48.45% of the population living in urban settlements. It has a literacy level of 80.3%, and the number of literates grew by 7% in the past decade (2001-2011).

The state has a long history of media publishing, starting from the end of the 19th Century. The Hindu in English started in 1878. Swadesamitran, the first Tamil publication, started in 1882.

Even in the present day, Tamil Nadu has a strong media presence. The Tamil daily Dinathanthi has the seventh-highest readership among all newspapers in the country. The end-2012 Indian Readership Survey (conducted by the Media Research Users Council and Hansa Research) states that the paper is read by 7.33 million people. The Hindu has the third-highest position among English dailies with a readership of 2.14 million. The Sun Group with its bouquet of TV channels and a radio channel (Suryan FM) is a dominant player in the electronic media market.

The population density on the coast is concentrated around the urban centres and gets sparse in the non-urban stretches. With the result, there was not much media and public attention on the coasts, except near the towns and cities. The December 2004 tsunami changed that. With the Tamil Nadu coast bearing the brunt of the destruction, there was a renewed attention on the importance of protecting the coastal environment. At least six villages were protected by the mangroves of Pichavaram in the Cauvery delta.

Tamil Nadu has multiple environmental issues along the coast, and almost all of them have been covered in the media on and off. There are two petroleum refineries on the coast – in Chennai and Cuddalore – which have petrochemical complexes. Nearly a dozen private power plants are proposed and in the process of implementation in Nagapattinam district.

Media coverage on coastal and marine environmental issues in Tamil Nadu have been incident and issue based. Issues that have impact on the livelihood of the coastal communities have attracted media attention. Journalists have covered environmental issues when there has been an incident such as coastal pollution, oil spill, conflict for resources, fishing right conflicts, on when endangered species get washed ashore. Issues such as plans to establish industrial parks, thermal power plants and shrimp farms have created debates in the Tamil society, which have been reflected in the media.

Journalists working out of coastal districts and towns have not had the luxury of reporting purely on environment. These are covered occasionally by specialist reporters operating out of Chennai, and at times from New Delhi.

Reporting on coastal and marine environment is mostly done by district and local reporters, and stringers (non-staff journalists). Their understanding on the cause and effect linkages in environment issues is limited by the fact that they are non-specialists. Their challenge is intellectual, emotional, of finding the resource and ethical.

Especially when covering development versus environment issues (such as thermal power plants, ports and shrimp aquaculture) the journalists find it difficult to access reports. They

feel inadequate in understanding and covering the larger picture, of which that particular project is a part. At times they find it difficult understand the linkages between local developments and policies at the state and the Centre, and international negotiations. They also have difficulty in getting adequate information to understand cost-benefit trade-offs. Government officials are reticent, and most of the scientists are hesitant to speak to journalists.

The journalists in the districts expressed strong need for issue-based training. The training should be relevant to the issues that affect the environment in their districts. The training will need to cover what is happening, what is the root cause, how can it be prevented and what is the need of the hour. It should also cover capacity building on environment reporting as an event is happening.

It is difficult for district journalists to come to Chennai for days together to attend training. Even for training in the district headquarters, the journalists would prefer half-day trainings over multiple days. Many of them are sole reporters for the districts, and thus cannot afford to stay away for training for days together.

Capacity building, however, cannot be limited to the reporters alone. It is of no use if the news gate-keepers (editors, news editors, bureau chiefs) cannot understand the value of the stories filed from the field. There is need for organising at least a couple of editors' retreats at Chennai and at other major centres such as Trichy, Madurai and Thirunelveli.

The idea of online training is not attractive for most journalists, especially in the districts. The exceptions are usually the very young reporters. In fact one of the young reporters interviewed for this project claimed to be a certified hacker.

1. INTRODUCTION

1.1. CURRENT STATUS OF COASTAL AND MARINE BIODIVERSITY RELATED REPORTING IN THE STATE

Industrial and urban pollution has dominated media coverage in Tuticorin district. The most important media coverage in Thirunelveli district has been on the Kudankulam Nuclear Power Plant. Also, sand mining in the Thamaraparani river and extraction of minerals from the coastal sands have attracted attention.

Pollution caused by the petrochemical industries has been the focus of attention in Cuddalore district. Urban coastal issues and oil spill pollution have dominated the media discussion in Chennai, Thiruvallur and Kanchipuran districts surrounding metropolitan Chennai. Thermal power plants, shrimp aquaculture, destruction of aquaculture, salt mining and sand mining have attracted media attention in Nagapattinam.

Since the Cauvery delta spreads into Nagapattinam, Thiruvarur and Thanjavur districts, and the paddy fields in this fertile region is an important granary for the state, the issue of salinisation of the aquifer and the water bodies is of high importance to the communities and the media.

Reducing fish catch and conflicts between Indian and Sri Lankan fishermen has been the focus of journalists in Ramanathapuram district, in which a part of the Gulf of Mannar Biosphere Reserve and Palk Bay are located. The other stories have been reported as a subset of this issue.

The proposed Sethusamudram project, a shipping lane cutting through the island chain between India and Sri Lanka, gets on and off coverage when there is a government announcement or a court hearing. The issue also has been receiving religious overtones in media coverage.

Journalists in and around Ramanathapuram district have also given incident-based coverage to the washing ashore of dugongs and other endangered animals, smuggling of sea-cucumber to Sri Lanka, coral mining and the spread of the invasive sea weed Kappaphycus killing the corals. There has not been any second-level environment reporting such as what would be the impact of sea level rise due to climate change on the Gulf of Mannar islands.

The media structure in Tamil Nadu is more or less standard across the state. Chennai, Trichy, Madurai and Thirunelvel are the important media centre, from where many of the newspapers, TV and radio channels have their editions. These are the locations from where the news gatekeepers operate. The other centres are covered by district and local reporters, and stringers.

The Hindu is the predominant English newspaper. It is joked (and is true more or less even today) that the Hindu district correspondent is the third-most important person in the district – next only to the district collector and the police chief. With the Hindu starting a Tamil daily (The Hindu Tamil) in September 2013, the network of district correspondents has been

duplicated in the recent months. However, the Hindu Tamil has as yet not gained the importance of the other major Tamil dailies – Dinathanti, Dinakaran, Dinamalar and Dinamani (of the Indian Express group).

Dinathanthi is the most important Tamil daily, and is the seventh most-read newspaper nationally. With a figure of 7.3 million, its readership is three times that of the Hindu (2.1 million).

The increase in literacy in the last decade (2001-2011) has seen an increase in readership, viewership and listenership of all media. Literacy in Tamil Nadu increased by 6.88% in this period (Census data). Ramanathapuram district, where much of Gulf of Mannar and Palk Bay are located, had a literacy increase of 7.76%, marginally higher than the state average.

The major English newspapers are the Hindu, Times of India, the New Indian Express, Deccan Chronicle, Trinity Mirror and the News Today (the last two being more Chennai-centric). The English business dailies are the Hindu Business Line, Economic Times, Business Standard and the Financial Express. Frontline is the only English magazine which has its main publication centre in Chennai. India Today, Outlook, Open and Tehelka are the others that have circulation in the state.

The important Tamil newspapers are Dinathanthi, Dinakaran, Dinamalar, Dinamani, the Hindu Tamil, Tamizh Ossai, Tamil Marasu, Makkal Kural and Malai Malar. The major Tamil magazines are Kumudam, Ananda Vikatan, Kalki, Nakkeeran, Puthiya Thalamurai Kalvi and Kunkumam.

Since historically Chennai has been a major metropolitan centre of the country, and also since in the recent decades Tamil Nadu has played an important role in national politics and business, the state is covered by all the major news services. The Press Trust of India, United News of India, Reuters, Bloomberg and the Indo-Asian News Service have their representatives in Tamil Nadu.

Like in other states, Tamil Nadu watches the important English and Hindi television channels such as Doordarshan, NDTV 24X7, CNN-IBN, Times Now, Aaj Tak, Zee, etc. The mainstay for news, howerver, are the Tamil channels. Sun TV, Jaya TV, Doordarshan, Star Vijay, Puthiya Thalamurai, Makkal TV, Kalaignar TV, Podigai TV and Thamizan TV are the important Tamil channels.

In addition to All India Radio, the government-owned radio channel, many private FM channels have come in the urban centres. Since the government does not permit private radio news channels, they are mostly entertainment channels, with small space for news and talk shows. They can be an important medium for communicating environment programmes and messages.

Tamil Nadu has a few community radio stations, mostly associated with educational institutions. They can be used for communicating very local environmental messages.

2. SITUATION ANALYSIS

2.1. STAKEHOLDER ANALYSIS

Please refer to the table on next page

Table 1: Stakeholder mapping and analysis

Stakeholder	Size (approx. No. of organizations or individuals)	Geographical area of influence	Mandate, role, responsibility and function in relation to coastal and marine areas and PAs	Interest in and support to coastal and marine areas and PAs (can be positive, neutral or inhibitive)[1]	Power to influence management of coastal and marine PAs, specific areas of influence	Relationship to other stakeholders, and the nature of the relationship
Sector: Media						
Supra National						
International Forum of Environmental Journalists						
Regional						
Panos South Asia	17	South Asia – Bangladesh, Bhutan, India, Nepal, Pakistan and Sri Lanka	Bridge both domains - media and the environment through training, editors' retreat, mentoring, bringing stakehloders together with the media and managing fellowships	Positive towards conservation but not activistic. PSA believes that conservation can be possible only if the economic needs of the community are taken care of.	Influence the management through improved media reporting and improved public understanding. Initiating public poilcy discussions.	Good relationship with the media and with research organisations.
Asian College of Journalism	30	South Asia	Train journalists on journalism skills. A few students choose the elective of environment journalism every year.	Academic interest.	Since the ACJ also serves as a think tank, it can initiate public policy discussions.	Good relationship with the media and academic institutions.

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[1] Includes dependence on coastal and marine areas for livelihood

Stakeholder	Size (approx. No. of organizations or individuals)	Geographical area of influence	Mandate, role, responsibility and function in relation to coastal and marine areas and PAs	Interest in and support to coastal and marine areas and PAs (can be positive, neutral or inhibitive)[1]	Power to influence management of coastal and marine PAs, specific areas of influence	Relationship to other stakeholders, and the nature of the relationship
National						
FEJI	10	National	Professional development of environment journalists	Yes	Medium, through improved reporting	Good with environment journalists
M.S. Swaminathan Research Foundation	200 to 300	National and international through other research organisations.	Coastal ecosystm research to strengthen the livelihood and incomes of coastal communities.	Positive towards conservation throgh research and public policy discussions. They have a good relationship with the media.	High, especially through the presence of Prof. M.S. Swaminathan	Good relationship with the media, research institutions and local communities in the coast.
National Biodiversity Authority	100	National	A statutory authority under the Biodiversity Act to	Positve	High, through the Ministry of Environment and Forests, state biodiversity boards and local biodiversity management committees	Good relationship with the media, research organisations and state government departments.
State						
Anna University Chennai	300	State-level technical university	Has strength in coastal system research, environmental research, water technologies and media studies (electronic media)	Positive	Medium, through their scientific reports	Good relationship with the state government departments and the media.

Stakeholder	Size (approx. No. of organizations or individuals)	Geographical area of influence	Mandate, role, responsibility and function in relation to coastal and marine areas and PAs	Interest in and support to coastal and marine areas and PAs (can be positive, neutral or inhibitive)[1]	Power to influence management of coastal and marine PAs, specific areas of influence	Relationship to other stakeholders, and the nature of the relationship
State environment department	100	State level department	Spreading awareness on environment and also the focal point for the coastal zone management plan	Positive	High through their reports and awareness work	Part of the state government and good relationship with the media.
Site						
Suganthi Devadason Marine Research Institute (http://www.sdmri.in/)	100	Local (their research in the Gulf of Mannar and Palk Bay area), with influence on national and international discussions	Scientific research to benchmark the status of the Gulf of Mannar-Palk Bay ecosystem and conduct research for its conservation.	High	Medium. Though SDMRI itself has limited power to influend the management, but their work can be leveraged by the media, national and international organisations to get policy action.	Good relation with national and international research community. Good relationship with the local and district media.
Organisation for Marine Conservation, Awareness and Research (OMCAR Foundation – www.omcar.org)	20	In the Palk Bay area, and from there to the district and state level.	Action research, awareness creation and development activities.	High	Limited in the Palk Bay area, but can be leveraged through the media and research organisations.	Good relationship with local communities and local media.

2.2. CAPACITY GAP ANALYSIS

An overview of the major capacity gaps vis-à-vis enabling environment, cross-sector and cross-stakeholder cooperation, organizations and individuals relevant to the media sector in the state of Tamil Nadu

Table 2: Problem analysis and capacity gap analysis

Dimensions of Capacity (one per line)	Function / purpose	Level of importance	Stakeholders involved	What are the Related problems	Level of complexity	Target situation vis-à-vis dimension of capacity	Capacities to achieve the desired framework/ process		
							Required	existing	gaps
Enabling Environment									
Organizational and network capacity									
Availability of institutes to impart training on biodiversity reporting	To give the understanding of scientific expertise to the journalists	High	Panos South Asia, Asian College of Journalism, MSSRF, Nationa Biodiversity Authority, Anna University, state government departments	All organisations have core strength either in biodiversity science or the media. So a combination of organisations would be needed to blend both domain expertise	Medium – can be done	There are institutions that have competence in biodiversity but lack the ability to blend that to the needs of the journalists. There are only a few institutions (PSA and ACJ) that have primary domain knowledge of the media and also biodiversity	Domain expertise in both biodiversity and media	The strength is more on biodiversity and only two have strengths in media (Panos South Asia and Asian College of Journalism)	Blending of organisation strengths to get both expertise
Availability of trained faculty	To train and mentor journalists	High	Panos South Asia, Asian College of Journalism, MSSRF, Nationa Biodiversity Authority, Anna University, state	Need a team of experts to work together	Medium – can be done	There are experts who have competence in biodiversity but lack the ability to	Domain expertise in both biodiversity and media	The strength is more on biodiversity and experts from only two	Need to blend a team of experts for training

Dimensions of Capacity (one per line)	Function / purpose	Level of importance	Stakeholders involved	What are the Related problems	Level of complexity	Target situation vis-à-vis dimension of capacity	Capacities to achieve the desired framework/ process		
							Required	existing	gaps
			government departments			blend that to the needs of the journalists.		institutions have strengths in media (Panos South Asia and Asian College of Journalism)	
Availability of a consortium of journalists working on marine protected areas	To have a body of journalists with similar interests	Medium (though such a consortium can help the learning process, it can also be done without)	PSA, ACJ and FEJI	Even if such a group of journalists is identified, getting them together for training will be difficult. For district reporters, training will need to be done in the districts. Editors and news managers will have to be engaged through editors' retreats	It is complex to organise the logistics of such meetings, but can be done	There is no such informal consortium of journalists at present. It will need to be created to have a continuous discussion on coastal and marine environment issues in the media	Informally blending a group of interested journalists and news managers	PSA has this strength having done such a project on climate change	Need to involve more senior journalists and experts
Facility for exchanging curriculum, training methods, as well as trained faculty with other states/ training institutes	For cross-fertilisation of ideas and expertise	High, for cross-fertilisation of ideas and expertise	All the above stakeholders	Need to blend biodiversity and media knowledge from other locations to the specific needs of Tamil Nadu	Medium, can be done	No such platform for exchanging curriculim and triaining methods exist. These can be created to learn from experience from other locations	A consortium of organisations	No such consortium exists	Need to blend the priorities and objectives of the organisations

Dimensions of Capacity (one per line)	Function / purpose	Level of importance	Stakeholders involved	What are the Related problems	Level of complexity	Target situation vis-à-vis dimension of capacity	Capacities to achieve the desired framework/ process		
							Required	existing	gaps
Cross-sector cooperation capacities									
Availability of forum/ formal mechanism to discuss issues relevant to coastal marine biodiversity/ MPAs	This will strengthen the discussions. But such a mechanism currently does not exist for journalists covering coastal and marine environment issues in Tamil Nadu	An informal mechanism is important, though a formal mechanism will be almost impossible	Journalists, biodiversity experts, academics, policy makers and government officials	Different stakeholders have different interests, so getting a body together will be difficult	High	No such forum for cross sectoral discussions exist. This will need to be created at least at the Chennai level	Finding a common interest and objective	Multiple interests	Agreeing on a minimum commonality of interests
Joint curriculum, faculty exchange, joint fellowships to promote cross-sector understanding and learning	To have common platforms for understanding	Low	As above	Getting a common platform for learning is difficult	High	No such joint curriculum exists. Can be developed, but it would need to meet the specific needs of Tamil Nadu coast	Finding a commonality of needs and platforms	Does not exist	Agreeing on a minimum commonality of interests
Cross-stakeholder cooperation:									
Integration of scientific and social cutting edge research into media reports	To get comprehensive reporting	Very important, since reporting will need to look at the social, economic and environmental issues together	Forest department- conservation (pro-MPA) NGOs, scientific institutions- media houses	It is not possible to do this in single reports, but the journalists can be encouraged to make this happen over multiple stories	Medium, can be done with good mentoring	Journalists do this blending of scientific and social research in some of their reporting. But doing this for the specific coastal environment systems of Tamil Nadu	Experts with strong understanding of both the media and biodiversity domains	Only a few experts can bridge this.	Bringing such experts together for mentoring the journslists

Dimensions of Capacity (one per line)	Function / purpose	Level of importance	Stakeholders involved	What are the Related problems	Level of complexity	Target situation vis-à-vis dimension of capacity	Capacities to achieve the desired framework/ process		
							Required	existing	gaps
						requires support			
Integration of local traditional knowledge into media reports	To get the communities' understanding on resource use and management	High, this will also help the journalists to blend scientific facts with anecdotal eveidence. This will make their reporting relevant	Fishing communities- media houses- independent journalists from sites	Journalists usually do not blend both in stories. They require training for this.	Medium, can be done with good mentoring	Blending of local traditional knowledge is sometimes done by journalists, but more specific training is required	Experts with good understanding of science communicatio n	Present	Bringing such experts together for mentoring the journslists
Individual competence									
Knowledge of general coastal marine biodiversity issues and need for MPAs	To get more meaningful reports in the media	High, since Tamil Nadu has a long coast and multiple coastal environmental issues	Scietific institutions, forest department, PSA, ACJ, FEJI, and NGOs,	The information and knowledge is diffused. Have to make it focussed and relevant for the needs of the journalists in Tamil Nadu	Medium, can be easily thought through and tailor-maded	There are very few specialist journalists. Mostly generalist journalists cover coastal and marine environment issues. Specific, need-based training required for this	Experts with strong understanding of both the media and biodiversity domains	Only a few experts can bridge this.	Bringing knowledge and expertise together and tailoring it for the special needs of the journalists in the state
Knowledge of legal provisions for MPAs	Needed for journalists for reporting on coastal and marine protected areas	High, since most of the stories start with jurisdictional and resource sharing issues	Forest department, legal experts fisheries department, scientific organisations, PSA, ACJ	To understand the legal implications and be able to communicate to journalists	Medium	Very few journalists have understanding of the legal implications of MPAs. Specific, need-based training required	Experts who have legal expertise and know the needs of journalists	Only a few exoerts can bridge this	Bringing knowledge and expertise together and tailoring it for the special needs of the journalists in the state

Dimensions of Capacity (one per line)	Function / purpose	Level of importance	Stakeholders involved	What are the Related problems	Level of complexity	Target situation vis-à-vis dimension of capacity	Capacities to achieve the desired framework/ process		
							Required	existing	gaps
Knowledge of ecological and conomic benefits of MPAs	Necessary to balance the environment and development elements in reporting	Very high, since economic benefit is the main driving force for both conservation and development action	Academic experts who have strength in environmental economics, like the experts at the Madras School of Economics	Finding the balance is difficult. Most stories tip the scale either on the ecological or economic benefits	Understanding the subject is not very complex. But overcoming inherent biases is complicated.	There are very few specialist journalists. Mostly generalist journalists cover coastal and marine environment issues. Specific, need-based training required for this	Experts in environmental economics	Existing in the Madras School of Economics	Need to bring them in into the informal discussions and trainings
Knowledge of impact of climate change, invasive species on MPAs	Necessary since the MPAs are very sensitive to climate change and invasive species	High	Academic experts, policy makers, forest officials, PSA,	Understanding and communicating an uncertain science is very difficult	Medium	There are very few specialist journalists. Mostly generalist journalists cover coastal and marine environment issues. Specific, need-based training required for this	Experts who understand climate change and communication	In PSA, MSSRF and SDMRI	Bringing topicality to this subject so that it would be of interest to journalists
Knowledge of synergies and trade-offs between climate change related interventions and coastal and marine biodiversity	Necessary since the MPAs are very sensitive to climate change and invasive species	High	Academic experts, policy makers, forest officials, PSA,	Understanding and communicating an uncertain science is very difficult	Medium	Mostly generalist journalists cover coastal and marine environment issues. Specific, need-based training required for this	Experts who understand climate change and communication	In PSA, MSSRF and SDMRI	Bringing topicality to this subject so that it would be of interest to journalists

Dimensions of Capacity (one per line)	Function / purpose	Level of importance	Stakeholders involved	What are the Related problems	Level of complexity	Target situation vis-à-vis dimension of capacity	Capacities to achieve the desired framework/ process		
							Required	existing	gaps
Knowledge of synergies and trade-offs between disaster management related interventions and coastal and marine biodiversity	Necessary since the Tamil Nadu coast is cyclone-prone. It also bore the brunt of the December 2004 tsunami	Very high	Academic experts, policy makers, forest officials, PSA,	No problem here, because the journalists in the coastal region of TN understand this situation very well	Low	Journalists in the coastal region understand and report about disaster management. Specific training can give a holistic understanding on the relationship between conservation and disaster mitigation and management	Disaster management experts with communcation skills	In the districts through the cyclone warning systems	Blending knowledge of disaster preparadness with holistic environmental understanding
Skills to network and access information	To get different perspective	Very high	Academics, PSA, government officials, journalists	The networking and knowledge-gathering patterns are different for the senior and young journalists. While the seniors rely on working through human relationships, the youngsters depend much on the internet.	Medium	Need to blend the networking and information accessing skills of the senior and young journalists	Able to blend the needs of the senior and young journalist	Almost a generational divide	Work with seniors and youngsters to understand the strengths and weaknesses of each of the methods
Skills to communicate ideas and information	To communicate coastal and marine biodiversity issues effectively	Very high	Academics, government officials and journalists	This is a very difficult skill to develop and mentor	High	Journalists have the skill for communicating ideas and information. This	Ability to make linkages	Only a very few experts have this skill	It is difficult to teach this skill

Dimensions of Capacity (one per line)	Function / purpose	Level of importance	Stakeholders involved	What are the Related problems	Level of complexity	Target situation vis-à-vis dimension of capacity	Capacities to achieve the desired framework/ process		
							Required	existing	gaps
						needs to be specifically tailored for the marine and coastal environment issues in Tamil Nadu			
Appreciation of the role of biodiversity and its protection in spiritual and cultural dimensions of life	To get a buy-in from the gatekeepers for the stories filed by journalists in the field	Very high	Owners of media houses, Editors	Getting editors to appreciate the value of giving space for biodiversity stories is difficult	Medium – can be done. PSA did this with South Asian editors on climate change	Editors have low appreciation of the role of biodiversity. This needs to be strengthened through editors' retreat dealing with the specific issues of TN coasts	Get editors to appreciate the importance of biodiversity stories	Biodiversity is low on priority for editors	The appreciation can come through involvement of editors in retreats, where they can also meet with the environment reporters

3. RECOMMENDATIONS FOR POSSIBLE HCD INTERVENTIONS:

Table 3: Recommendations for possible HCD interventions

Target situation vis-à-vis dimension of capacity	Capacity gaps	Possible intervention	For whom (target group)	Resource organizations/ persons (providers)	Expected impact	Expected synergies with other dimensions
Organizational and network capacities						
There are institutions that have	Blending of	Get an organisation	For journalists	PSA, ACJ, WII, BoBP,	Blending of	Develop understanding

competence in biodiversity but lack the ability to blend that to the needs of the journalists. There are only a few institutions (PSA and ACJ) that have primary domain knowledge of the media and also biodiversity	organisation strengths to get both expertise	like PSA or ACJ to bring together the media expert- along with subject expert- organisations	reporting on coastal and marine environment issues in Tamil Nadu.	MSSRF, NBA, TN Forest Department, Madras School of Economics	expertise	for the journalists from multiple dimensions
There are experts who have competence in biodiversity but lack the ability to blend that to the needs of the journalists.	Need to blend a team of experts for training	Get an organisation like PSA or ACJ to bring together the media experts along with subject experts	For journalists reporting on coastal and marine environment issues in Tamil Nadu.	WII, BoBP, MSSRF, NBA, TN Forest Department, Madras School of Economics	Blending of expertise	Develop understanding for the journalists from multiple dimensions
There is no such informal consortium of journalists at present. It will need to be created to have a continuous discussion on coastal and marine environment issues in the media	Need to involve more senior journalists and experts	PSA or ACJ can initiate an informal group through e-mail, Facebook and occasional meetings to start this	For journalists and experts working on coastal and marine environment in Tamil Nadu	PSA, ACJ, journalists, experts	Get a continuous discussion going	A continuous interaction between experts and journalists
No such platform for exchanging curriculim and triaining methods exist. These can be created to learn from experience from other locations	Need to blend the priorities and objectives of the organisations	Check online if such a platform exists and then blend it to the needs of the journalists	For journalists	PSA, ACJ, WII and BoBP	Getting the learning process on a common platform	A continuous interaction between experts and journalists
Target situation vis-à-vis dimension of capacity	**Capacity gaps**	**Possible intervention**	**For whom (target group)**	**Resource organizations/ persons (providers)**	**Expected impact**	**Expected synergies with other dimensions**
Individual						
Specialised knowledge on coasts, trade-offs, economics, traditional knowledge, etc.	Bringing knowledge and expertise on coastal environment together and	PSA or ACJ organise media workshops, media fellowships and field visits	For journalists	PSA, ACJ, WII, TN forest department	General reporters much more aware of coastal and marine biodiversity	This will build interactions between journalists and experts, which can be continued through online and other informal

	tailoring it for the special needs of the journalists in the state				issues related to Tamil Nadu	networking
Editors have low appreciation of the role of biodiversity. This needs to be strengthened through editors' retreat dealing with the specific issues of TN coasts	The appreciation can come through involvement of editors in retreats, where they can also meet with the environment reporters	PSA or ACJ can organise editors' retreats	For editors	PSA, ACJ, editors	Editors more aware of the coastal and marine environment issues and encourage their reporters to work on these issues	Strengthen the buy-in from media gatekeepers

3.1. TRAINING CAPACITIES IN/FOR THE STATE:

By involving these organizations during the delivery of HCD, the sustainability of further training is safeguarded, and mainstreamed at the local level.

Table 4: Description of resource organizations/ networks/ individuals (providers)

Name of organization	Type of capacity-strengthening programmes they are engaged in?[2]	Target group	What is their thematic focus?	Geographical focus	Information on the existing training/ capacity building networks they are part of (with reference to the 4 project states)	Support required by the organization itself to sustain its capacity building measures to the other stakeholders			
						Curriculum development	Training system development	Faculty development	Others
Supra National									
Internatinoal Federation of Environment Journalists	Online, peer-to-peer training	Journalists of all seniority	Environment	Global	They are informally linked to environment journalists in the country. They are not involved with any specific training efforts in the four states.	Will require detailed discussions to understand IFEJ's strengths vis-à-vis the needs of the four states of India			

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[2] Innovation and Knowledge Networks/ Leadership Development/ Policy Dialogue/ Cross-sector and cross-stakeholder learning / Training / Training of Trainers/ capacity building of training institutions/ research / Fellowships/ exposure visits

Name of organization	Type of capacity-strengthening programmes they are engaged in?[2]	Target group	What is their thematic focus?	Geographical focus	Information on the existing training/ capacity building networks they are part of (with reference to the 4 project states)	Support required by the organization itself to sustain its capacity building measures to the other stakeholders			
						Curriculum development	Training system development	Faculty development	Others
Panos South Asia	Media fellowships, training workshops, media tours, editors' retreat, online platform, journalist networking through social media, peer-to-peer learning	Journalists of all seniority – from senior editors to cub reporters.	Environment is a strong area of focus for PSA. As an organisation, it is one of the four themes that PSA works on – conflict, media pluralism, public health, and environment	South Asian region – Banglades, Bhutan, India, Nepal, Pakistan and Sri Lanka. Strong presence with national-level programmes. It also has linkages with sister institutions in Europe and Africa under the Panos network.	PSA carried out a successful media fellowship and training programme on climate change for journalists from the South Asian countries. Among the 49 South Asian journalists that were selected for the fellowship, there was strong representation from the four project states - two from Maharashtra, one from Karnataka and two from Tamil Nadu.	PSA has a tried and tested protocol for organising media fellowships, media trainings and editors' retreats. These methodologies have been tested over different subjects under different conditions. What PSA would require is an infusion of location-specific knowledge on coastal and marine biodiversity.	Blending of location-specific knowledge on coastal and marine biodiversity into the existing framework. Tweaking the framework to meet location-specific needs.	PSA has an experienced environment journalist-trainer on environment and can access other experts for the training. The faculty development would be needed to tweak expertise to the needs of the project.	

Name of organization	Type of capacity-strengthening programmes they are engaged in?[2]	Target group	What is their thematic focus?	Geographical focus	Information on the existing training/ capacity building networks they are part of (with reference to the 4 project states)	Support required by the organization itself to sustain its capacity building measures to the other stakeholders			
						Curriculum development	Training system development	Faculty development	Others
National									
M.S. Swaminathan Research Foundation (Hindu Media Research Centre)	Worked with journalists on spreading understanding on the technical aspects of food security, climate change, coastal and marine biodiversity. Strength in mangrove research, communication systems for the coast.	Specialist journalists and non-specialist journalists from the coastal districts.	Food security, biotechnology, eco-technologies, rural communication,	National. However, with the international acclaim of Prof. M.S. Swaminathan and many of MSSRF scientists, the organisation gets experts from outside the country to come and speak.	They are working on projects related to their thematic areas with senior scientists and researchers undertaking continuous research.	MSSRF's strength is in the scientific domain. They are strong in coastal systems research in Tamil Nadu, and in a few other locations in India. This has to be tapped and blended with other expertise to develop the curriculum for media training.	MSSRF and PSA organised training on climate change. So a collaborative training system exists and can be tweaked for journalists' training on coastal and marine biodiversity	Just tweaking for the specific needs required.	
Asian College of	Journalism training institute	Journalism	Teach journalism in	Though technically	Students from the four states come	ACJ's strength is in teaching	Though ACJ is for	Training for the	

Name of organization	Type of capacity-strengthening programmes they are engaged in?[2]	Target group	What is their thematic focus?	Geographical focus	Information on the existing training/ capacity building networks they are part of (with reference to the 4 project states)	Support required by the organization itself to sustain its capacity building measures to the other stakeholders			
						Curriculum development	Training system development	Faculty development	Others
Journalism	for students from across Asia, with specific strength in India. Provides respected journalism diploma courses for print, electronic and online journalists. Has an elective on environmental journalism	students	all its forms to students. Also teach environment journalism to a group of students (around 15)	Asia, since they have a few students from neighbouring countries, the bulk of students are from India.	and study and go back to practice journalism.	journalism students. Tweaking the environmental journalism elective could give a greater focus on coastal and marine biodiversity issues.	student journalists, the facilities and the training strength in the college can also be used for teaching working journalists.	appropriate faculty.	
State									
Anna	Leading technical	Engineering and	Technical sciences	Tamil Nadu.	They have students from all four states	Blending expertise from	Developing a multi-	Exposing the faculty to the	

Name of organization	Type of capacity-strengthening programmes they are engaged in?[2]	Target group	What is their thematic focus?	Geographical focus	Information on the existing training/ capacity building networks they are part of (with reference to the 4 project states)	Support required by the organization itself to sustain its capacity building measures to the other stakeholders			
						Curriculum development	Training system development	Faculty development	Others
University	university of Tamil Nadu. It has a department of communication, environmental sciences and an institute of ocean management (which has integrated coastal zone management as a research theme).	science students pursuing BTech, MTech PhD or BSc, MSc, PhD courses.	and engineering. Communication studies	However, then get students from all over India.	and collaborations with similar institutions in the states	the different departments and tweaking for the location-specific needs	department programme and tweaking it to the specific needs of the project	field where the project would be held.	
Site									
Suganthi Devadason Marine	Marine biology institute under the	Researchers and research	Marine biology and marine	Gulf of Mannar region,	SDMRI is a participant in almost all research	SDMRI is strong in its understanding	A training system will need to be	Faculty skills will need to be tweaked	

Name of organization	Type of capacity-strengthening programmes they are engaged in?[2]	Target group	What is their thematic focus?	Geographical focus	Information on the existing training/ capacity building networks they are part of (with reference to the 4 project states)	Support required by the organization itself to sustain its capacity building measures to the other stakeholders			
						Curriculum development	Training system development	Faculty development	Others
Research Institute (SDMRI)	Manomaniam Sundaranar University. Involved with marine ecosystem research in the Gulf of Mannar area and training students through MSc, MPhil and PhD degrees.	students in the project area	ecosystem studies.	with many national and international research collaboration on coastal and marine biodiversity.	networks dealing with the Gulf of Marine region	of the coastal biodiversity issues of the Gulf of Mannar region. They also have experience interacting with local journalists. This has to be strengthened to deal with a larger group of journalists.	developed for the specific project.	for the project.	

About the Study

The study is part of the overall Capacity Needs Assessment study conducted by the CMPA project during 2013-14 for the forest, fisheries and media sectors. This media study customized the existing Capacity Needs Assessment (CNA) tool developed by CMPA project, using which a situation analysis of the capacity development systems, structures and tools relevant to marine protected areas (MPA's) was carried out for media sector assessment in Tamilnadu by PANOS South Asia.

The CMPA Project

The Project "Conservation and Sustainable Management of Coastal and Marine Protected Areas" (CMPA) is a project of the Indo-German technical cooperation. It is funded by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) and implemented by the Ministry of Environment, Forests and Climate Change (MoEFCC), Government of India, and the *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of BMUB.*

Established to support the achievement of the Aichi targets of the Convention on Biological Diversity, the Project's overall goal is to contribute to conservation and sustainable use of biodiversity in selected areas along the coast of India. Taking into consideration the economic importance of the coastal zone for large segments of the population, the Project's approach is people-centered, thus ensuring the support for conservation by those depending on coastal ecosystems.

27

Capacity Needs Assessment for Participatory Management of Coastal and Marine Protected Areas in India: Media sector in Tamilnadu

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