



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

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

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List of Acronyms

BEAG – Bombay Environmental Action Group
BNHS – Bombay Natural History Society
CAT – Conservation Action Trust
CIDCO – City & Industrial Development Corporation
FAC – Forest Advisory Committee
JNPT – Jawaharlal Nehru Port Trust
MPCB – Maharashtra Pollution Control Board
MbPT –Mumbai Port Trust
MCZMA – Maharashtra Coastal Zone Management Authority
NMSEZ – Navi Mumbai Special Economic Zone
NBWL -- National Board for Wildlife
NGT – National Green Tribunal
NEERI – National Environmental Engineering Research Institute
ONGC – Oil & Natural Gas Commission

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SUMMARY

There is a very uneven balance between media coverage of Konkan coast issues in and near Mumbai and those further down the coast. To a large extent, this is due to the presence of the country's second most developed print and electronic media – after Delhi – in Mumbai and the very scattered and uneven media presence southwards, even in a larger town like Ratnagiri. Local newspapers like Lokmat, Ratnagir Times, Praharetc do highlight environmental issues. However, the issue in Mumbai itself is more media-centric than ecological: the threat to unique flamingo feeding grounds from a major infrastructure project: the Trans Harbour Sea Link. It is perceived as a David and Goliath struggle, where these beautiful birds are under threat from a huge infrastructure project, which is a staple for the media. By contrast, the threat from the Jaitapur nuclear plant further down the Konkan coast is not primarily to the destruction of mangroves but to the acquisition of farmers' land, pollution from thermal power stations and impact on local fisheries.

There is need for a dual approach. Firstly, the Mumbai-Thane media (the *ToI* has recently opened a Thane edition) needs to be better trained to spot biodiversity issues in relation to the Trans Harbour Sea Link and its associated impacts, as well as mangrove protection from a diverse array of threats as well. Secondly, there is a dire need to train journalists in the Konkan about the various sites and coastal environmental issues in general. There are a few journalists there and in Mumbai who can prove mentors, but their availability will be restricted to occasional lectures/interactions.

Editors in Mumbai like Bittu Sehgal of Sanctuary magazine and journalists like Arti Kulkarni of IBN Lokmat who has made a 45-minute documentary on Maharashtra coastal issues and Abhijit Mulye can mentor journalists. Mumbai NGOs like Vanashakti and Conservation Action Trust, together with the Godrej mangrove trust, can be very effective in training the media.

There is need for a coordinated approach so that over the project period, different training modules are created for the specific sites in the Konkan as well as generic issues. There is a severe shortage of media institutions in the area so it may be feasible to ask GogateJoglekar College in Ratnagiri to serve as a centre for media training. Resource persons can include BNHS, Dr VivekBhide from Ganpatipule, and others. This will permit interaction with its faculty who are conducting research into local biodiversity issues. NGOs like SahyadriNisargMitra and KasavMitra Mandal can be roped in to provide news angles to scientific research and findings.

1. INTRODUCTION

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

Coastal issues in general are regular topics for the media: acquisition of land for big projects, threats to mangroves, illegal reclamation, erosion, ingress of salinity and its impact on coconut and other plantations and so on. Also covered is the decline in fish catch or pollution of the coasts with oil slicks or other threats. Animals – whether flamingos, turtles or fish – make good stories which have popular appeal, particularly for the electronic media. However, except for a handful of journalists in Mumbai, the media lacks specific knowledge on coastal management issues and even less on biodiversity.

The Mumbai Trans-Harbour Link (MTHL) from Sewri on the east coast of Greater Mumbai to NhavaSheva in the Navi Mumbai twin city has been in the pipeline for several years. Even much earlier, the threat its alignment poses to the flamingo feeding grounds as well as the Elephanta rock-cut caves have been regularly reported. There is a great deal of information on this site – from technical details regarding the alignment of the bridge, the coast and so forth to the annual migration of flamingos.

It is important to point out that even journalists occasionally covering the environment in the Konkan have not even heard of Angria bank. It was first explored by Sarang Kulkarni of Science & Technology Park, based in Poona University. He had made a 10-minute documentary on this. It is well known only among researchers and defence establishments. Mumbai has one organisation – Reefwatch – which is aware of this site and would like to encourage diving in this area. In one sense, that is a promising situation because the basic information on this site, and its potential for the development of tourism, will be a promising subject for journalists. However, diving there may not be feasible due to defence concerns.

The Malvan Marine Sanctuary and Velas turtle conservation areas are very well known in and around these sites – indeed, throughout this strip of the Konkan coast. Again, the preservation of this species, which is in danger due to development along the coast, is a staple for the media.

The mangroves near the Jaitapur nuclear plant will only feature when there is some new development at this site. However, since it is one of several nuclear power projects being undertaken in a thin strip of coast of Raigad, Ratnagiri and Sindhudurg districts, this issue will keep cropping up. The total nuclear power generating capacity proposed on a narrow strip of coastal land 50 km to 90 km wide and 200 km long is around 33,000 MW.

The presence of NGOs like Sahyadri Nisarg Mitra and Kasav Mitra Mandal in two of the project sites will be extremely helpful since they are in touch with people at the grassroots and have already been communicating scientific information to them, along with informing the media on a regular basis. The Gogate Joglekar College in Ratnagiri, which has for some years been conducting research on biodiversity on the coast, can serve as a nodal point for the training of local journalists on a regular basis.

2. SITUATION ANALYSIS

2.1. STAKEHOLDER ANALYSIS

There are international and national fora of environmental journalists, which purvey a great deal of information and analysis. However, most of the information will not apply directly to coastal issues in general and those of the Konkan coast in particular.

There are at least three media training institutes in Mumbai. These are the Mumbai University Dept of Communication and Journalism, Xavier Institute of Communication and Sophia Polytechnic, all running post-graduate courses on journalism in general, but can possibly tweak their curriculum or projects to include occasional exposure to coastal issues. The latter two institutes also have undergraduate Bachelor of Mass Media (BMM) courses, which already have Environment as a subject.

There is Gogate Joglekar college, Ratnagiri, which has been conducting research on coastal biodiversity and has agreed to act as a venue to train local journalists in coastal issues.

Table 3: 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 Federation of Environmental Journalists (IFEJ)	80 countries	Global	Can carry information which is of global interest to journalists and also obtain information from them	Positive	Considerable, but not specific areas	Global network of environment journalists
National						
Forum of Environmental Journalists in India (FEJI)	433 members	Nation-wide	Can carry information which is of interest to journalists	Positive	Considerable	National network of environment journalists
Bombay Natural History Society media list	5000 members	National	To conduct research and disseminate information	Very positive	Very considerable	In touch with other conservation agencies, NGOs and media
State						
Department of Communication and Journalism, University of Mumbai		Maharashtra	Education and training of post-graduates	Neutral	Considerable	In contact with alumni and professional journalists as resource persons etc

¹Includes dependence on coastal and marine areas for livelihood

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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
Xavier Institute of Communication		Maharashtra	Education and training of post-graduates, and undergraduates	Neutral	Considerable	In contact with alumni and professional journalists as resource persons etc
Sophia Polytechnic		Maharashtra	Education and training of post-graduates, and undergraduates	Neutral	Considerable	In contact with alumni and professional journalists as resource persons etc
Site						
GogateJoglekar college, Ratnagiri		Konkan coast	Conduct research and education	Considerable	Considerable	Since considerable research on coastal biodiversity, can train media

2.2. CAPACITY GAP ANALYSIS

Table 2: Problem analysis and capacity gap analysis

Dimensions of Capacity	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
Organizational and network capacity									
Availability of institutes to impart training on biodiversity reporting									
1) Department of Communication and Journalism, University of Mumbai	Teaching journalists as post-graduate courses	Very high	Media professionals as resource persons	Only occasional lectures	Fairly high	Not able to influence too many journalism students	Require more journalism students to be reached	Only occasional exposure	Need more regular exposure
Availability of trained faculty	None								
Availability of a consortium of journalists working on marine protected areas	None								
Facility for exchanging curriculum, training methods, as well as trained faculty with other states/ training institutes	Yes								
2) Xavier Institute of Communication	Teaching journalists as post-graduate courses, esp C4D course	Very high	Media professionals as resource persons	Only occasional course	Fairly high	Not able to influence too many journalism students	Require more journalism students to be reached	Only occasional exposure	Need more regular exposure

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Dimensions of Capacity	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
Availability of trained faculty	None								
Availability of a consortium of journalists working on marine protected areas	None								
Facility for exchanging curriculum, training methods, as well as trained faculty with other states/ training institutes	Yes								
3) Sophia Polytechnic	Teaching journalists as post-graduate courses	Very high	Media professionals as resource persons	Only occasional course	Fairly high	Not able to influence too many journalism students	Require more journalism students to be reached	Only occasional exposure	Need more regular exposure
Availability of trained faculty	None								
Availability of a consortium of journalists working on marine protected areas	None								
Facility for exchanging curriculum, training methods, as well as trained faculty with other states/ training institutes	Yes								

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Dimensions of Capacity	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	None existing	Very high	Media, scientists, NGOs	Difficult to find common ground	Fairly high	Desirable, but difficult for stakeholders to cooperate	Forum to discuss problems and find solutions	None	Good for media resource
Joint curriculum, faculty exchange, joint fellowships to promote cross-sector understanding and learning	None existing	Very high	Media students or junior level	Difficult for working journalists to be relieved from office duties	Very high	Desirable, but difficult to start from scratch and make sustainable	Need for coordination by one agency	None	Start from scratch
Cross-stakeholder cooperation:									
Integration of scientific and social cutting edge research into media reports	Provide media with sources of information and analysis	Very high	Forest department-conservation (pro-MPA) NGOs, scientific institutions-media houses	Disparate institutions, some with different roles	High	How to incorporate this on a regular basis; different agencies have different objectives	Needs to be conducted by a single agency	None	Start from scratch
Integration of local traditional knowledge into media reports	local knowledge and culture can be incorporated into media reports to make them more relevant	Fairly high	Fishing communities-media houses-independent journalists from sites	No such regular avenue for integration	Very high	How to incorporate this on a regular basis;	Needs to be incorporated by a single agency	None	Start from scratch

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Dimensions of Capacity	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
Individual competence									
Knowledge of general coastal marine biodiversity issues and need for MPAs	To report on such issues with knowledge	High	Scientists, Forest dept, Fisheries dept., media houses, NGOs	No one can glean such knowledge on a sustained basis	High	How to incorporate this on a regular basis;	Needs to be incorporated by a single agency	Occasional lecture	Start from scratch
Knowledge of legal provisions for MPAs	To assess feasibility of establishing MPAs	Medium	Government officials, Scientists, Forest dept, Fisheries dept.	Excessively procedural for media interest	Very high	How to understand this complex situation in simple terms	Needs to be conducted by a single agency	Research	Start from scratch
Knowledge of ecological and conomic benefits of MPAs	Good material for media	High	Scientists, tourism agencies, NGOs	Very poor baseline data	Fairly high	Large number of media to be aware; few are today	Needs to be conducted by a single agency	Few	Start from scratch
Knowledge of impact of climate change, invasive species on MPAs	Good material for media	Fairly high	Government officials, Scientists, Forest dept, Fisheries dept.	Very poor baseline data; such a long-term proces that hard data not available	Very high	Large number of media to be aware; few are today	Needs to be conducted by a single agency	Almost none	Start from scratch
Knowledge of synergies and trade-offs between climate change related interventions and coastal and marine biodiversity	Possible material for media	Not so high	Government officials, Scientists, Forest dept, Fisheries dept.	Very poor baseline data; such a long-term proces that hard data not available	Very high	Large number of media to be aware; few are today	Needs to be conducted by a single agency	Almost none	Start from scratch

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Dimensions of Capacity	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	Possible material for media	Not so high	Government officials, Scientists, Forest dept, Fisheries dept.	Very poor baseline data; such a long-term process that hard data not available	Very high	Large number of media to be aware; few are today	Needs to be conducted by a single agency	Almost none	Start from scratch
Knowledge of basic toss-up between economic growth versus environmental protection.	Helps media to reconcile conflicting demands	High	Government officials, private sector (hoteliers, tourism trade)	Antagonistic positions which can thwart people's well being	Very high	Media to be exposed to these issues	Needs to be conducted by a single agency	Almost none	Start from scratch
Skills to network and access information	Helps media help themselves in their professional careers	High	Journalism networks and media mentors	Is general in content, not necessarily focussing on coastal issues	Medium	Requires more specific information and analysis vs getting general information or training in other subjects	Specific information & analysis on coastal issues	None	Start from scratch
Skills to communicate ideas and information	Helps media in their professional careers	Very high	Journalists and media houses	Generic skills that can help media cover environment issues in general	Medium	Calls for some out of the box courses; field trips most important	Skills on converting coastal issues into „saleable“ stories to editors	None in conventional media education	Start from scratch
Appreciation of the role of biodiversity and its protection in spiritual and cultural dimensions of life	Helps to assess threats from „development“ projects	Very high	Owners of media houses, Editors	People generally dismissive of this aspect	Very high	Calls for sensitising media houses and editors – easier said than done	exposure on ecosystem services	None	Start from scratch

3. RECOMMENDATIONS FOR POSSIBLE HCD INTERVENTIONS:

Requires some unconventional methods to sensitise journalists to these issues, which do not figure too high in their list of priority items because seen as esoteric and not directly affecting big city population, which is the media's main focus. Courses/training sessions have to be tailor-made to fit into curriculum. Existence of new courses like C4D – Communication for Development – provides an entry point. Guest lecturers are invited to speak on environmental subjects in general and sessions can be tweaked to include coastal issues.

Requires ToT and some formal instruction of journalists. Best, though, are field trips since media houses increasingly averse to spending on such trips, particularly electronic media since more than one person has to be spared from office beats.

Table 3: Recommendations for possible HCD interventions

Target situation vis-à-vis dimension of capacity ²	Capacity gaps ³	Possible intervention	For whom (target group)	Resource organizations/ persons (providers)	Expected impact	Expected synergies with other dimensions
Organizational and network capacities						
Not able to influence too many journalism students	Need more regular exposure	ToT, mentoring of journalists, short courses, regular e-learning, field trips,	Journalists from junior to mid-career level, as well as selective approach to editors	NGOs, environmental magazine editors, media mentors	Exposure of media to these issues and sensitisation to novel concept like biodiversity	Will involve government officials, project officials, scientists, forestry and fisheries experts, NGOs in interacting with media to get a holistic viewpoint of each situation
Availability of forum/ formal mechanism to discuss issues relevant to coastal marine biodiversity/ MPAs	Desirable, but difficult for stakeholders to cooperate	Short workshops to sensitise stakeholders to media needs	Government officials, project officials, scientists, forestry and fisheries experts, NGOs	NGOs, environmental magazine editors, media mentors	Will provide platform to take a coordinated view of these coastal issues and make them meaningful to media	Will establish rapport between these stakeholders and media and enable journalists to access information readily

²write in each row the target situation from table 2

³For each capacity gap, please consult the GIZ approach to HCD at the beginning of this document. Indicate each possible intervention in a separate row

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Target situation vis-à-vis dimension of capacity ²	Capacity gaps ³	Possible intervention	For whom (target group)	Resource organizations/ persons (providers)	Expected impact	Expected synergies with other dimensions
Joint curriculum, faculty exchange, joint fellowships to promote cross-sector understanding and learning	Desirable, but difficult to start from scratch and make sustainable	Some coordinated approach between GIZ and course directors	Heads of departments in media institutes and media guest speakers	Media mentors	Will expose hundreds of students to these concepts at impressionable age	If cross-sectoral training between media and other stakeholders like fisheries and forests, these will provide journalists with a holistic view of these coastal issues
Not able to influence too many journalism students	Need more regular exposure	Occasional courses, guest lecturers, field visits	Students in graduate media courses and junior journalists	NGOs, environmental magazine editors, media mentors	Will expose hundreds of students and young journalists to these concepts at impressionable age	Journalists will be able to approach other stakeholders with more informed questions
Cross-sectoral and cross-stakeholder cooperation						
How to incorporate cross-sectoral cooperation on a regular basis; different agencies have different objectives	Forum to discuss problems and find solutions	Project should take initiative in forming such a Forum	Journalists from junior to mid-career level,	Government officials, scientists, experts in wildlife, forests and fisheries; NGOs	Serves as a channel to put out information on a regular basis	This will enable experts to find common ground in different forms of their expertise and arrive at a holistic understanding of a situation
Desirable to have joint curriculum etc, but difficult to start from scratch and make sustainable...	Need for coordination by one agency	Project should take initiative in forming such an agency	Journalists from junior to mid-career level,	Media training institute staff; media resource persons; media mentors	Will incorporate such training	
Individual						
Coastal and marine biodiversity issues are being integrated into various media products	Understanding of coastal marine biodiversity issues Skills to integrate coastal marine biodiversity related	Orientation workshops Fellowships to work on such issues under	Practising journalists and media professionals	Media Training Institutes, independent media experts, state forest departments, CMPA relevant research institutes and experts, fisheries	Practising media professionals will get indepth understanding of coastal and marine biodiversity conservation related issues and also gain the skills to integrate such issues into	Cross-sector cooperation

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Target situation vis-à-vis dimension of capacity ²	Capacity gaps ³	Possible intervention	For whom (target group)	Resource organizations/ persons (providers)	Expected impact	Expected synergies with other dimensions
	information into media products	mentorship		organizations and experts	their regular field of work	
Appreciation of coastal and marine biodiversity issues	Lack of opportunities to reflect on such issues	Dialogue platforms, fellowships	Practising journalists and media professionals Journalism students	Media Training Institutes, independent media experts, state forest departments, CMPA relevant research institutes and experts, fisheries organizations and experts	A deep appreciation for coastal and marine biodiversity and its relevance to development issues will be created in the media community in the project states	Policy dialogue platforms could be facilitated by media experts

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)⁴

Name of organization	Type of capacity-strengthening programmes they are engaged in? ⁵	Target group	What is their thematic focus?	Geographical focus ⁶	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									
Forum of Environmental Journalists in India	Provides information on env issues, training opportunities, occasional workshops	Nation-wide; Junior to mid-level journalists	Environmental in general; not a specific issue	India				Identification of resource persons for training	

⁴Please provide brief information in this table. Detailed information, if possible, can be provided in the fact-sheet for each organization in the Annexure.

⁵ 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

⁶indicate names of the project partner states

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Name of organization	Type of capacity-strengthening programmes they are engaged in? ⁵	Target group	What is their thematic focus?	Geographical focus ⁶	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
Centre for Science & Environment	Regular workshops	Nation—wide and occasionally, South Asia	Many critical environmental issues	India and South Asia					
State									
Mumbai University Dept of Communication & Journalism	Science and environment part of the media curriculum	Nation-wide post-graduate students	Broad training for media	India		Requires help in introducing into curriculum	Requires help in tweaking current environment courses to include coastal issues	Requires help in training faculty and identifying resource persons	
Xavier Institute of Communication	Science and environment part of the media curriculum	Nation-wide post-graduate students	Broad training for media	India		Requires help in introducing into curriculum	Requires help in tweaking current environment courses to include coastal issues	Requires help in training faculty and identifying resource persons	

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						Curriculum development	Training system development	Faculty development	others
Sophia Institute of Social Communications Media	Science and environment part of the media curriculum	Nation-wide post-graduate students	Broad training for media	India		Requires help in introducing into curriculum	Requires help in tweaking current environment courses to include coastal issues	Requires help in training faculty and identifying resource persons	
Site									
Gogate Joglekar College, Ratnagiri	Not for media yet, but prepared to collaborate	Konkan media	Konkan coastal issues	Konkan coast	May be collaborating with Konkan fisheries sector in researching biodiversity	Need to start occasional media training module	Requires help in starting such courses	Requires help in training faculty and identifying resource persons	

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) in India was carried out. This specific study described the results of the capacity needs assessment for media sector in Maharashtra.

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.

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