



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

December 2013

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

On behalf of:



Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety

of the Federal Republic of Germany

CMPA Technical Report Series No. 26

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

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Published by

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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December 2013

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Cover Photo

Dr. Neeraj Khera

Layout

Aspire Design, Delhi

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Citation

Sanjay Dave. 2013. Capacity Needs Assessment for participatory management of coastal and marine protected areas in India: Media sector in Gujarat. CMPA Technical Series No. 26. Indo-German Biodiversity Programme, GIZ- India, New Delhi. Pp 30.

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Disclaimer

This study has been financed through a contract with the Project on “Conservation and Sustainable Management of Existing and Potential Coastal and Marine Protected Areas” (CSM-CMPA), of the Indo-German Biodiversity Programme. The Project is jointly implemented by the Ministry of Environment and Forests (MoEF), Government of India, and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

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List of Accronyms

MNP	Marine National Park
MPA	Marine Protected Area
NGO	Non-Government Organization
GO	Government Organization
CRZ	Coastal Regulation Zone
HCD	Human Capacity Development
WWF	World Wildlife Fund
WASMO	Water And Sanitation Management Organization
NRG	Non-Residential Gujarati
MDC	Master of Development Communication
MMCJ	Master of Mass Communication and Journalism
GEC	Gujarat Ecological Commission

SUMMARY

A. Media as one of most influential medium in the lives of human being

Media, specifically, print and electronic media, play very important role in influencing lives of human being as these are the most cost-effective medium that reaches most households daily, print media in vernacular language are the first ones to share what is happening in the world at a fastest speed. Hence, it is vice` versa that people read what is written or see what is shown and also newspapers and electronic media give what people prefer to read and watch.

B. Importance of covering coastal marine life issues in media

Coastal and marine life forms a very important part of the entire eco-system, which balances many aspects on the planet earth, its the geographic and environmental conditions which make it convenient for any species to grow, retain, migrate for life cycle on temporary basis. Plants or other marine species protect human being in different ways like mangroves protect us from natural calamity like tsunami, vultures as cleaning agents, and hence, we are accountable in conserving our rich heritage of coastal marine life.

C. Existing practices on coverage of coastal marine life issue in the media

In Gujarat, a need assessment of the media persons in coastal districts of Gujarat was undertaken by Charkha. Ahmedabad being a mega city was also included in the assessment, and hence, a total of 10 districts (Amreli, Ahmedabad, Bhavnagar, Gandhinagar, Jamnagar, Kachchh, Navsari, Rajkot, Surat and Valsad) were covered. Media persons from print media, radio and state level TV channels, particularly local channel owners and website owners on this topic were contacted. Total .36 media persons, 1 media education institute and 10 experts have been interviewed in this study.

It was learnt that the media occasionally covers news or news articles on coastal marine life, which are either event based like celebrating heritage week or WWF day or when major setback is seen in terms of damage to the marine ecology. There are very few informative or awareness based news items or articles or investigative reports published on coastal marine life. Such items are prepared by keen senior reporters and the new & younger generation is hardly aware of this issue and hence, also lacks on its understanding. Additionally, there is no or low coordination between the expert agencies and media houses, limiting coverage on this topic. Many reporters also described that lack of resources is one of the reasons for low coverage on this issue.

D. Possible HCD measures

Talking and interviewing different media persons in different geographical locations of Gujarat revealed that there is lack of knowledge and perception regarding coastal marine life amongst the media community and hence, many efforts need to be undertaken such as:

- ◆ Training input in terms of 1-2 days workshop or seminars on MPAs for media
- ◆ One or two days workshop for forest and fishery department officers on media strategies (how to access media)
- ◆ Organize spot writing by holding exposure tours to such sites
- ◆ Conduct co-publication by promoting events between GOs/NGOs and media houses

- ◆ Promote fellowships in writing on MPAs and marine ecology for both journalists and journalism students
- ◆ Provide readymade features on different aspects of MNPs and MPAs by experts to the media houses as ready to print copies
- ◆ Promote awards for excellent journalism on marine life to establish link with media
- ◆ Promote a centre or platform which has aggregated and updated information and data on MPAs, MNPs of the state and country
- ◆ Organize periodic press-conference and interaction programs of the governing agencies of MPAs and MNPs and NGOs working on this issue

1. INTRODUCTION

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

As mentioned in the earlier section, the coverage on coastal marine ecology is occasional, generally non-investigative and most of the time negative. There are rarely detailed data based articles may be during heritage week; however, some media has published series of articles on its rich coastal heritage like Kachchh Mitra daily though the circulation is limited to Kachchh district. While covering such topics, editors/reporters/TV channel representatives and website owners shared their concerns as mentioned below:

Media persons in Kuchchh told that the far off distance of coastal area limits the coverage on such topics. Mostly negative news of industrial onset and marine pollutions are covered; organizations, exclusively working on ecological issues have non-sharing kind of attitude; lack of human resource is also a reason for low coverage on this topic. It was reinforced that the understanding of reporters on this subject is very limited, resourcelessness adds to low coverage on this issue. One of reporters also told that not revealing on this topic is also safe keeping it. Additionally, young people's low struggling and striving for ready-made things is responsible reason for low coverage. Available literature on coastal marine is mostly in English which is a barrier for the vernacular new reporters.

Jamnagar has one of 4 national parks of Gujarat, covering an area of 457.92 sq.km as Marine Sanctuary and an additional 162.89 sq.km, declared as Marine National Park, which is the first Marine Protected Area, declared in the country. Jamnagar MNP has 108 Algae species, 6 Mangrove species, 70 Sponge species, Many Hard Corals and Soft Corals, 300+ Molluscs species, 27 Prawns species, 30 Crab species, 200+ Fish species, 3 turtle species, 94 Bird species, 78 Terrestrial Bird species, 3 Mammals species. Journalists in Jamnagar told that Jamnagar MNP is the only one of its kind in the country (in terms of bio-geographical zone and high temperature tolerant reef), though there seems low interest in writing about coastal ecology due to cumbersome entry permission process. Against the amount of mangroves destroyed, industries are given targets for its plantation but no industries have achieved its target- such facts are generally not brought in media attention. Research conducted in MNP by National Geographic and Discovery channels are not shared with local media, spot reporting is not encouraged. Reporters have shallow understanding of this issue; at times, articles on coastal marine ecology are compromised over advertisements in newspapers. One of reporters told that there is no point in writing about this issue as writing on this would promote people's curiosity to see the marine life but getting permission /pass is cumbersome procedure, which again would be a disappointment to people. Good tradition for safe keeping of pregnant shark is followed at Rasulpur by the fisher-folk community but media does not cover such stories. One of media persons told that if well pursued, industry too helps in conserving marine life. Jamnagar is a cornering district and much trend is of evening newspapers, mainstream media therefore covers less on this topic.

Though Bhavnagar has sea only 8 KM away from the city, there are very few media persons who take interest in writing about coastal ecology. Bhavnagar University has an entire department of Ocean Technology and Marine Science and on its commencement; Rs. 5 crores grant was given out of which only 2 crores are hardly spent till date due to shortage of human resources. However, the Nature Club at Mahuva has been very

active in conserving vultures and there have been successful experiments of turtle breeding at Rajula in Amreli district. The reporters of newspaper and local TV channels told that such news remains in local media and do not reach state or national media. In Rajula, the newly established TV channel has aired documentaries on vulture, turtles, etc. The articles displayed on a Gujarati website on coastal marine life were also taken by renowned magazines like NavnitSamarpan and reading them on website, people (specifically NRGs) showed much interest in visiting these sites. Published articles on this website, the stories got attention but also people showed interest in supporting them by preserving marine ecology.

The media in Surat hardly discussed on the issues of marine life, except covering negative news like death of birds, dolphins, etc. rather the city is known as diamond city of the state. The reporters here indicated of non-cooperation from the concerned departments. Organizations working on this issue used to invite media regularly, which is a diminishing trend now. There are scanty activists or NGOs addressing issues of coastal marine life and no watchdogs has resulted in illegal sand- mining on coastal belt at Surat.

In Ahmedabad, the English daily newspapers have covered frequently on MNP & PAs compared to vernacular dailies. Important issues have been covered such as oil spill, coastal pollution, CRZ violation, coral reef bleaching, threat on sea mammals, advancing coastal line, salinity ingress; out of his total stories, 50% consists of on MNPs. However one of the reporters told that there has to be rationality in conserving MNP and PAs and having industries. Writing on this topic puts much pressure on the reporter. The political situation in last one decade has diverted attention of media persons from ecological to more political news. Civil society must demand for reporting on coastal marine issues to divert media from market driven to socially accountable. MNP should be open for public viewing with restricted entry. The need of the hour is actionable awareness on MPAs amongst civil society. As reported by a media person, the constraints are that the research findings are not available and facts figures are not shared. Need is not only to train the reporters but also to sensitize news editors and seniors. Much literature is in English, which is one of major language barrier to understand and write on marine life. Getting versions (in terms of visuals) of concerned officers is another challenge. There should be periodic briefing on the subject by relevant departments. While conducting capacity building measures, specifically training and exposure tours, care must be taken to distinguish target audience based on the designation and seniority they hold

2. SITUATION ANALYSIS

2.1. STAKEHOLDER ANALYSIS

For accessing need on the subject of coastal marine and biodiversity related reporting contacts to Forest Dept., research organizations, media houses and individual experts and journalism departments were made, total 47 individuals across 10 districts of Gujarat were interviewed. Most of the reporters did reporting in vernacular language, except 5-6 who did reporting for English daily newspapers. Out of 36 reporters, very few (about 3-5) did investigative reporting on coastal marine life who have genuine interest in marine ecology, who spent their own resources to travel deep sea with local/rural stringers, did photography on marine life and wrote on the issue. Their articles brought much curiosity amongst its readers and some of them held slide shows on request by the audience, which was very successful event. Other website holder wrote about lesser known places which drew attention of and aroused much interest amongst the NRGs who showed willingness in conserving the marine ecology. Though these keen ecology lover reporters agreed that the reporting on coastal marine life is eventual and occasional and accepted that with pounding industries and non-execution of the CRZ, the marine life is at much dodgy end, which needs immediate attention.

However, there is much need of developing basic understanding on MPAs in most people interviewed and also the other not interviewed ones; it is believed that if understanding is developed, interest would automatically be generated. Nevertheless, they reasoned out frankly that understanding and writing on this issue requires much dedication, strenuous visits to these sites and time and resources, which are generally lacking in this industry. Also scanty staff is an all-time issue in print media and priority is given to political, sensational and crime news reporting, sacrificing other important news like of ecology. It was also learnt that the attitude of the younger generation to get everything ready-made and prepare articles without authentication is one of responsible reasons for shallow coverage on coastal marine life, which is further supported by resourcelessness.

GOs/NGOs working on this issues are at times found working in isolation, they lack a clear media strategy and hence, many important and value based research and study findings remain out of public domain. There is also an absence of lateral sharing and exchange amongst these agencies and organizations which limits public exposure on the importance of MPAs. There exists a fear of miss-reporting by reporters amongst the GOs and NGOs.

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 MPAs	Interest in and support to coastal and marine areas and MPAs (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 – Not Applicable						
International Forum of Environmental Journalists						
State						
Ahmedabad/Gandhinagar Media	6 individuals representing 6 media	Gujarat and National	Write/cover on the issues in print and electronic media occasionally or event based	Positive	Very influential	Very good contacts and network with all the stakeholders
Ahmedabad Media education institute	1 individual	Gujarat	Bring out good journalists and communicators	Very positive	Influential	Very good relationship with all the stakeholders
Amreli/Bhavnagar – Media	5 individuals in different media	Amreli and Bhavnagar district and other virtual locations for the website	Write/cover on the issues in print and electronic media occasionally or event based	Positive	Powerful at local level	Relationship quite positive like with salt production unit, educational institutes, NRGs, etc.
Amreli-Bhavnagar – Marine experts	Total 4 individuals, representing	Amreli & Bhavnagar districts	Undertake studies, disseminate information, conserve	Positive	Less	Positive relation with local community, MLAs, pharmacists, local cable

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 MPAs	Interest in and support to coastal and marine areas and MPAs (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
	educational institutes and natures' club		marine life			channel owners, photographers, etc.
Jamnagar – Media persons	9 individuals representing more than 15 media	Jamnagar district	Write/cover on the issues in print and electronic media occasionally or event based	Positive	Less	Relationship with forest dept. is not so positive amongst some reporters
Kachchh – media	7 individuals from 4 media house	Kachchh district	Write/cover on the issues in print and electronic media	4 positive, 3 neutral	Influential for local and state level	Positive relations with govt. authority, corporate house, local community, NGOs, etc.
Kachchh – Marine experts	3 organizations	Kachchh district (and other out of state locations)	Undertake studies, disseminate information, conserve ecology	Positive	Influential at local level, state level	Positive relations with govt. authority, local community, NGOs, media, etc.
Surat/Navsari/Vapi/Valsad – Media persons	7 individual - 6 media houses & 1 electronic media	Surat, Navsari, Vapi and Valsad districts and at State level	Write/cover on the issues in print and electronic media	6 positive and 1 neutral	Influence for local and state level	Positive relations with corporate houses and industrial body and govt.
Surat/Navsari/Vapi/Valsad – Marine experts	2 individuals from 2 institutes	Surat and state level	Educational institute, ecological conservation	Positive	Moderately influential	Not so fair relations with industries due to increased marine life damage

2.2. CAPACITY GAP ANALYSIS

- Low or no understanding, among media professionals, on the issue of coastal marine and protected areas in Gujarat and India and its importance
- Diminishing attitude of the reporters and young journalists for investigative reporting, undergo struggle for creating relevant and sensitive, socially valuable news items
- Changing value system, increasing materialism, luxuries are appreciated over sensitivity; low rapport with the rural folk and coastal area dwelling communities like fisher-folk
- Interested reporters face resourcelessness to make marine life stories many times as authenticating gathered information and photo shooting requires good and advanced equipment
- The concerned departments and government agencies can be more cooperative in sharing authentic information, research based findings, data and updated statistics on coastal marine life
- Lack of interaction/dialogue/coordination between different stakeholders, like, forest dept. and media
- Lack of accountability towards giving information to the media and civil society on coastal marine protected areas
- Dearth of enough staff is an all-time problem of media houses which compromises reporting on coastal marine life
- Due to lack of understanding on the subject matter, what is important to share is cut from the news items at times
- Sometimes, reporters are influenced by corporate houses leading to non-reporting of actual or real news
- Educational institutes do not have such courses in their curriculum and also lack in its knowledge, understanding and exposure to the MPAs
- Most of the time even media faces cumbersome entry procedures to the MNP in Jamnagar
- Relevant studies and research reports are non-accessible, in the public domain
- Some organizations addressing ecological issues do not have priority in sharing news/research findings with media as they devalue its publishing in media
- Forest, Marine National and other concerned govt. departments and NGOs do not have a clear media strategy

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
Enabling Environment									
Organizational and network capacity (print and electronic media)									
Availability of institutes to impart training on biodiversity reporting	Impart trainings to cover issues on coastal marine issues	Extremely high	No such professional training institutes available except Charkha in Gujarat	lack of time to faculty and students	High	very high as they are the future journalists	It is very important that there should be professional institutions to build sensitivity on this issue	Minimum coverage on coastal marine life	time bound syllabus, much theoretical over practical knowledge
Availability of trained faculty	Develop understanding and sensitivity on the issue of coastal marine life	Very high	very few such faculties available to teach in English and vernacular language	lack of time and understanding on the importance on sharing with media community	High	High	Trained faculties and coordination, interaction and dialogues between the expert faculties and media	There are some trained faculty or subject matter specialists	no interaction, dialogue, coordination between experts and media reporters
Availability of a consortium of journalists working on marine protected areas	Share and exchange knowledge and enhance understanding on subject	very high	Merely virtual google group exists	No such forums limits sharing and exchange of information and perceptions on this topic	High	High	Forum at local/state/national level which facilitates exchanges	Only virtual group exists which limits sensitive sharing	lack of interest and sensitivity in forming such a group

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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
Facility for exchanging curriculum, training methods, as well as trained faculty with other states/ training institutes	Impart trainings to cover issues on coastal marine issues	High	No such institute exist	lack of interest and sensitivity to form or promote such institutes	High	High	Exchanges helps and acquiring new methods further enhances interest - also sharing at state and other higher level gives credits for the inclination towards coastal marine life	No such forum exist	lack of interest and sensitivity in forming such a group
Cross-sector cooperation capacities (forest and other govt. dept. and NOGs working on marine ecology)									
Availability of forum/ formal mechanism to discuss issues relevant to coastal marine biodiversity/ MPAs	undertake studies, researchers, disseminate information and findings and conserve coastal marine ecology	Very high	forest and environment department, NGOs like Sahjeevan, ACT, Guide, marine science and ocean technology dept, aquatic department, etc.	low interaction/ coordination with media house - only occasional or event based, use very high , lack of awareness among lay person about availability of such forums scientific language difficult for	High	High	the institutes and GOs/NGOs need to be much vocal, interactive and dialoguing with media house,	event based or occasional interaction with media, at times data is made available only through RTI	proactive sharing of positive news, research findings, sharing in easy to comprehend language, organizing collective events with media like collective study, co-publications, exposure tours, etc.

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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
				interpretation					
Joint curriculum, faculty exchange, joint fellowships to promote cross-sector understanding and learning	facilitate exchange to promote understanding and sensitivity on marine life	Very high	GOs and NGOs	No such things happen	High	High			
Cross-stakeholder cooperation:									
Integration of scientific and social cutting edge research into media reports	As mentioned in the 'Enabling Environment' category		Forest department-conservation (pro-MPA) NGOs, scientific institutions-media houses						
Integration of local traditional knowledge into media reports			Fishing communities-media houses-independent journalists from sites						

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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
Appreciation of the role of biodiversity and its protection in spiritual and cultural dimensions of life			Owners of media houses, Editors						

3. RECOMMENDATIONS FOR POSSIBLE HCD INTERVENTIONS:

There is a great need to develop appropriate understanding on the issue of coastal marine life amongst the media persons. The need is also for promoting lateral sharing and exchange of information, findings, new development and damage to the MPAs between the expert organizations (GOs/NGOs) dealing this issue and the media community, this will promote favourable relations for writing positive and making concerned more accountable towards the conservation of marine life. Periodic holding of press-conference, promoting spot writing, promoting fellowships and awards for excellent journalism on marine life is also a welcome idea. Encouraging co-publication would also motivate young journalists to write on this issue. Generating appropriate resources to do marine ecology journalism is a need of the hour which helps enhancing comfort level of the reporters.

Its found that most organizations do not have media strategy, since media play a very important role in the life of a lay person, such research organizations and govt. authority have to have media strategy to promote positive news, be transparent and accountable; appropriate media strategy is a great tool in promoting social accountability. Also there is lack of coordination amongst these organizations, which should be promoted.

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
Enabling environment						
Conceptual clarity on MNP and PA	Lack of clarity	<ul style="list-style-type: none"> ▪ Training ▪ Exposure tours ▪ Spot reporting 	Reporters – News editors, columnist, free-lancers, activists writers, representatives from NGO bulletines	GEER foundation, forest dept.	Increase in marine reporting	Enhanced awareness amongst the civil society
Adequate coverage on the issue	Lack of information, priority and exposure	<ul style="list-style-type: none"> ▪ Training ▪ Exposure tours ▪ Spot reporting ▪ Regular interaction ▪ Press conference & column writing ▪ Creating resource center 	Reporters – News editors, columnist, free-lancers, activists writers, representatives from NGO bulletines	GOs/NGOs - Charkha, as a platform,	Increase in marine reporting on regular basis	Enhanced awareness and sensitivity amongst the civil society which will lead to conservation of MNP and PAs
Appropriate and	Lack of skills	▪ Regular	Reporters –	GEER foundation,	Increased investigative	Enhanced awareness,

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 capacity²	Capacity gaps³	Possible intervention	For whom (target group)	Resource organizations/ persons (providers)	Expected impact	Expected synergies with other dimensions
analytical cum investigative reporting	amongst reporters and no lateral shring with GOs and expert organizations	dialogues <ul style="list-style-type: none"> ▪ Informal interaction programs ▪ Fellowships and awards ▪ Co-publications 	News editors, columnist, free-lancers, activists writers, representatives from NGO bulletines	forest dept. GOs/NGOs - Charkha, as a platform	and analytical writing on the issue, improved lateral relations amogst differnet stakeholders	sensitivity and practices amogst civil society for conservation of MNP and PAs

3.1. TRAINING CAPACITIES IN/FOR THE STATE:

Following could impart trainings -

1. Charkha (Development communication network), Ahmedabad
2. Centre for Environment Education (CEE), Ahmedabad
3. GEER Foundation, Gandhinagar
4. Gujarat Ecological Commission – GEC, Gandhinagar
5. Arid Communities and Technologies (ACT), Bhuj
6. Gujarat Institute of Desert Ecology – GUIDE, Bhuj-Kachchh
7. Wildlife Trust of India (WTI), Ahmedabad

4. ANNEXES

4.1. DETAILED LIST OF PEOPLE/ INSTITUTIONS INTERVIEWED OR CONTACTED TO COLLECT INFORMATION CONTAINED IN THIS REPORT

Interviews of media persons of Kachchh on coastal marine and bio-diversity conservation

KACHCHH – Media persons:

- 1) Deepak Mankad, Editor, KachchhMitra (daily, Gujarati)
- 2) Kirti Khatri, Ex-editor, KachchhMitra (daily, Gujarati)
- 3) VipulVaidhya, Editor, Divya Bhaskar (daily, Gujarati)
- 4) Navin Joshi, reporter, KachchhMitra (daily, Gujarati)
- 5) AshvinZinzuwadia, reporter, KachchhMitra (daily, Gujarati)
- 6) TridivVaidhya, freelance reporter
- 7) Dr. Umar Sama, Program Executive, All India Radio – Bhuj

KACHCHH – Experts on marine and other ecological issues:

- I. Dr. V Vijay Kumar, director - Gujarat Institute of Desert Ecology (GUIDE)
- II. Dr. Pankaj Joshi and Dr.Sabyasachi Das, Sahjeevan, NGO (for ecological conservation issue) at Bhuj
- III. Dr.YogeshJadeja, director, Arid Community and Technology (ACT)

AMRELI-BHAVNAGAR – Media persons

- 8) Jayesh Dave, Editor – Aajkaal, (daily, Gujarati)
- 9) BakulChaturvedi, Representative – Fulchhab, (daily, Gujarati)
- 10) Tarak Shah, Deputy Editor, SaurashtraSamachar (daily Gujarati of Bhaskar Group)
- 11) UsmanbhaiGori, associated reporter and TV Channel owner (Divya Channel, Rajula, Khambha, Savarkundla, Dhari&Jafrabaad)
- 12) JigneshAdhvaryu, owner of an E-magazine – Aksharnaad, Raula (daily, Gujarati)
- 13) DilipBarasiya, V TV and Sandesh (daily, Gujarati), Morbi, Rajkot

AMRELI-BHAVNAGAR - Experts on marine and other ecological issues:

- IV. Dr.IndraGadhvi (Ph.D. on coastal birds), HOD, Dept. of Marine Science, Bhavnagar University
- V. Dr. DC Bhatt, Ex-HOD, Marine Science dept. Bhavnagar University
- VI. Ruchi Dave, school teacher and nature conservator, Mahuva
- VII. VipulLaheri, Nature Conservator, Warden of AmreliJilla Wild Life Forum - (photo studio owner, Rajula)

JAMNAGAR – Media persons

- 14) DastgirShekh, Bureau Chief, Gujarat Guardian (daily, Gujarati) [worked with Sandesh for 9 years]
- 15) Neimesh Mehta, Editor, Khabar Gujarat and Bureau Chief of Gujarat Samachar (daily, Gujarati)
- 16) PradipMadhvani, Founding Editor – NobatDainik and DarshakMadhvani, Editor, NobatDainik (daily, Gujarati)
- 17) NathubhaiRamda, reporter, Divyabhaskar (daily, Gujarati)
- 18) TarikbhaiFarukbhai Qureshi (Pappukhan), news editor, Aajkal (daily, Gujarati)
- 19) Dinesh Vora, Fulchhab (daily, Gujarati)
- 20) Darshan Thakkar, TOI representative (daily, English)
- 21) Iqbal Shekh, Bureau Chief – SaurashtraAaspaas, Zee TV, CNBC TV, India TV, ANI TV, JaanoDuniya TV, Aajtak TV, GTPL TV, Gujarat Today TV; reporter and correspondent
- 22) JagatRaval, DD News, GSTV, AIR and photo journalist in local daily

SURAT – Media Persons

- 23) Rishi Banerji, Sub Editor and Reporter, DNA (daily, English), Surat
- 24) KamaalSaiyad, senior news correspondent, The Indian Express (daily, English), Surat
- 25) FaysalBakili, Senior Reporter, Chitraklekha (fortnightly, Gujarati magazine)
- 26) Yagnesh Mehta, Special Correspondent, Times of India (daily, English) Ahmedabad
- 27) HirenAntani, Editor, Divya Bhaskar (daily, Gujarati)
- 28) Ashok Patel, sub-editor, Gujarat Mitra (daily, Gujarati)
- 29) VikasUpadhyay, Resident Editor, Daman Ganga Times, Vapi
- 30) Tejas Desai, Reporter, GTPL news channel, Vapi

Surat, Valsad, Vapi - Experts on marine and other ecological issues:

- VIII. MSH Shaikh, environment Activist, Surat
- IX. Maulit WWF Valsad (Please hide his identity)
- X. KalubhaiDangar, Activist, Education institute, Dandi – Navsari

AHMEDABAD, GANDHINAGAR – Media persons

- 31) Paras Jha, news editor, Divya Bhaskar (daily, Gujarati) and former senior correspondent of DNA:
- 32) Dilipsinh Kshatriya, Output head, V TV channel and former senior correspondent of DD News:
- 33) Shyam Parekh, resident editor, DNA (daily, English) and former senior correspondent TOI (daily, English):
- 34) Jumana Shah, Asst. Editor, DNA (daily, English):
- 35) DevasiBarad, Senior Reporter, Abhiyan Magazine, Ahmedabad
- 36) Dilip Patel, senior correspondent, Ahmedabad Mirror, Ahmedabad

MEDIA EDUCATION INSTITUTION

- XI. Dr.Sonal Pandya, HOD, Dept. of Journalism and Communication, Gujarat University:

4.2. DETAILED LIST OF LITERATURE CITED

1. About Marine National Park, Jamnagar; published by Forest Dept., Jamnagar
2. Incredible Biodiversity of Marine National Park, Gulf of Kachchh, published by Forest Dept., Jamnagar

4.3. FACT SHEET

General Information:			
<ol style="list-style-type: none"> 1. Name of organization: Charkha 2. Status: Public, private, autonomous, informal: Public-Charitable Trust 3. Geographical focus: National/ Gujarat/ Maharashtra/ Karnataka/ Tamilnadu/: Mostly in Gujarat, sometimes at National level 4. Type of capacity-strengthening programmes they are engaged in: (a) Promoting effective communication skills (writing skills, intra & inter-personal communication for development practioners, civil society organizations (CSOs), citizen leaders, students of social work and journalism, govt. dept.s) (b) Focused trainings on media strategy to CSOs, GOs and citizen leaders (c) lateral linkages amongst media, CSOs, GOs, educational institutes, civil society members 5. Target group: Development practioners, civil society organizations (CSOs), citizen leaders, students of social work and journalism, govt. dept.s 6. What is their thematic focus?: Effective Communication, Media Strategy, Documentation, IEC & IEC development 7. Details on their training cycle/ calendar/ planning cycle: Annually one common training on media strategy and effective communication and on-demand quarterly trainings on the same 8. Information on the existing training/ capacity building networks they are part of (with reference to the 4 project states): Not applicable 			
	Strength	weakness	Opportunity
Legitimacy	<ul style="list-style-type: none"> ▪ Institutional position and status ▪ Registered charitable trust ▪ Functional since 1995 (18 yrs) in Gujarat , is the only networking working with mass-media ▪ Media and NGOs view it as a platform for cross learning and highlighting developmental issues and efforts 	-	
	<ul style="list-style-type: none"> ▪ Mandate 	Develop faith and positive attitude among the citizens towards development efforts and social change.	Limited reach on social media
	<ul style="list-style-type: none"> ▪ Responsibilities 	Document and spread commendable development efforts through mainstream media by developing the capacities of development activists and motivating the journalists.	-
	<ul style="list-style-type: none"> ▪ Governance / accountability 	Board of 7 trustees; a/c keeping and audits	-
	<ul style="list-style-type: none"> ▪ Political support 	Not applicable	-
Organisation	<ul style="list-style-type: none"> ▪ Organisational structure (departments, units) 	Has one office at Ahmedabad with limited infrastructure	
	<ul style="list-style-type: none"> ▪ Management structure 	Trustees – Director – part time account and admin staff – free lance consultants	

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	<ul style="list-style-type: none"> Number of staff involved in activities related to conservation and management of coastal and marine issues 	Director and two consultants		
	<ul style="list-style-type: none"> Organisational culture / leadership 	Transparency, accountability, systems in place, promote lateral linkages		
Human resources	<ul style="list-style-type: none"> Number of staff involved in matters of coastal and marine issues (management, administration, operational) 	Director and two consultants, part time accountant and part time computer operator		
	<ul style="list-style-type: none"> Human resources management structure 	As mentioned above		
	<ul style="list-style-type: none"> Staff turnover 	Not applicable		
	<ul style="list-style-type: none"> Training possibilities 	Open to learn		
	<ul style="list-style-type: none"> Motivation level of staff and management 	High		
	<ul style="list-style-type: none"> Awareness 	Moderate on coastal marine issues		
	<ul style="list-style-type: none"> Knowledge 	Less on coastal marine issues		
	<ul style="list-style-type: none"> Technical skills 	Less on coastal marine issues		
	<ul style="list-style-type: none"> Soft skills (communication etc.) 	Excellent		
	<ul style="list-style-type: none"> Managerial skills 	Excellent		
	<ul style="list-style-type: none"> Key persons in the context of the project 	Mr. Sanjay Dave - Director		
Financial and material resources	<ul style="list-style-type: none"> Financial resources available for coastal and marine matters 	No resources available		
	<ul style="list-style-type: none"> Material resources available 	Can be developed		
	<ul style="list-style-type: none"> Relevant equipment 	Limited access		
	<ul style="list-style-type: none"> Infrastructure relevant for the project (training facilities etc.) 	Not available		
	<ul style="list-style-type: none"> Training courses relevant for the project available 	Not available		
Networks / position in the system	<ul style="list-style-type: none"> Dependencies 	For technical expertise on coastal marine issues, charkha is a dependent on other expert organization		
	<ul style="list-style-type: none"> Direct and indirect connections with other stakeholders 	Excellent connections		
	<ul style="list-style-type: none"> Cooperation with other stakeholders, associations or networks 	Excellent cooperation		
Conflicts	<ul style="list-style-type: none"> Major conflicts or diverging interests with other stakeholders or with the project as such 	Not applicable		
	<ul style="list-style-type: none"> Unofficial / informal dependencies 	Not applicable		

About the Study

The study customized the 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 Gujarat. The assessment was conducted by the organization- Charkha, in a total of 10 districts (Amreli, Ahmedabad, Bhavnagar, Gandhinagar, Jamnagar, Kachchh, Navsari, Rajkot, Surat and Valsad) in Gujarat. Media professionals from print media, radio and state level TV channels, particularly local channel owners and website owners were engaged.

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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December 2013