

Eco Media & Eco Next Initiatives

Science Media | Ecological Sciences Communication

Young Hands for Eco Next

PREAMBLE

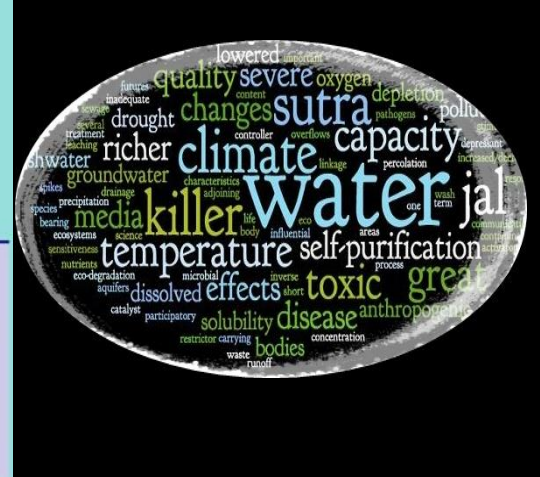
Effective science communication can change ways of community learning, peoples' access to knowledge & resources, and societal paradigms. The science behind management of ecological resources, habitat & ecosystems services is central to our wellbeing and ability to work. It thus addresses critical life cycle needs and complexities of social, economic and ecological nature. In today's fast-paced world, role of media, both in printed and electronic forms, is critical in leveraging furthering these goals. The initiatives would support a direct and purposeful communicative paradigm, as *Science Media & Eco Next Youth leadership* and promoting informed choices and decision making. The Eco Media & Eco Next initiatives focus upon promoting real-time responsiveness and eco-media leverage for promoting integrated efforts for conservation of natural resources, specifically aimed at -

- Developing models in public guidance systems based on science communication, like location specific innovative initiatives for actionable learning and building field capacity for adopting scientific & best practices in knowledge critical domains.
- Knowledge led motivation of youth for leadership and improvement of quality of life of specific target groups based on scientific approaches of 'Being-on-their-Own' and 'Collective response' to challenges and location specific problems.

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PROJECTS AND ACTIVITIES

Projects & activities are supported in order to -

- Innovate, informalize and spread the messages of science with common man, scientists and future scientists
- Coordinate and support need specific field mobilization programmes for spreading and enhancing the reach and impact of messages
- Aid people to embark upon new modes of action by helping a re-invention of more resourceful & scientific mindset, capacity to think, decide & innovate
- Assessing the needs and evaluating the impact of science communication programmes in the subject areas

The physical & financial progress and technical content is closely monitored. Online submissions of pdf files of Six-monthly Progress Reports and Project Completion Report (also in a hard copy) are required in the prescribed formats. NCSTC and its nominated experts mentor the implementation. On-site reviews/Group Reviews/Evaluations of Final Outcome are invoked with annual, interim/need based & end line periodicity. Satisfactory utilization of funds for the approved purposes, delivery against objectives (original/modified) and compliance to the terms & conditions of grant-in-aid, & release of next instalment of grant are interlinked. *Guidelines & format are available under NCSTC section of DST website.*

FOCUS

Eco Media & Eco Next Initiatives focus upon the components given at Annexes.



Engage

Educate

Lead



" Eco Media & Eco Next Initiatives"

Vision: *Young Hands for Eco Next*

Mission: *To inspire and nurture the youth to become Eco Smart*

Focus: Capacity, Skill/Competence Building through Youth Engagement Workshops and Site Specific Resource Creation by Youth is in focus. The goal is to raise a dedicated & skilled cadre of youth, promote Youth Eco-Media development in the country, and support *National Youth Policy, Skilled India & Swachh Bharat* missions. In today's fast-paced world, role of media, both in printed and electronic forms, is critical in leveraging furthering the goals of the programme. The forthcoming phases of programme would focus upon real-time responsiveness and eco-media leverage for promoting integrated efforts for conservation of natural resources. The programme should support a direct and purposeful communicative paradigm, as *Science Media & Eco Next Youth leadership*. **Additionally, proposals of strategic importance like government priorities, less endowed regions, science communication research, and resource development need to be supported.**

IN FOCUS COMPONENTS

TECHNICAL MODULES

Eco Media initiatives: Eco Interpretation & Eco Media Resources for Youth Leadership

Eco-Studios (Youth Eco Media, Arts & Interpretations Workshops): 3 days, Site Specific Hands-on for Science Communication Products/Resource Creation Studio Workshops, 15 trainees per batch upto @ Rs. 1,50,000/- per workshop, site recording tools & digital/ media instruments upto Rs. 50,000/-, Monitoring, Evaluation, Review, Documentation upto Rs.50,000/, Travel + Contingency upto Rs. 50,000/, Participants should be provided with an "Eco Creative Youth Portfolio". Post workshop assignments, may be supported to select number of participants (upto 30%) as *Eco Creatives/ Eco Media Fellows or Associates*, with a token stipend @ 10000/- pm. (3 months) based on evaluation by implementing organization & review/technical vetting by NCSTC, project duration 6 month to 1 yrs, budget upto Rs. 20 Lakh for a series of workshops inclusive of post workshop assignments budget.

Eco Media Schools : 6-12 months duration could be supported for activities aimed at regional/eco-regional resource creation & long term orientation of promising young professionals. *Eco-Media Lab series* would be organized by

Youth centric, eco-regional/ eco-habitat & heritage, culture & science based approach to understand & interpret ecological issues for promoting communities engagement, community leadership & professional development of youth. Capacity & competence may be promoted in Interpretive Science Communication & Natural Heritage Science Communication & eco-creations. *Studio workshops must have the following core activities*

Assessment: Eco-sight & outlook, reasoning, aptitude and attitudes of the trainees, aptitude for print, electronic & ICT including technology like GIS & GPS, mixed media, new media;

Orientation with basic eco-concepts: Eco-systems (including fresh water ecosystems) & Sustainability, Climate Change, Biodiversity, Natural/renewable resources, Spatial & Temporal Attributes of eco

NCSTC for serving diverse priority categories of target groups like Media & Theatre students, Tribal population, Youth (Students/NSS volunteers, village youth), and for different eco-regions.

Eco Next initiatives: Eco Interpretation & learning exchange for Youth Leadership

Eco Eureka

5 days of Youth Engagement for Nature, Labs & Youth Connections for Eco-performance & Leadership along with experiential camping of 1 day, 25 trainees per batch, upto Rs. 2.5 lakh per workshop, Monitoring, Evaluation, Review, Documentation upto Rs.50,000/-, Hands-on-science instruments & accessories upto Rs. 75,000/-, Travel + Contingency upto Rs. 50,000/-, project duration 6 month to 1 yrs, budget upto Rs. 15 Lakh for a series of workshops

Eco & WaSH Educator Development

5 Days of skill, competence & motivation building workshops - composite proposals to come for 4 women special +2 mixed batches, 30-40 participants per batch, one batch to cover at least one district and try coverage of adjoining districts also, project duration 6 month to 1 yrs; budget upto Rs. 20 Lakh for a series of workshops upto Rs. 2.25 Lakh per workshop, Monitoring, Evaluation, Review, Documentation upto Rs.25,000/-, Hands-on-science instruments & accessories upto Rs. 25,000/-, Travel + Contingency upto Rs. 50,000/-. Post workshop assignments, may be supported to select number of participants (10%) as Eco/WaSH Educator⁺ (Fellow) with a token honorarium/stipend @ Rs. 5,000/- for in-service & Rs. 10,000/- p.m. X 3 months for not in service WaSH Educators, based on evaluation by implementing organization & review/technical vetting by NCSTC. They should be provided with an "Eco Next Youth Portfolio" as per a model

sources, Health of ecosystem, Eco-informatics, Eco-degradation & restoration, & Eco Values.

Site recording, design & development of science communication/eco-media products: Surveys, ecological landscapes & profiles, eco-interpretation, narrative & artistic creations, documentation, photo/videography, field sketching, dimensional sketching, mapping, GPS assisted mapping, etc. amongst others.

Exposure, eco-interpretation & experiential action learning module for Nature-lab-student/Youth connections for Eco-performance & continuing leadership inclusive of following core topics:

- Nature, Labs & Student/ Youth Connections
- Science, nature conservation and Eco restoration
- Nature base solutions, co-creation & innovation
- Eco-habitat, WaSH & Renewable Resources for sustainable futures
- Hands-on, Lab & outdoor assignments
- Communication, Education & public awareness
- Documentation, Impact & Outcome mapping.

Model technical framework for Eco & WaSH Educator Development (Annex A) may be used & proposals be submitted by Academic Institutions/ Training Institutions/ State S&T Councils preferentially in education/teaching sector (with exceptions in proposer category & target group for proposals on training tribal youth and inaccessible areas). *In case of State S&T Councils, the NCSTC support module may consist of Eco/WaSH Educator Development and Science for Sanitation or science for Eco/WaSH outreach/month/week starting 2nd October or 22nd March respectively which may also cover awards/incentives to recognize outstanding contributions to outreach with Science for Eco/WaSH issues. It may be demonstrated as to how the Educators would be effectively engaged.*

framework of NCSTC. Strategic assignments (up to a max of 5) may be drawn from the following-

i) Eco/WaSH Smart Schools:

- may be part of the local school system as a modular component with special additional focus, curricular or extracurricular, or both, on *ECO/WaSH* theme & should represent diversity and engagement with *ECO/WaSH* issues as an explicit purpose.
- should involve hands on learning that is inquiry and outcome based and science communication as alternative mode & unique approach to learning
- should provide an environment or experience that would attract students and communities from other school zones also, especially from challenged locations
- should help institutionalize and mainstream actionable *ECO/WaSH* learning with neighbouring communities (through festivals, events, weekly markets, adoption of *WaSH* sites/action locations, etc.)
- should be able to encourage *ECO/WaSH* Educators from teachers and stakeholders across the boundaries
- networking & handholding should be the key deliverables
- Resources: @ Rs. 50,000/- per year for one module per school (IEC resources, activities, etc.); *ECO/WaSH* Educator drawn from NCSTC Trainings for *ECO/WaSH* Educators (honorarium for coordination @ Rs. 5,000/- for in-service & Rs. 10,000/- p.m. X 3 months for not in service *ECO/WaSH* Educators)

ii) Water &/or Soil Clinics: Design, Development and supervision of community science communication system for water quality. Resources: @ Rs. 50,000/- per year for one module of Water Clinic (IEC resources, activities, etc.); *ECO/WaSH* Educator drawn from NCSTC Trainings for *ECO/WaSH* Educators (honorarium for coordination @ Rs. 5,000/- for in-service & Rs. 10,000/- p.m. X 3 months for not in service *ECO/WaSH* Educators)

EcoNext Learning Exchange - Youth Leadership Orientation (especially NSS volunteers) shall be supported in academic/training institutions State level Pilots would be supported as per plan at Annex B.

EcoNext Learning Exchange & Youth Leadership Orientation should trigger mainstream eco dialogues for sustainable development, strategic & innovative interventions and communicative action with stakeholders especially state's workforce in different departments and agencies, civil society, development agencies, state & district level GOs & NGOs, media, academia & policy makers. The outcomes may be documented as templates and replicable &/or scalable models.

MODEL TECHNICAL FRAMEWORK FOR ECO/WaSH EDUCATORS DEVELOPMENT

	Core competencies: <i>Communication, Working with People, Drive for Results</i>	Technical & Functional Competency	Technical & Functional Competency	Functional & Experiential Competency
SESSION	1 st Day	2 nd Day	3 rd Day	4 th -5 th Days
# 1 Tutorials & Quiz	<p>Multidisciplinary nature of ECO/WaSH related issues & Science Communication (principles, practices & resource agencies)</p>	<p><i>Recap of prev day quest/ quizz</i></p> <p>ECO-SYSTEMS & WATER RESOURCES JUDICIOUS USE OF WATER:</p> <p>Eco-systems, water cycle, water conservation systems, water sources viz. Ground water, surface water, watershed, water distribution, water balance, water audit & budgeting, global warming, Eco-systems services</p> <p><i>Follow-up questionnaire/quiz for submission next day</i></p>	<p><i>Recap of prev day quest/ quizz</i></p> <p>LABORATORY METHODS & TECHNOLOGICAL OPTIONS</p> <p>Eco-systems services & Water contamination</p> <p>Water quality- risk understanding, assessment & reduction;</p> <p>Safe drinking water;</p> <p>Water testing & treatment;</p> <p>Sanitation Hygiene</p> <p>Water purification (natural systems, protection of water sources quality; waste water; waste water treatment)</p> <p><i>Follow-up questionnaire/quiz for submission next day</i></p>	<p><i>Recap of prev day quest/quizz</i></p> <p>EXPOSURE & FIELD IMMERSION</p> <p>Generation of ECO/WaSH -related knowledge through practice :</p> <p>1) Visits to hotspots (1 each for water & sanitation)</p> <p>2) Identification of entities working in the ECO/WaSH sphere & networking</p> <p>3) Interaction with media</p>

# 2 Interactive Talks & Quiz	<p>COMMUNITY LEARNING & PRACTICES:</p> <p>Water values & rights,</p> <p>Role of policy in shaping the Eco & WASH landscapes</p> <p>Priority humanitarian needs versus coverage of Eco/WASH services</p>	<p>ISSUES OF LOCAL IMPORTANCE</p> <ul style="list-style-type: none"> - basic knowledge - problems management & technology options - best practices - outreach methodologies <p>Eco/WaSH RISK PREPAREDNESS (acute, post-acute, protracted, chronic crises)</p>	<p>ISSUES OF LOCAL IMPORTANCE:</p> <p>potential solutions for Eco/WASH-related challenges at the household and community level</p>
# 3 & 4	<p>EXPERIENTIAL LEARNING/ WATER EXPLORATORIES WITH ACTIVITIES LIKE</p> <p>I) Scenario building</p> <p>Ii) Water conservation games & role play</p> <p>Iii) RWH design/calculation workouts</p> <p>Iv) Testing kits & quality monitoring</p> <p>V) Purification/ treatment, innovative options, etc.</p> <p>Vi) Face to face with scientist/technologist, etc.</p>	<p><i>Development of post-workshop field assignments, monitoring & review plan with the organizers. In case of State S&T Councils, the NCSTC support module may consist of Eco/WaSH Educator Development and Science for Sanitation or science for Eco & WaSH outreach/month/ week starting 2nd October or 21st March respectively which may also cover awards/incentives to recognize outstanding contributions to outreach with Science for Eco/ WaSH. It may be demonstrated as to how the EcoWaSH Educators would be effectively engaged.</i></p>	

ECO DIALOGUES FOR SUSTAINABLE DEVELOPMENT

Field Capacity Enhancement

<i>Eco-Learning Exchange- State Level Initiative</i>	<i>Indicative Duration (1 Yr)</i>	<i>Indicative Amount (Rs.)</i>	<i>Eco-Learning Exchanges- District Level Initiatives</i>	<i>Indicative Duration (1 Yr)</i>	<i>Indicative Amount (Rs.)</i>
A. Research, Resources & Preparations	3 Months	100000	A. Research, Resources & Preparations	3 Months	100000
B. Eco Dialogues For Sustainable Development (with Representative Field Actors, State Level)	1/2 Day	250000	B. Eco Dialogues For Sustainable Development (with Representative Field Actors, District Level x10 Districts)	1/2 Day	1500000
C. Eco-media Capsules For Debates, Quizzes, FAQs	1/2 Day		C. Eco-media Capsules For Debates, Quizzes, FAQs	1/2 Day	
D. Acknowledging the Commitments	1/2 Day		D. Acknowledging the Commitments	1/2 Day	
E. Participatory Referencing of Inspiring Leads to Eco Media Capsules (Intermediate Communication Links)	1/2 Day		E. Participatory Referencing of Inspiring Leads to Eco Media Capsules (Last Mile Communication Links)	1/2 Day	
F. Post Dialogue Monitoring	6 Months	50000	F. Post Dialogue Monitoring	6 Months	50000
G. Revisiting the Inspiring Leads	2 Days	100000	G. Revisiting the Inspiring Leads	2 Days	250000
H. Wider Sharing & Exchange	3 Months	50000	H. Wider Sharing & Exchange	3 Months	100000
<i>Total</i>		550000	<i>Total</i>		2,000,000