

Radio serial on climate change to be launched in 19 Indian Languages

A joint venture of Vigyan Prasar and All India Radio (Prasar Bharti)

New Delhi, March 29, 2019

Vigyan Prasar (VP), an autonomous organization under Department of Science and Technology (DST), and All India Radio, Delhi, have developed a package of 52 episodes on the multidimensional aspects of climate change and global warming. The 52-episode series is named *Badalti Fizae* in Hindi and *Whispers of Wind* (In English).

The radio serial consisting of standalone thematic episodes will be broadcast nationally – in 19 Indian languages from 121 stations of All India Radio (14 FM and 107 Medium Wave Stations) from 30 March 2019 onward. Promoting science and technology through the radio is one of the flagship programmes of Vigyan Prasar.

Each episode is of 27 minutes duration and will be focused on a particular aspect relating to climate change. The basic objective is to create awareness about the challenges of climate change and promote understanding of climate change science, adaptation, mitigation, energy efficiency, and natural resource conservation. The episodes also include success stories and Do's and Don'ts to motivate people for local action.

Recognizing a major threat because of projected changes in climate at the global level, India has engaged quite actively at international and regional fora. The country is providing leadership to other developing countries as well as espousing their cause at multinational negotiations including the United Nations Framework Convention on Climate Change (UNFCCC), with the objective of establishing an effective, cooperative and equitable global approach to deal with the consequences of climate change.

India's National Action Plan on Climate Change (NAPCC) consists of eight national missions. They represent multipronged, long-term and integrated strategies for achieving key goals in the context of climate change. The NAPCC hinges on the development and use of new and sustainable technologies. The radio serial will further India's objective of engaging and ensuring participation of people in mitigation and adaption measure to ensure the success of the national missions.

Prominent subject experts, technologists and planners will highlight science and scientific thinking facets of climate change in a simple and understandable manner in the episodes of the series. The 52 radio serials in 19 languages will promote the appropriate mechanisms that India is developing to deal with the challenge of climate change on several fronts simultaneously.

India being a developing economy is facing a dual challenge of sustaining rapid economic growth with high demand for energy while dealing with the global threat of Climate change. Emanating from intensive industrial growth and high consumption lifestyles are greenhouse gas emissions. However, India is unique as far as its development path is a concern as it is based on its unique resource endowment and its indigenous model of growth and development.

Vigyan Prasar and Prasar Bharti had signed a memorandum of agreement in 2008. Under this agreement, radio serials are being produced and broadcast through All India Radio to enhance the understanding about the approaches and the outcome of science and technology.

Considering the current relevance of the theme which is aligned with the national agenda and the objectives of science communication and popularization, Vigyan Prasar has produced the 52-episode radio serial on climate change.

The following thrust areas are covered in the serial:

- a) Understanding the science of climate change and global warming.
- b) The natural and anthropogenic factors responsible for climate change.
- c) The impact of climate change
- d) Preparedness of the global community to address the challenges of climate change.
- e) Norms, conventions, and institutions to cope with climate change
- f) India and climate change
- g) Institutional framework in India
- h) Mitigation and adaptation