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# ENCOURAGING CONCERN FOR PLANET EARTH

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# CLIMATE AFTER 50 YEARS

- SOCIAL FACTORS
  - RESPONSIBILITY OF SOCIETY
  - BUSINESS AS USUAL AND OTHER MODELS – INTERACTIVE PROGRAMME
  - ‘ARE YOU READY?’ QUIZ
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# Projections for Next 50 Years

- Annual Mean Temperature up by 4° C
  - Intensity of Summer Monsoon up by 10%
  - Higher Frequency of Extreme Events
  - Impact on
    1. Water
    2. Agriculture
    3. Health
    4. Forests and
    5. Coastal life
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# Planet Earth & Climate Change

- Understanding
  - Assessment and measurements
  - Adaptation
    - Regardless of causes whether natural or man made
  - Mitigation
    - Through technologies and control of emissions
  - Life Style issues: Consumption Vs Emission
    - Social and community responsibilities
    - Citizen's roles and responsibilities
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# WHAT THE RVPSP DOES?

- RESEARCH PROJECTS
  - TRAINING OF COMMUNICATORS
  - NETWORKING
  - DEVELOPMENT OF SOFTWARE
  - RECOGNITION OF OUTSTANDING COMMUNICATORS
  - ENVIRONMENTAL AWARENESS
  - FIELD PROJECTS
  - INTERNATIONAL COOPERATION
  - POLICY FORMULATION
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# NATIONAL CAMPAIGNS

YEAR OF SCIENTIFIC AWARENESS 2004

APPRECIATING PHYSICS IN DAILY LIFE  
2005

OUTREACH CAMPAIGN –UNDERSTANDING  
PLANET EARTH 2007-09

ASTRONOMY FOR EVERYONE 2009

YEAR OF SCIENTIFIC WOMEN 2010

YEAR OF CHEMISTRY 2011

*VAIGYANIK SAKSHARTA DASHAK 2009-18*

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# WHAT KEEPS US OCCUPIED?

- WATER AND SANITATION LITERACY
  - DISASTER RESELIENCE
  - WEATHER AND CLIMATE
  - ANIMAL HEALTH
  - SOIL HEALTH
  - COASTS AND OCEANS
  - WOMEN'S HEALTH
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# Research for Better Stories

- Specialists or generalists
  - Journals and web
  - Substance over superficial
  - Controversies and conferences
  - Baseline, mid-term and end of campaign analysis
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# Conserving Resources

- Local versus global concerns
  - From romance to economics
  - Pictures, brochures and sketches
  - Questions and responses
  - Symbiosis
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# Risks and Statistics

- Crucial in drawing inferences
  - Understandable to lay person
  - Non-mathematical treatment
  - Accepting editorial suggestions
  - Trap of analogies
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# Myths, Fiction & Frauds

- Results and claims
  - Imagination and reality
  - Guard reader with footnotes
  - Exploitation & responsibility
  - Alarm or caution
  - Awareness to awakening
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# Building on ICT

- Media savvy
- Blogs, websites, etc
- Radio and TV

*Grateful for your attention!*

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