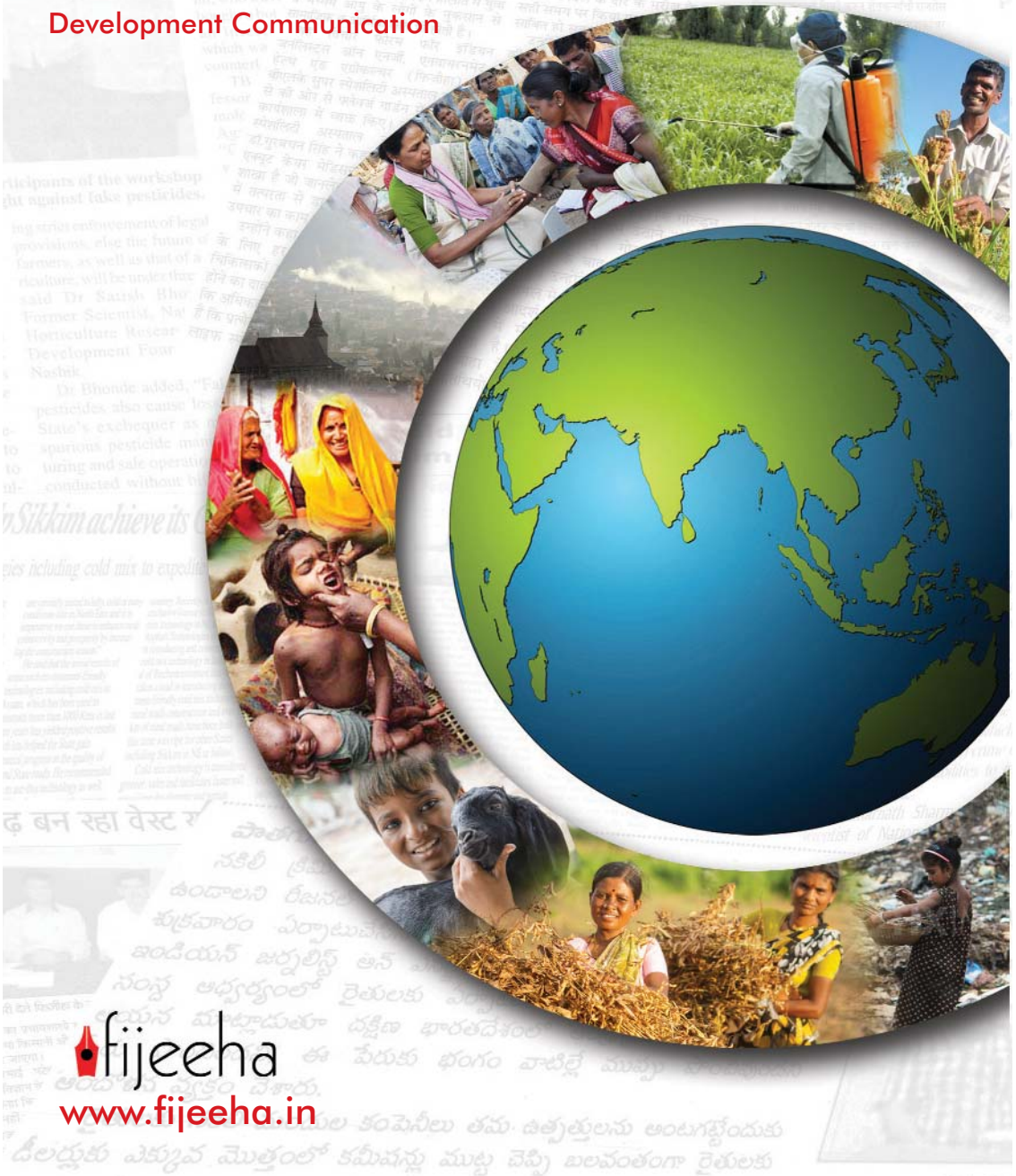


Forum for Indian Journalists on Education, Environment, Health & Agriculture

A South Asian Initiative on Development Communication



 **fijeeha**
www.fijeeha.in

Fijeeha is an independent group comprising journalists, development professionals, writers, academic and policy analysts working in areas of education, energy, environment, health and agriculture, drawn from India and South Asian countries

Vision

We wish to emerge as a credible forum of journalists, development professionals, writers & policy analysts to discuss critical issues in education, energy, environment, health and agriculture in order to sensitize masses through media writings, discussions, and contribute constructively in policy analysis and formulation

Mission

To be a change agent by contributing diversity of perspectives in debates, shape agenda and guide policies through informed opinions

Objectives

- Enrich journalism by empowering journalists
- Act as a platform for critical dialogues
- Sharing of information, learning and ideas
- Advocacy campaigns on key social issues
- Support journalists in rural areas, scholarships
- Drive constructive policy interventions

Membership

Over 1100 journalists from across the country, South Asia, are members and the number is growing. Membership is open and we encourage all stakeholders to join by logging on to our website and filling in the online form



- Awareness Campaigns
- Knowledge Exchange
- Online membership
- Media Workshops
- Scholarships
- News Updates
- Social Media
- Farm Visit
- Advocacy
- Petitions





Workshops

We have conducted many media workshops starting 2011 on varied topics including education, environment, health and agriculture which have been attended by hundreds of journalists and experts drawn from different fields

See Events & Media Coverage Section on Home Page www.fijeeha.in for more details

Fijeeha Scholarships

In its spirit to enrich journalism, Fijeeha shall design special scholarship programs, especially for journalists from rural and remote areas of the country. Watch our website for announcements

Journalists' Support Group

Fijeeha is committed to enriching journalism by empowering journalists. We wish to create a Support Group for Journalists with an aim to extend need-based help to journalists, especially from remote and rural areas. The help could be by way of facilitating journalists' access to information, training programmes, disseminating information on scholarships, attempting to work towards participation of journalists in exchange programme, international studies among others

CAMPAIGNS

A. Stop Fake Pesticides, Save Farmers: A pan-India campaign started in August 2013. Supported by DuPont (www.dupont.co.in) and few other agencies, this campaign aims at creating awareness through media and sensitise policy makers to take urgent measures to curb the spread of fake and counterfeit pesticide. Among other, the campaign has also used tools such as social media and RTI to achieve the objectives. This registered phenomenal success:

... can help Sikkim achieve its Green Mission
... of green technologies including cold mix to expedite road construction



Europe as well. It is a green technology, faster in roll out and suits conditions like North East where hilly terrains and cold conditions leave little time for road construction. Awareness, however, is low and so is the acceptance. We carried out an all-stakeholder advocacy campaign for enhancing awareness and use of this technology including Union Ministry of Rural Development (apex policy making body on rural roads), Ministry of Road & Surface Transport, Planning Commission, State Public Works Department, Contractors, Academia, media and civil society:

- 5 media workshops in Assam, Meghalaya, Sikkim, Jharkhand
- 75 + news clips, 5 cr + readership
- Jharkhand speaker as chief guest at Ranchi workshop

D. USE LED, Save Energy: This campaign was carried out to sensitise journalists on the significance of using LED lights which are far more energy efficient than the conventional lighting methods.

E. Women in Leadership Campaign: To create awareness on this unique certificate programme by IIM Bangalore and Centre for Social Research, we carried out a media awareness campaign across 6 states (Delhi, Andhra Pradesh, Maharashtra, West Bengal, Gujarat, Bihar), sharing with journalists facts and analysis on the programme, the benefits of this towards women empowerment.

- 3 media workshops
- 70 + news clips, 7 cr readership

EVENTS

Karnal Haryana, Media Roundtable, February 4, 2014: Fijeeha in collaboration with New Delhi-based BLK Super Hospital organized a workshop on ***Emergency & Critical Care: Role of Media*** to create awareness amongst journalists on the need for creating awareness on Basic Life Support and Emergency Care for patients. Dr Gurbachan Singh and Dr Rakesh Bachloo addressed the media

Kurnool Andhra Pradesh, Media Workshop, October 23, 2013: Workshop on ***Farmers, Farming & Challenge of Fake Pesticide*** as part of its campaign ***Stop Fake Pesticide***. Scientist of Regional Agricultural Research Station, Nandyal Dr Sitha Rama Sarma addressed the meet

Indore Madhya Pradesh, Media Workshop, September 17, 2013: On ***Farmers, Farming & Challenge of Fake Pesticide*** as part of its campaign ***Stop Fake Pesticide***. Principal Scientist of Directorate of Soybean Research Dr Amar Nath Sharma addressed media along with Dr Jay G Varshney, former Director, Directorate of Weed Science Research, Jabalpur

Nagpur Maharashtra, Media Workshop, May 3, 2013: On ***Role of Media in Empowering Farmers on Right Crop Protection Techniques***, organized in collaboration with Nagpur Press Club. Noted scientist Prof CD Mayee, former chairman of Agricultural Science Recruitment Board (ICAR) was the chief guest. Shri Pradip Maitra of Hindustan Times was the keynote speaker





Bijnor Nazeebababad, Uttar Pradesh, Media Workshop, April 17, 2013: On *Role of Media in Farmers Education* aimed at creating awareness among on farmers on how to enhance the productivity of sugarcane

Samastipur Bihar, Media Workshop, October 16, 2012: On *Role of Media in Agricultural Development*. The aim was to create awareness among journalists on the role they can play in promoting awareness in agriculture.

Varanasi Uttar Pradesh, April 9, 2012: On *Role of Hybrid Seeds in Rice Production*. Dr JS Bohra (Department of Agronomy, BHU), Karuna Singh (Social Worker), Professor SK Singh (Department of Genetic Science & Plant Breeding, BHU) were key speakers

Guwahati, Assam, June 18, 2012: In collaboration with Bitchem, Fijeeha organized a media interaction cum workshop on *Sustainable Technology for Rural Roads Construction*. Dr Navneet Anand, President of Fijeeha and Mr Deepak Dogra, Vice- President of Bitchem co-hosted the workshop and discussed how Assam is poised to launch a Green Roads Mission.

Ranchi, Jharkhand, July 5, 2012: On the *Need for Sustainable Technology for Rural Road Development*. The workshop was addressed by Jharkhand assembly Speaker CP Singh, and Chief Scientist, Central Roads Research Institute (CRRI) Dr PK Jain

See media coverage on our website

How You Can Support

This is a good platform for reaching out your social messages to a large number of your audiences through media. Government agencies, international groups, corporate and private businesses, and voluntary groups can use this platform for driving their programmes and messages. Send us an outline of what you want to achieve and we shall be happy to assist you.

info@fijeeha.in

SUPPORT HAS COME IN FROM...

Syngenta

Dupont

Monsanto

Bayer Crop Science

Polycom

Central Road Research Institute

Central University of Orissa

BLK Super Specialty Hospital

Oswaal Book

MBIT

LNJ Bhilwara Group

Bitchem

Jawaharlal Nehru University

Centre for Social Research

Sewa Bharat

Government of Meghalaya

Footwear Design &

Development Institute

Planning Commission of India

GAIL India...and growing



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