

District Level Media Engagement Workshop under RACE Project

Venue: LEADS Conference Hall, Ranchi

Date :16 September 2023

Total Participants

Media Groups



Acknowledgement:-

This program aims to sensitize and strengthen the role of the media to promote clean energy in Jharkhand, under the program of rural access to clean energy in the project area.



Introduction

Rural Access to Clean Energy Program in Workshop with Media Persons to promote Renewable Energy in four districts of Jharkhand State Ranchi, Khunti, Simdega, Gumla by integrating good objective with the global commitment to successfully implement Sustainable Development Goal Seven to promote universal access to affordable, reliable, sustainable,

clean energy for all .LEADS under the project will develop content to sensitize and sensitize media personnel, embodying this objective. The Workshop for Media Personnel provided an opportunity for participants to strengthen their understanding of clean energy.

Speakers

- Mr AK Singh (Director LEADS)
- Mr Mahendra Kumar(Project Head RACE Project)

Participants

- Shalini Lakra, (District Program Manager)
- Manish Kumar Singh (Clean Energy Solution Coordinator)
- Ajay Kacchap(Block Coordinator, RACE project Ranchi)
- Arunima Bhagat (Project Facilitator)
- Nisha Tripathy (Communication Expert)
- B.Jha (Finance Manager)
- Abhishek Rahul, Shailesh Minz, Sushil Lakra,DharendraToppo(Field Facilitator)

Workshop Objective

In 24 blocks of four districts of Jharkhand, government officials, representatives of Panchayati Raj, NGOs, media and media persons are to be promoted by making them sensitive, aware and capable of promoting clean energy solutions. To ensure affordability as well as to develop an environment of community skill development and entrepreneurship.

Discussion Points

Ajay Kacchap , Block Coordinator welcomed all the participants.

. He described in a nutshell about LEADS was established in the year 2005.

The discussion, proceeded and **Mr. AK Singh (Director of LEADS)** further described about LEADS

“Life Education and Development Support” (LEADS) is a voluntary non-profit organization registered under the Indian Trust Act (1882) in 2005. LEADS have all legal registration (including FCRA) required to run the organization. LEADS believe in the potential of human being irrespective of caste, creed, religion and sex. Every individual has varieties of inner qualities, which can be promoted and utilized in the greater interest of humanity through appropriate life education and development support. Ensuring the rights of every individual will provide ample scope for development of all sections of society, which will further help in unfolding human potential and building confidence of poor and marginalized communities. LEADS was established with the purpose to create some developmental model by unfolding human potentials, which is the core element of sustainability and replicate such models with the support of Govt. and other developmental organizations.

He cited LEADS is working in 17 districts of Jharkhand and states like Bihar, Orissa,Telegana.

The specific objective of the RACE project

Sensitise, aware and build capacity of the duty bearers, CSOs, PRIs promote CES in 24 blocks of 4 districts in Jharkhand.Increased multiple stakeholder dialogues and advocacy on CES in 24 blocks of 4 districts in Jharkhand.Enhanced skills and Entrepreneurship environment in Clean Energy Sector

Goal 7:

Ensure access to affordable, reliable, sustainable and modern energy for all.



He further discussed on Rural Access to clean energy project and described on sustainable development goal7. Apart from this he mentioned about G20 and work done in terms of clean energy.

He mentioned through the help of case stories we can spread awareness regarding clean energy .

He mentioned that countries like Finland, Norway use cycles to control air pollution and to minimize the usage of petroleum.

He mentioned that we have covered four districts of Jharkhand-Ranchi, Gumla, Simdega and Khunti. He mentioned children are also included we are spreading awareness through eco-club.

Proceeding with the discussion **Mahendra Kumar(Project Head)** mentioned we have entered 5th year of the project.

He mentioned about the achievements of Ranchi District

- KUSUM Scheme-52
- Drip Irrigation-41
- Biogas-02
- Solar Integrated Cook Stove-02
- Maintenance of Solar Water tank-117
- Street Play and Drama-87
- Wall Writing –83
- Solar powered Potter wheel-1
- Herbal medicine unit-1
- Spice manufacturing unit-1
- CES botique centre-1
- School Event-108
- Ujjwala Scheme-16
- Youth Skill Training-876
- LED Assembly Unit-01
- Common Service Centre-02
- Solar Sales and Service Centre-05
- Smokeless Chulha -1112
- Village clean energy committee-77
- Panchayat clean energy Committee -19
- Block Level Forum- Namkum, Bundu, Tamar, Angara, Kanke, Ormanjhi

Key Learnings

- Community efforts towards resolving their issues is the one of the best way to real realization of entitlements
- Continues raising the voice brings changes
- Community Demand creates ownership when it fulfilled
- Convergence is the best way to build relationship with different stakeholders
- Creating models make work easier to facilitate and sensitize stakeholders.

Mahendra Kumar also mentioned about global warming and carbon credit - a carbon credit is defined as a tradable license or certification that gives the holder the freedom to emit a total of one ton of carbon dioxide or an equivalent of any other greenhouse gas. The main purpose of this principle is the minimization of carbon dioxide emissions. He also described about

carbon sink is anything that absorbs more carbon from the atmosphere than it releases – for example, plants, the ocean and soil. In contrast, a carbon source is anything that releases more carbon into the atmosphere than it absorbs – for example, the burning of fossil fuels or volcanic eruptions. He emphasized on the role of plantation is very important, he mentioned on the ill effects of traditional chulha and its replacement with smokeless chulha is economical, it emits the smoke out of the house through chimney so it prevents diseases like coughing, irritation and it uses less wood.

Experience sharing by entrepreneur

Pawan Ram resides with his wife and two children in Gundu village 10 Mile of Dungi Panchayat of Namkum block of Ranchi district. Pawan Ram was doing this work since 2001. Earlier Pawan Ram used to use hand wheel to make earthen pots. It was very tiring to rotate the wheel with hands. After some time, he started using electric wheel, but due to poor electricity system, he was not able to meet the demand of customers on time. After the intervention of LEADS NGO through the medium of green business challenge he got an amount with that amount was able to solarize the potter wheel and complete the order timely.

Experience sharing by **Suchit Toppo** he is a resident of Mahilong village in the year 2021 he was acquainted with LEADS the staff showed him new direction with the help of green business challenge and skill training he got proper knowledge of repairing and maintenance of LED bulb.

Anupama Kacchapp shared her experience after being acquainted with LEADS she was provided with funds under green business challenge and how she is promoting tribal dress. This was followed by Lunch break

The workshop provided a platform for valuable discussions, knowledge sharing, and experiences, aligning with the goal of promoting clean and sustainable energy solutions in the targeted districts of Jharkhand.

Photos



Award giving ceremony to media person



Media clipping



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