



Media Workshop

On Clean Energy in Jharkhand

Under Rural Access To Clean Energy

Venue: Hotel AVN Grand, Ranchi

Total Participants: 52

WORKSHOP REPORT

Media Groups:-



Programme Schedule

Time	Topic of Discussion	Facilitator(s)
10.30AM-11.00AM	Registration	Grace Tiru & Sushilakra (Community Mobilizer, LEADS)
11.00AM-11.15AM	Welcome of Guest & Lighting of Lamp	Narendra Mishra (Block Coordinator , LEADS) & Shailesh Minz (Community Mobilizer, LEADS)
11.15AM-11.40AM	Introduction of LEADS & RACE Project Key Speaker: A.K.Singh (Director LEADS)	
11.40AM-12.00AM	Importance of Media in RACE project Key Speaker: Mahendra Kumar (Sr.Prog.Manager,LEADS)	
12.00PM-12.30PM	Certificate Distribution to Media Persons for reseach in the field of Clean Energy	Anant Tanti (Block Coordinator , LEADS) & Narendra Mishra (Block Coordinator , LEADS)
12.30PM-12.50PM	Importance of Media & How can Media support in spreading awareness about Clean Energy Key Speaker: Madhukar Sir (Sr.Journalist)	
12.50PM-01.20PM	Open Session: Issues of Media How Clean Energy be Promoted through Media Plat form Key Speaker: Media from Ranchi,Khunti,Simdega & Gumla	Madhukar Sir (Sr.Journalist)
1.20 PM- 1.30 PM	Vote of Thanks	Mahendra Kumar (Sr.Prog.Manager,LEADS)
1.30PM-2.30PM	Open for Lunch	LEADS

Goal and Objective: -

The action, "Rural Access to Clean Energy-RACE" focuses on strengthening the organizational capacities of local Civil Society Organizations (CSOs) in the area of clean energy sector thereby ensuring Clean Energy Solutions (CES) for under Privileged society, vulnerable and marginalized groups through a 'Rights based approach' along with development of an entrepreneurial ecosystem for CES in the rural areas of Jharkhand.

Acknowledgement:-

Under this program 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.

1. 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 global commitment to successfully implement Sustainable Development Goal Seven With the aim of promoting 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 communication and advocacy to create awareness.

The day-long workshop was divided into two parts:

- 1) Presentation by the Leads Officials, Presentation by Senior Journalists
- 2) Open Forum for all journalists to exchange their views and FA&Q Hours

2. Opening

The workshop was inaugurated by Mr. A.K. Singh Director LEADS Organization, Senior Program Manager Mr.Mahendra Kumar, Senior Journalist Mr.Madhukar ji and media personnel by lighting the lamp. In his speech, he said that the information content regarding renewable energy matters in conveying our message towards clean energy. The position of our project on clean energy issues also matters and if we want to educate and make the villagers aware of clean energy and their rights regarding environmental protection, then they should have good project experience and better case story. They need to be communicated responsibly. Towards clean energy and achieving Sustainable Development Goal- 7 will also enable them to take effective decisions to shape their better future.

Also senior journalist Madhukar while welcoming the participants said that in policy engagement of clean energy and new solar energy policy, adequate emphasis can be laid on the value of appropriate messaging and fair use of media to increase effectiveness. It is only through this that it is possible to build a better tomorrow so that our country can ensure its capability towards renewable energy.

A total of 52 participants, including resource persons were in attendance.



Mr.A.K Singh (Director, Leads) Giving his opening remarks



Workshop Facilitator making a point

Workshop Objectives

The objectives of the Media Workshop for Media Personnel are:

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.

- Fellowship will be awarded to media persons to support research on the issues of Clean Energy solution and wider dissemination through news and article.
- To provide a Space to share experiences and successes related to communication issues to strengthen communication skills and to make you aware of new solar energy policies as well as communication and advocacy on policy issues related to and renewable energy to increase the understanding of and to provide a comprehensive view on the initiatives of the institution on implementation as well as to develop a comprehensive understanding of the project by participating in the exchange of ideas with other districts on the work being done by the institution towards clean energy solution .
- To provide a space for Media Personals to share their experiences relating to communications issues, challenges, and successes during research Activity at Field level.
- To enhance understanding of communication and advocacy on clean energy solution and related

Workshop Strategy:-



The objective of the workshop is to bring together all the media personnel associated with the project workspace on a single platform, to convey the good work being done by them in the field of clean energy solutions in their respective districts, better case stories and to communicate the objectives of the project to the community. To establish a platform to be rewarded for his important roles in published best practices by project implementation.

Importance of media in Race project:-

Key speaker : Mahendra Kumar
(Sr. Prog. Manager, LEADS)

Certificate distribution to media person for research in the field of clean energy solution-

Fellowship was awarded to media persons to support research on best practices, Success stories of Clean Energy solution and wider dissemination through news and Articles. Certificate was awarded by Director LEADS and Sr. journalist Mr. Madhukar Ji . Total 09 Media Representative were given the award from different district like Ranchi, Simdega, Khunti, Gumla whose names were as follows.

- 1) Ajay Sharma (Hindustan Daily News paper)-Khunti District
- 2) Chandan Kumar (Prabhat Khabar)-Khunti District
- 3) Rathindra Prasad (Prabhat Khabar)-Simdega District

- 4) Purushottam Prasad (Dainik Bhaskar)-Simdega District
- 5) Santosh Prasad (Azad Sipahi)-Gumla District
- 6) Hariom Sudhanshu (Ranchi Express)-Gumla District
- 7) Raj Kumar (AAJ News)-Ranchi District
- 8) Vinod Kumar Vishwakarma (Khabar Mantra)-Ranchi District
- 9) Aaftab (I Next News)-Ranchi District

Importance of media and their role on Clean Energy solution:-

Key Speaker:-Mr. Madhukar Ji (Sr. Journalist)

As per the words of our senior Journalist, To promote energy access, the media must first be trained and (maybe mentored) to have a broad understanding of the issues that face the sector. This will enable them to be more analytical and self-driven in researching, documenting and reporting these untold stories. Secondly, the media can and should aid consumer intelligence by consuming, digesting and decrypting the technical language and terminology into a 'lay man language'. Additionally, journalists can be instrumental in making an otherwise perceived global crisis become our personal problem which we must deal with holistically.

Whilst the energy sector continues to evolve and shift from conventional sources of energy to cleaner sustainable resources such as wind, solar and biomass waste, societal awareness on product availability and the diversified uses remain a knowledge gap. Thus, we must deliberately invest in building the capacity of development journalists to understand and relay information on renewable energy technologies and policy measures. Essentially, that requires the use of a streamlined language which evokes care. In the words of renowned Physicist, Albert Einstein, 'if you can't explain it to a six year old, you don't understand it yourself.'

We should therefore empower our media to decode complexity into simplicity that everyone understands and identifies with.

Vote of thanks:

Mahendra Kumar gave the vote of thanks and said that LEADS believe that the support of Media should be continued in the future also and the best practices will be highlighted so that the mass awareness campaign continues.

Media Coverage:

रेस परियोजना के अंतर्गत मीडिया कार्यशाला का आयोजन

रांची। होटल एवीएस ग्रैंड में लिट्स संस्था के अंतर्गत रेस परियोजना के द्वारा मीडिया कार्यशाला का आयोजन किया। कार्यक्रम में मुख्य अतिथि के तौर पर मधुकर जी, विशिष्ट अतिथि के तौर पर संस्था के सचिव ए. के.सिंह, सह मुलात्त सिमडेगा रॉबी व खुटी के जिले से माननीय पत्रकार कैप्टु सिरकट करने पहुंचे। कार्यक्रम की सुरक्षा दीप प्रज्वलन करके शुरू किया गया। ए.के.सिंह जी ने रेस परियोजना के बारे में विस्तृत जानकारी दिया, उन्होंने कहा कि आज हम सोलर एनर्जी के क्षेत्र में बहुत तेजी से कार्य कर रहे हैं, लिट्स संस्था यूरोपियन यूनियन के सहयोग से ड्रासखंड



गांधी छाया : राजकुमार

राज्य के चार जिलों में कार्य कर रहे हैं इस कार्य में भारत सरकार प्रशिक्षण देकर ग्राम स्तर पर ही असेंबल करने का कार्य किया जा रहा। रेस परियोजना के माध्यम से ग्राम स्तर पर युवाओं को टेक्निकल माध्यम से प्रशिक्षण देकर ग्राम स्तर पर ही असेंबल करने का कार्य किया जा रहा। रेस परियोजना के माध्यम से ग्राम स्तर पर युवाओं को टेक्निकल माध्यम से प्रशिक्षण देकर ग्राम स्तर पर ही असेंबल करने का कार्य किया जा रहा। रेस परियोजना के माध्यम से ग्राम स्तर पर युवाओं को टेक्निकल माध्यम से प्रशिक्षण देकर ग्राम स्तर पर ही असेंबल करने का कार्य किया जा रहा।

की मीडिया इस कार्यक्रम के सबसे महत्वपूर्ण अंग हैं, ग्राम स्तर पर जो भी हम कार्य कर रहे हैं उसे सर्वसज स्तरी के माध्यम से मिडिया जगत में स्थान देकर समाज को जागरूक करने का कार्य आप सब बहुत ही महत्वपूर्ण भूमिका निभा रहे हैं। परिसर पत्रकार माननीय मधुकर जी ने कहा कि संस्था के कार्य/संरकारी कार्यक्रमों और योजनाओं के बारे में समाज को सकारात्मक संदेश देने के लिए मीडिया हम सब के कार्यक्रमों और योजनाओं के बारे में समाज को सकारात्मक संदेश देने के लिए एक महत्वपूर्ण माध्यम है। मीडिया संस्था व सकार के लिए अखंड और काम है।

झारखंड
रांची, बुधवार 01 जनवरी 2022 07

रेस परियोजना के अंतर्गत मीडिया कार्यशाला का आयोजन, बोले एके सिंह

आज हम सोलर एनर्जी के क्षेत्र में बहुत तेजी से कार्य कर रहे हैं

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