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Role of Media in Air pollution awareness

(With Special Reference to District Gautam Buddha Nagar)

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Abstract

This paper focuses on the role of Media in pollution awareness, taking into consideration the case of district Gautam Buddha Nagar. The pollution are some things we have a tendency to square measure terribly at home with and it makes up our surroundings and affects our ability to measure on the world - the air we have a tendency to breathe the water that covers most of the surface. The Air and Atmosphere that consists of everything encompassing United States is turning into a serious downside day by day. Thus, there has been the normal means that of making environmental awareness among people.

Introduction

Air pollution, a world public health threat, is of explicit concern in densely inhabited speedily developing countries. Premature deaths from pollution are calculable as5 million annually, and it's been more calculable that 2 thirds of deaths thanks to pollution occur in low- and middle-income countries. In India, that is home to eleven of the twenty most contaminated cities within the world, over one thousand people die annually as a result of exposure to home pollution alone. Policy action to handle pollution in Republic of India is desperately required.

Public opinion and subject demand play a vital role in building political can and mobilizing policy action in health matters. hip to populations could create healthier personal selections and may conjointly demand health-promoting policies from their governments. Publicly health, the mobilization of belief through mass media, and coordinated action from governments and different key stakeholders, has been crucial to advancing policies in such various areas as tobacco management and HIV. traditionally, belief and subject demand have conjointly been crucial to advancing environmental health agendas, as well as for air quality, in a very variety of nations round the world.

The journalism will play a robust role in shaping belief and setting agendas for clean air. News coverage will build associate degree understanding of the causes, consequences and potential solutions for pollution, and, through frequent and outstanding coverage, it will facilitate to determine sure problems as imperative public priorities. Conversely, once news coverage is inaccurate, it will carry on misunderstandings and misdirect the public's support for solutions. Hence, to make sure that the general public is befittingly hip to and given the required data to be effectively engaged and to demand evidence-based policies, it's vital to grasp the present state of stories media coverage and to interact with the journalism, as a crucial neutral, to advance evidence-based public policy.

Although India has been facing the air pollution problem for quite a while now. But in November 2019 a state of turmoil was caused In Delhi NCR, due to excessive burning of crackers. Some reports also speculate that the pollution in the air was majorly due to stubble

burning of paddy from the neighboring regions of Punjab and Haryana. And the effects of this air quality were so bad for the people traveling outside for their daily work and study, the burning sensations in eyes was one of them. Due to the massive rise in Pollution Index, India, especially Ghaziabad stands at 20th position in the World. This data had made me realize that it's a serious concern to worry about and hence the choice of this research project.

What is air pollution?

Pollution is that the contamination of the indoor or out of doors air by a spread of gasses and solids that modify its natural characteristics. Key health harmful pollutants embrace material ($PM_{2.5}$ and PM_{10}), monoxide (CO), ozone (O_3), black carbon (BC), dioxide and N oxides (NO_x).

Pollution is usually not visible to the oculus because the size of the pollutants area unit smaller than the human eye will sight. they'll come into sight in some things for instance within the variety of pitchy smoke from the open burning of crop residues or different waste, likewise as from burning wood, coal, gasoline and diesel fuels for change of state and heating, transport or power production. the very fact that you simply cannot see the pollution doesn't mean that it doesn't exist.

What are the most health harmful air pollutants?

United Nations agency has air quality pointers for air pollutants that area unit considered the foremost harmful to health. These embody gas, oxides of N, gas, and carbon monoxide gas, still as fine stuff. Fine stuff ($PM_{2.5}$) is that the key indicator utilized in creating health estimates of pollution impacts and is most ordinarily measured or monitored by governments around world to shield voters against the adverse impacts of air pollutants.

Parameters of air quality

Air pollution consists of a posh mixture of numerous substances in numerous physical and chemical states and these arise from numerous sources. several of them square measure believed to be gravely harmful to human health.

Eminent international establishments just like the World Health Organization (WHO) take into account an explicit set of pollution indicators to urge nearer to quantification and watching of pollution as quantification of all the air pollutants has not nevertheless been possible on a world scale. United Nations agency focuses on four health-related air pollutants, namely, stuff (PM), measured as particles with Associate in Nursing mechanics diameter lesser than 10μm (PM_{10}) and lesser than 2.5μm ($PM_{2.5}$), gas, Sulphur dioxide and gas. the main target on simply these four is for the sake of watching the final state of air quality and it doesn't mean that the opposite air pollutants don't impact health of humans which of the setting (WHO, 2006).

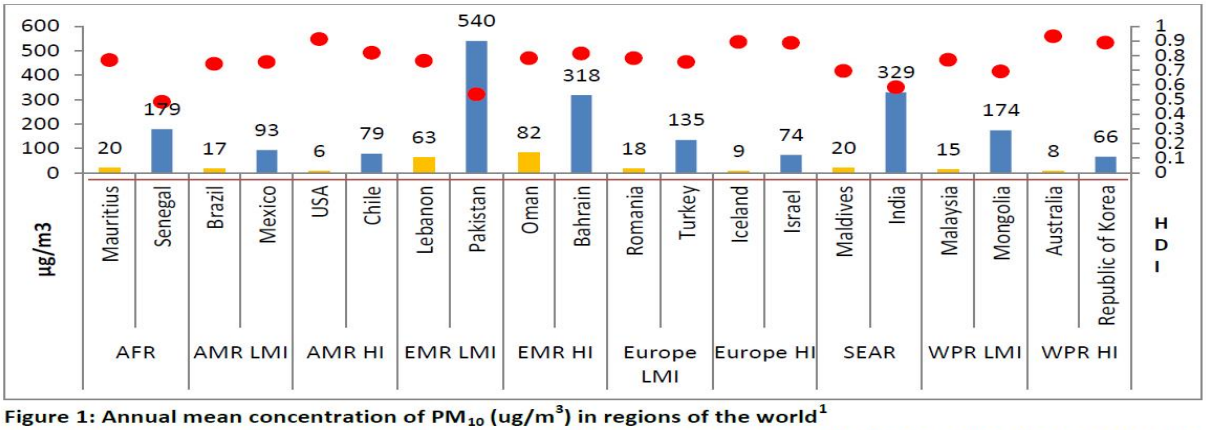


Figure 1: Annual mean concentration of PM_{10} (ug/m^3) in regions of the world[1]

Note: Yellow bar denotes lowest value for the region and blue bar denotes highest value for the region. These are based on data for a particular region and are not average values for a region. The orange line denotes the permissible limit of 20 µg/m^3 The red dots depict the HDI value

Source: Ambient Air Pollution Database, WHO (2014)

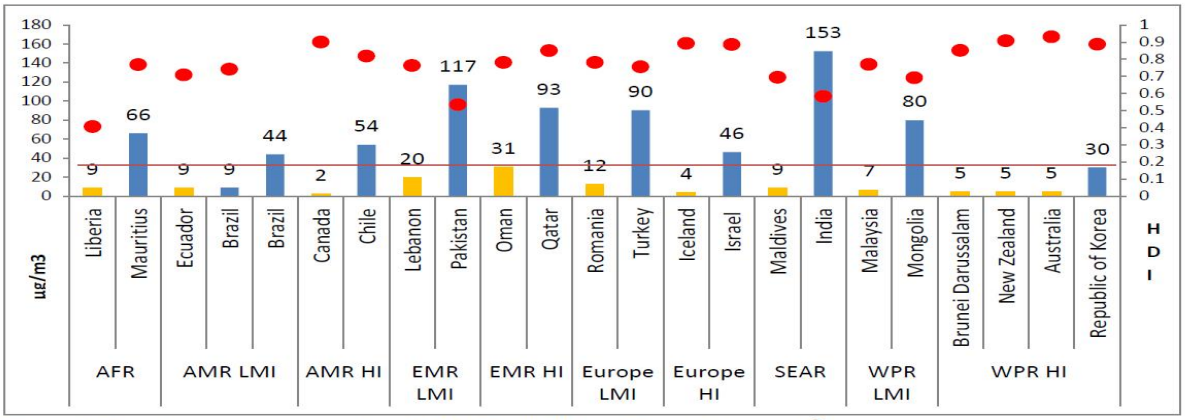


Figure 2: Annual mean concentration of $PM_{2.5}$ (ug/m3) in regions of the world[2]

Note: Yellow bar denotes lowest value for the region and blue bar denotes highest value for the region.These are based on data for a particular region and are not average values for a region. The orange line denotes the permissible limit of 30 µg/m3. The red dots depict the HDI value

Source: Ambient Air Pollution Database, WHO (2014)

About Gautam Buddha Nagar

The District Gautam Buddha Nagar was fashioned on 6/9/97 with impact from Govt. order no 1249/97/82/97 by carving out the parts of Ghaziabad and Bulandshahar.

District Gautam Buddha Nagar is set within the west of province. The district has space between the 2 main rivers of Bharat specifically Ganga and Yamuna. within the North of the district Ghaziabad and borders of city, within the south Aligarh, within the east Bulandshahar, within the west Border of Haryana State are situated. because of the Sandy and soil, the most crops of the district are wheat, rice and sugar cane. In some areas, millet is additionally planted. the whole geographical region of the district is 1442 sq. km.

The district is split into 3 TEHSILS named as Sadar, Daadri&Jewar. Tehsils are divided into Development Blocks. Dankaur is that the development block within the Sadar tehsil, Bisrakh&Daadriar the event blocks within the Daadri Tehsil, Jewar is that the development block within the Jewar tehsil.

Noida overtakes Ghaziabad as most polluted city in the country

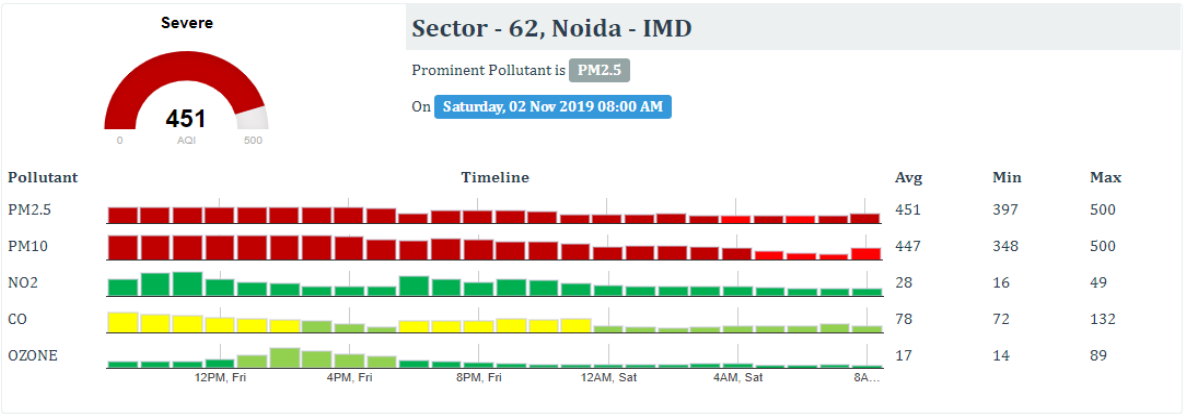
The Air Quality Index (AQI)in Noida was recorded at 451 and at 449 in Ghaziabad's Indirapuram area in the morning, reports news agency ANI. On Friday, Noida's AQI spiked

to 499 as recorded by the Central Pollution Control Board (CPCB) on a scale of 0 to 500, making it the most polluted city in the country.

According to CPCB, the average particulate matter $PM_{2.5}$ — the major pollutant — touched an all-time high, ranging from 468.26µg/m^3 to 523.49µg/m^3, which is seven to eight times higher than the national limit of 60µg/m^3. Greater Noida Friday recorded an AQI of 496, tying in with Ghaziabad as the second most polluted region in India, up from 473 on Thursday. The AQI of Noida, a day earlier was 452.

“ We are observing that the pollution levels in Ghaziabad have dropped since 3am Friday, while in Noida it started increasing. Now, given that offences like open burning and local emissions are almost the same across the region, and nothing major has happened locally to increase emissions over the past 24 hours, the most possible factor for the spike is a change in the wind pattern. Both Ghaziabad and Noida share borders with Delhi, from where the winds are coming. While the earlier wind direction, with minor variations, was mostly towards Ghaziabad, the latest pattern is towards Noida. We are still looking into these factors for a deeper understanding,” Utsav Sharma, environmental engineer and regional officer UPPCB, Ghaziabad, said on Friday.

“Yes, the crop stubble burning in Punjab and Haryana is very high, but there are also local emissions to blame. The wind speed is low, about two meters per second, and that is keeping the pollutants from dispersing,” Shambhavi Shukla, program manager, Centre for Science and Environment (CSE), said. While the weather and pollution experts believe that the pollution levels will remain within the ‘severe’ category, between 401 and 500 on the AQI scale.



Despite recording some improvement in the air quality over the past three years, Noida and Greater Noida continued to remain on the top 10 polluted cities of the world, according to a report released Tuesday.

According to the report by IQAir, a US and Swiss-based air quality solution company, which assessed the air quality parameters if total of 98 countries and over 600 cities, Ghaziabad was found to be the most polluted city in the world, while Noida and Greater Noida were placed fifth and ninth. The assessment is based on the annual average concentration of particulate

matter pollution ($PM_{2.5}$), particles in air with a diameter less than 2.5mm, which is one of the major pollutants produced by dust and smoke. "$PM_{2.5}$ is a major threat as it gets into the bloodstream. It has long-term and severe effects leading to cardiovascular ailments," Shambhavi Shukla, senior project associate, air quality, Centre for Science and Environment (CSE), said.

The IQAir assessment included data from government monitored stations and some private monitoring stations, Noida's average PM2.5 value were 97.7 microgrammes per cubic metres (Ug/m^3) in 2019, against 123 Ug/m^3 in 2018 and 134 Ug/m^3 in 2017.

Interestingly, while the PM2.5 average in Noida for 2019 is mentioned as 97.7 units, the same was 113.64 Ug/m^3, according to CPCB's four monitoring stations in Noida."In the context of South Asia, Indian cities again dominate the world's most polluted cities for $PM_{2.5}$ in 2019. Twenty-one of the top 30 most polluted cities are in India. Ghaziabad is the most polluted city in the world, followed by Noida, Gurugram and Greater Noida in the top 10 cities, with Delhi coming in at fifth place," the report said.

While officials said pollution controlling measures are being taken, the data from report and CPCB shows that the steps are not enough."There are several pollution controlling measures being taken in the city. For example, the rough unpaved patches of roads in all the dust-prone areas are being covered with grass. Anti-smog guns are being installed at major pollution hot spots and construction sites. Two had already been installed in the Gautam Buddha Nagar— one at Gaur City in Greater Noida and another at Samsung plant in Sector 81, Noida. A third will be installed at Sector 81 soon," Anil Kumar Singh, region officer, UPPCB, Noida, said.

According to some officials, the Uttar Pradesh Pollution Control Board (UPPCB) regional offices in Greater Noida and Noida are working at one-third of the required staff strength, thereby hampering their monitoring capacities."There is a staff crunch and this is not something new or unknown. How can we inspect an area as large as Gautam Buddha Nagar with the limited number of officials, who are also required to do field visits and do paperwork," a UPPCB official, on condition of anonymity, said.

Objective

- To Study the coverage of pollution news.
- To Study the awareness status by media in Gautam Buddha Nagar.

Methodology

A structured review of accessible literature on pollution and health in Asian country with special reference with district Gautam Buddha Nagar was conducted. This concerned checking out articles and reports on on-line databases like Airpocalypse similarly as resources from ministry websites. To supplement findings from the literature reviewed, a neutral consultation was undertaken, and a few secondary information analyses was conducted. A form survey was developed and disseminated among residents of the district.

These responses were known through purposive sampling and were contacted via email. Inputs from cluster discussions control at the consultation are factored into this report. The report was reviewed by internal and external reviewers before submission.

Air pollution is among the highest fifth risk factors for population health globally, shortening life on the average by twenty months round the globe. whereas progress is being created in reducing exposure and health burden in places like China, a lot of still remains to be done.

Conclusion

This study has known the assorted positive developments in media reportage on air pollution: the problem had progressively become salient inside the national media, with applicable communication of the severity of pollution in Republic of India and so the imperative wants for action. The media had additionally justifiably known the need for policy measures to counter the poor air quality determined in Republic of India.

However, there are several gaps in reportage determined, additionally as incomprehensible opportunities for any exciting public action. whereas the health harms of pollution were usually reportable, the various sicknesses ensuing from pollution weren't specifically mentioned, and so the populations that square measure significantly vulnerable weren't mentioned or warned. There was restricted understanding of the causes of pollution, and so the degree of reportage slanted towards vehicles and close sources, once alternative sources – significantly unit ones – square measure vital contributors in Republic of India that require action.

Likewise, discussion of policy choices attended specialize in higher watching of air quality and traffic restrictions to cut back emissions, that square measure an important half however not the complete or a balanced image. alternative suggested measures, like taxes on polluting sources, subsidies and improved infrastructure for access to scrub energy, were less usually mentioned inside the context of addressing pollution.

Future engagements with the media should request to redress several of the gaps known throughout this study. exaggerated specificity concerning the burden of exposure to pollution, as well as recommendation for the teams most vulnerable to the impacts of pollution, would serve an important instructional purpose. bigger elaboration inside the media, significantly by key influencers, on truth sources of and solutions to pollution will facilitate trigger policy action. Calls on the govt. to play a leadership role, through strengthening knowledge systems associated building an air-quality management system, that square measure evidence-based approaches found to be globally no-hit, would facilitate trigger public support and alter reinforced policy action.

Way Forward to Government initiative

It needs a system approach to grasp pollution levels frequently and take action. The first step within the direction has a sturdy observation of air quality across the country to grasp information in real time and victimization to hit methods that will defend public health and cut back pollution levels. The methods to cut back pollution ought to become associate action set up which is time certain and has targets and penalties.

Action Plans for Improvement of Air Quality

i. The Central Government has launched National Clean Air Programme (NCAP) below the Central Sector “Control of Pollution” theme as a semi-permanent, time-bound,

national level strategy to tackle the pollution drawback across the country in a very comprehensive manner with targets to realize twenty you must half-hour reduction in PM_{10} and $PM_{2.5}$ concentrations.

ii. The Central Government has notified a Comprehensive Action set up (CAP) in 2018 distinguishing timelines and implementing agencies for actions identified for bar, management and mitigation of pollution in Old Delhi and NCR.

iii. Hierarchic Response Action set up (GRAP) was notified on January twelve, 2017, for bar, management and abatement of pollution in Old Delhi and NCR. It identifies hierarchic measures and implementing agencies for response to four AQI classes, namely, Moderate to Poor, Very Poor, Severe and Severe + or Emergency.

(b) Several steps have been taken for creating awareness amongst the general population. These steps are as follows.

- SAMEER app has been launched whereby air quality data is offered to public beside provision for registering complaints against air polluting activities.
- Air quality data assortment and dissemination area unit done from a centralized location. It provides real time air quality standing to any or all stakeholders.
- A dedicated media corner, Twitter and Facebook accounts are created for access to air quality connected data and to supply a platform for lodging complaints by general population.
- Crowd sourcing of innovative ideas/ suggestions/proposals from public is completed through CPCB web site to strengthen efforts for up air quality in Delhi-NCR.
- The Ministry of surroundings, Forest and temperature change is implementing surroundings Education, Awareness and coaching theme with the target to push surroundings awareness among all sections of the society and to mobilize people's participation for conservation of environment. below the National inexperienced Corps (NGC) program of the Ministry, concerning one 100000 faculties are identified as Eco-clubs, wherein, nearly thirty 100000 student's area unit actively taking part in numerous surroundings protection and conservation activities, as well as the problems associated with the pollution.
- Ministry is promoting people's participation and awareness building among voters for environmental conservation that specialize in promotion of sport, saving water and electricity, growing trees, correct maintenance of vehicles, following of lane discipline and reducing congestion on roads by carpooling etc.
- For field feedback on air polluting activities in Old Delhi and major NCR cities, forty-six groups of Central Pollution instrument panel are deployed since Oct seven, 2019.
- The initiatives taken by the govt for the abatement and management of pollution in Old Delhi and NCR since 2016 have borne sensible results.

There's overall improvement in air quality of Old Delhi in 2019 (From January 2019 – 18 November, 2019) in turn since 2016. variety of 'Good' to 'Moderate' days exaggerated to a hundred 75 in 2019, as compared to 158 in 2018, and variety of 'Poor' to 'Severe' days reduced to 147, compared to 164 in 2018.

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