

CAP India

Clean Air Project in India

Media sensitization workshop
on
Air pollution, sources, and impacts
Pune and Nashik
9th March 2021 | 11:00 – 13:00 IST (120 mins)

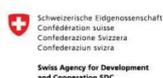
Organised by TERI and MPPCB

Air pollution has emerged out as one of the biggest challenges in India and across the world posing serious threats to human health, economy, and the overall ecological balance. According to WHO, air pollution is one of the primary causes of disease, stroke, chronic obstructive pulmonary disease and lung cancer, and increases the risks for acute respiratory infections while exacerbating asthma.

In order to combat this challenge, the government of India launched a flagship program named National Clean Air Program (NCAP) to address the issue of air pollution at both national and regional level. In the view of supporting India's effort in improving the air quality at the regional level, the Swiss Agency for Development and Cooperation (SDC) launched CAP India project that aims to assist India's efforts to improve people's health and well-being through better air quality, while contributing to environment and climate change mitigation. The activities of the project are expected to provide scientific evidences through new data generation, strengthen the existing air quality management plans, and generate awareness for effective control of pollution in 4 cities of India- Lucknow, Kanpur, Pune and Nashik.

Media is one of the most important stakeholder, which not only raise pertinent issue but plays an important role in spreading awareness in general public. In a city like Delhi, media has played a key role in shaping public perception and generating public awareness on the issue of air pollution. Further, it is also largely responsible for disseminating information as well as instigating public discourse on clean air action across different public platforms. Conclusively, sensitization of media is very important for their better understanding of the issues, solutions and impacts. Media once sensitized can play a very important role in seeing support from general public for air pollution control. In view of this, TERI plans a media sensitization workshop on 'Air pollution, sources, and impacts' to spread awareness on the issue and also to build capacities in media fraternity for effective

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and adequate reporting of air pollution issues and possible solutions for cities of Lucknow and Kanpur. This workshop also aims to sensitize the professionals from the media industry about the science of air pollution, sources, key solutions and health impacts of air pollution. The workshop would have brief presentations from a panel of renowned experts as per the following agenda.

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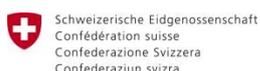


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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



The Energy and Resources Institute



Maharashtra Pollution Control Board
महाराष्ट्र प्रदूषण नियंत्रण मंडळ

Agenda

TIME	TOPIC	SPEAKER
11: 00 AM	Welcome address	Dr. Sumit Sharma (Director, TERI)
11:05 AM	Inaugural address	Dr. VM Motghare (Joint Director, MPPCB)
11:10 AM	CAP India project	Dr. Anand Shukla (Swiss Agency for development and Cooperation)
Technical Session		
11:15 -11:30AM	Air Pollution and its sources	Dr. Sumit Sharma (Director, TERI)
11.30-11:45 AM	Air Pollution in context of Pune and Nashik	Prof. Mukesh Sharma (IIT Kanpur)
11:45-12:00 AM	Health Impacts of Air pollution	Dr. Dinesh Sethi (Senior Consultant & Chief Radiologist, Department of Radiodiagnosis, Amarleela Hospital, New Delhi)
12:00-12:15PM	Vehicular emission and its control	Mr. Moqtik Bawase (ARAI, Pune)
12:15-12.30PM	Role of Media in Air Quality Data Interpretation & Reporting	Dr. KV Geroge (NEERI, Nagpur)
12:30-12:55PM	Q&A session	
12:55-13:00PM	Vote of Thanks	Dr. Sumit Sharma (Director, TERI)

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