

**INSIDE**



It's broccoli-cious, P4



History this week, P7

**AMITe poll**

Do you think there's an urgent need to address the issue of refugee protection in India and put in place appropriate legal and institutional measures for the same?

a) Yes b) No c) Can't say

To vote, log on to  
 www.theglobaltimes.in

**POLL RESULT**  
 for GT issue April 12, 2021

Do you think that the Suez Canal fiasco points to the fragility of global trade and the need to thus strengthen the supply chain?

|     |     |           |
|-----|-----|-----------|
| Yes | No  | Can't say |
| 30% | 28% | 42%       |

Results as on April 17, 2021

**Coming Next**  
 Prompt box

# ZERO THE HERO!

## Aiming For That Zilch To Reach The Zenith As Quickly As Possible

Riddhi Rastogi, XII D & Siddharth Kishore, XII A, AIS Gur 43

As around 20 million Americans took to the streets on the very first Earth Day celebrated in the world on April 22, 1970, nobody could have imagined it to hold the kind of significance that it does in the current day scenario. As another Earth Day strikes the calendar, countless ideas to save the planet are being exchanged. However, one that finds reiteration every now and then is a 'zero waste' planet. With scientists claiming that the planet is just one step away from irrevocable damage, a 'zero waste' world seems to be the need of the hour. But most of the time what stops us from doing so are the efforts, compromises, and sacrifices we will have to endure in the process. Well, what if we were to tell you that not only will zero waste save our planet but also humankind? Here's a glimpse of the changed world we can create!

### Zero waste = Protecting the planet

The main threat to waste management systems all over the world, including India, has always been the process of disposal of waste.

80% of the collected waste in India makes its way to the landfills only for it to go untreated, and ends up toxifying air, water and soil. But what if we were to treat the problem at its root, and simply cut down on waste? The simple act of reducing, reusing and recycling, can save a lot of energy. Sample this: it takes 20 times less energy to make an aluminum can from recycled materials than from raw resources. The conclusion is simple - aiming for zero waste will save both effort and resources, along

with minimising pollution. This becomes even more relevant in the case of harmful wastage like e-waste, which leads to the seeping of harmful substances such as lead, arsenic, etc., into the water table. Aiming for zero waste in the e-waste segment can be a big plus for India that is currently being able to collect a mere 8% of the total e-waste generated (2018).

The aquatic lives that suffer from at least 8 million metric tonnes of plastic being

dumped into oceans yearly will also see a drastic drop. Further more, zero waste also holds the potential to reduce greenhouse gas emissions by more than 400 million metric tonnes CO<sub>2</sub> per year. With proper planning for recycling and disposal of waste, perils of climate change can come to a stage where they are practically non-existent.

### Zero waste = Generating employment + Saving economy

To achieve the status of zero waste, the world will need to put in efforts and maintain them too, or we will be back to square one in no time. But this pain comes with a lot of gain in the form of numerous job opportunities that come with this maintenance. Social scientists envision that in the upcoming two decades, jobs like recycler and waste manager will be commonly-heard professions. This will be possible because a serious commitment to recycling will create around 70 times as many jobs instead of simply using landfills and incinerators, and even 30% incline will be seen because of remanufacturing where currently an estimated 15-20 million waste pickers earn a living from scavenging discards. As 58 countries recently announced net-zero emission targets, it is predicted that a strong set of climate actions across multiple sectors can generate as many as 24 million jobs in just 15 years, which will not only save our planet but also our economy.

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# Media independence

## Prof Biswajit Das On The Role Of Media In The Present Scenario



Biswajit Das, Professor, Jamia Millia Islamia

Divyanshi Chamoli, AIS Noida, X

With almost three decades of teaching and research experience in the field of theory and history of communication in India, Biswajit Das, Professor and Founding Director of Centre for Culture, Media and Governance, Jamia Millia Islamia, is a name known to many. He has been a visiting professor at York University and fellow at the Universities of Windsor, Canada and Hawaii, USA. Besides his teaching and research career, he has been involved with various civil society initiatives in the country in Media Advocacy programme and Development communication projects. As a key note speaker at ICEMP 2020 held at AUUP, he indulged in an exclusive conversation with GT. Here are some excerpts of the same.

**What was your inspiration for choosing media studies as your field of studies?**

When I was a student, working on black poetry or for defence was in



In conversation with GT reporter

vogue. I was enamoured by these fields until somebody introduced me to communication studies which was yet to be an area of inquiry or discipline in India then. I never thought that media could be a field of study. Moreover, I was from a social studies background so, media was nowhere in the scene for me, initially. But somehow, our paths collided and here I am!

**What according to you is the role of media in nation building, shaping the public opinion and the building of the government in a country?**

When media came up in the early 50s and 60s, the time and state were dif-

ferent. It must have served a larger purpose then. In the present scenario, it plays a different role where it does impact lives as it has a larger political understanding of the structures, but it only shapes public opinion; it leads one to something but it does not really define one or build something. One should not drag it in these antiquated notions of a nation state. Media is independent and has a different role altogether.

**What are your thoughts on media and communication studies in the country?**

To be honest, it's appalling. I feel media is yet to emerge as a discipline

in India. It still remains as a kind of demand-supply model. There's still a long way for it to establish its complete stronghold. But once it does, there's no looking back. And I am surely looking forward to it.

**What, according to you, is substantially new in the media milieu as we see it today?**

I don't reckon there's anything new as such but there have been a lot many technological advancements off late. Humans are ever evolving and so is technology. Even though one cannot term technology as the fundamental basis of any field in particular but it definitely shakes the field of study or enquiry for better, as is the case with media and journalism.

**What is your message for Amitians?**

To all the young students, I would like to say that I'm actually quite delighted to see such a large scale conference event in India. It is a great opportunity for all of us present here, especially you all and the ones wanting to establish a career in the field of media and journalism. So, make the best out of it!