



World Earth Day 2025

April 25, 2025 | 11:00 AM – 01:00 PM

ADRI Premises, Patna

Significance of Media Coverage in Current Climate Challenges and Mitigation

Bihar, a state highly vulnerable to climate-induced challenges such as floods, droughts, and shifting agricultural patterns, requires strong media engagement to effectively address and mitigate these threats. The role of media in this context is crucial and it serves as a bridge between scientific findings, governmental policies, and public awareness. Through timely reporting, investigative journalism, and localized storytelling, the media can highlight the real-time effects of climate change on communities, especially those in rural and flood-prone areas. By showcasing data, expert opinions, and lived experiences, media platforms can foster greater public understanding and a sense of urgency that is necessary to drive community-level and policy-level action.

On World Earth Day 2025, it is essential to strengthen the role of local and regional media in the climate space, encouraging accurate, solution-focused journalism that not only educates but also empowers action. A proactive media landscape can inspire behavioural change, influence policymaking, and support the collective effort toward building a more climate-resilient Bihar.

On this occasion, Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) Centre and Jan Shikshan Sansthan (JSS) at Asian Development Research Institute, Patna is organising a symposium on *“Role and importance of media coverage in current climate challenges and mitigation”* on 25th April 2025 to recognise the environmental challenges and mitigation actions for state.

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Agenda

<i>Introductory session</i>	
11:00 AM - 11:05 AM	Opening Address Dr. Ashmita Gupta, Member-Secretary, ADRI
11:05 AM - 11:10 AM	Welcome Song Shree Indrajeet Goswami, Programme Officer, ADRI
<i>Guest Felicitation</i>	
11:20 AM - 11:30 AM	Address of the Chief Guest Dr. Santosh Kumar Suman, Hon'ble Minister, Minor Water Resources Department, Govt. of Bihar
11:30 AM - 11:40 AM	Address of the Guest of Honour Smt. Harjot Kaur Bamhrah, I.A.S. Additional Chief Secretary, DoEFCC, Govt. of Bihar
<i>Special Remarks</i>	
11:40 AM - 11:50 AM	Dr. Abhinav Expert on Environmental Toxicology and Public Health Management Mahavir Cancer Sansthan and Research Centre, Patna
11:50 AM - 12:00 PM	Dr. Ashish Kumar Scientist D, IMD Patna
12:00 PM - 12:10 PM	Prof. Nupur Bose Prof & Former HoD, Dept of Geography; Researcher, Environment and Water Management, A.N.College
<i>Certificate Distribution by JSS</i>	
<i>Closing Remarks</i>	
12:30 PM - 12:40 PM	Vote of Thanks Dr. Mousumi Gupta, EIACP Coordinator, CSEC, ADRI
<i>Refreshments</i>	