

**Date** : 1 November, 2010  
**Session** : 1  
**Time** : 14:10 to 16.30 Hrs  
**Workshop** : 4  
**Title** : Reviewing, Rethinking, and Reorienting ICTs for ESD  
**Coordinators**: Ms. Shivani Jain and Mr. Anoop Mohan,  
**Moderator** : Ms. Fernanda Baumhardt  
**Rapporteurs** : Shefali Atrey and Shraddha Gangwani

#### **Welcome and Introduction**

**Speaker** : Ms. Shivani Jain, CEE India

**Format** : PowerPoint Presentation



Ms. Shivani Jain’s session focussed on familiarizing participants with the role of ICT in transforming the ways of thinking and lifestyle to be more sustainable and using Earth Charter principles as the tool to achieve the ultimate purpose of inspiring the change in values and attitudes, at all levels of society. Towards achieving the same, there is a need of tracing challenges ICT is facing in transforming the society and answering some of the answered question of “Has technology reached all?”

Though there is a wide spectrum of technologies like print media, radio, satellite communication to reach out to the masses, but still the penetration is extremely low--only 8% of Indians have access to the internet. The challenge of making technology

meaningfully available for use to the remaining 92 % of population remains. Ms. Jain highlighted the concern of the ICTY trivializing diversity and promoting unifying lifestyles across the world. ICT is being questioned about diminishing cultural and social plurality of life.

She stated that ICT has the potential of facilitating democracy through participation by informed citizens, and by bringing in transparency in governance and facilitating a socially equitable world.

Ms. Jain summed up by stating that ICT is a powerful medium to bridge social and economic gaps, yet strengthening more respect for diversity, differences and pluralism. ICTs can help develop critical thinking among the youth.

**Speaker: Fernanda Baumhardt, Communication and Media Task Force, Brazil**  
**Title : Introduction to the EC campaign**  
**Format : PowerPoint Presentation**

This presentation focused on the Earth Charter and the media campaign that ECI had undertaken in the last couple of years.

The session threw light on how ICT has been instrumental in promoting the Principles of Earth Charter. She also discussed the achievements of the Campaign. The Earth Charter campaign was launched on the Earth day, the objective of the campaign was to raise awareness through mass communication, about Earth Charter among people so that they apply the principles of EC in their daily life, to attain sustainability.

Furthermore, she said that even if we have the best satellite and reach, the question is that we need to transform, and change our behavior to acquire results, and she believes that Media has this power!

She said that EC has a decentralized strategy of working, thus there was a concerted effort made to create the campaign and getting it across through various media. The motto behind having the campaign was “Touch the hearts”. There was a proportionate use of Skype and e-mailers for internal communication. It was a 360 degree campaign that was communicated through press releases, electronic media, events, radio, social networking, digital media, Public relation activities, & print media.

The campaign was then shared with the Workshop participants. The campaign which was made in four different languages, reached out to masses through varied mediums, mobilizing 130 communication experts, with \$ 19.5 million media space being bought.

The campaign was aired on CNN international, discovery channel, cartoon networks, print media and other local channels.

She achieved dual objectives out of this session—1. Make workshop participants familiar with the Earth Charter; 2. Show the power of media in reaching out

**Speaker: Mr. S.R Joshi, Social and Communication Research Consultant, India**  
**Title : Application of ICT in a multi-cultural Society, 3:00 – 4:00 pm**  
**Format : PowerPoint Presentation**

The Keynote speaker was welcomed and introduced to the audience.

Mr. Joshi began by thanking the Centre and the Conference organizers for inviting him to give this address.

He informed that his presentation covers 3 key aspects: What are ICTs, What is a multicultural society, and What does sustainable development imply? He further stated that while he will raise some insights into each one of these and their correlation, but his idea to raise more food for thought and not necessarily provide solutions. He presented a very wide definition of ICTs as being any technology that communicates, although he said that the term ICT inherently bring in focus on the 'e' technologies.

Within the ICT section, it was highlighted that while ICTs communicate, they do not necessarily 'change behaviour'. In this regard he says that a question he often asks the younger generation is 'how many advertisement have made you rush to buy the products they were selling?' and that in most cases the answer is 'none'.

He discussed the challenges that ICT faces and specially focused on the digital divide! He said that a technology divide definitely exist, but the divide that has been created is not just a 'digital divide' but it can be easily called the 'analogue divide' as well.

He ended the ICTs part of his talk by bringing in two important parameters that help understand the 'ICT-Opportunity Index' (ICT-OI). These are:

1. Info-density: Which indicates the ICT infrastructure and skills available
2. Info-use: Uptake and use of ICTs

In the second part of his presentation, Mr. Joshi discussed the correlation between 'multicultural society and the ICT-OI. He began this by saying that 'all societies are multicultural societies, although the extent of it may differ.' India is no doubt a highly diverse society and this attribute, he thinks has facilitated very innovative R&D in ICT in the country. It has led to many kinds and types of innovations in ICTs—not just in the developing of technology but also in the use of it.

Thus, if researched and used judiciously, ICTs can be effective in multicultural society without universalizing the lifestyles or trivializing social diversity.

He further said that 'there are many factors which impact the effectiveness of a technology. The key ones include: user-friendliness of a technology; cost involved in making a technology available to masses; the kinds of application that these technologies can be put use to.

On the 'digital gap' he said that any kind of gap in the society would lead to unrest and crime. But the fear is that despite innovative research and experiments on ICT for development, at a macro and mass level ICTs have failed to bridge gaps—economic or social. But his strong belief is that ICTs have the potential to do this.

In the last part of his address, he discussed sustainable development, and if ICTs can enable sustainable development. He said that in his opinion SD should be equitable, participatory, inclusive and non-zero sum ('your development cannot be at my loss')

He strongly stated that 'market forces' alone can never bring development for all. For ICTs to be able to bridge the divides, state and policy level reforms and strategies are required.

He then used the famous Indian examples of 'SITE': the Satellite Instructional Television for Education programme, to make a point on how ICTs can be used for equitable development and opportunities. SITE (phase I) was initiated by Dr. Vikram Sarabhai in the Indian Space Research Organization in the year 1975.

He narrated several examples within this experience on how this experiment led to 'people's empowerment' in 5 most remote and least developed districts of the Country, and that too in an era when there was practically no e-technologies!

Based on the success of the experiment, phase II of SITE was carried out in a less developed district of the country, Jhabua (Madhya Pradesh) in 1996. He then went on to inform that in India several such unique and innovative experiments with ICT for Development have been made. One of the slides in his presentation listed a few. He said that while these experiments have excelled well as pilot projects, ideas like these are yet to be scaled up and implemented at mass scale level.

He concluded his address by stating that:

- Multicultural societies provide both challenges and opportunities, provided the society is not too 'hierarchical'
- ICTs can be used to encourage more 'local' and therefore more sustainable solutions
- The 3 R's have to be in terms of technology, policy, applications and sustainability

**The session ended with Interactive discussions and Q/As**

**Q) How can one measure the impact of media campaign for raising awareness?**

**A)** It depends on the change that one expects to measure. A market shift in consumption of a product due to media intervention can be measured through market statistics, but it is hard to measure behavioral and attitudinal changes in people as this is a time taking process. As measuring behavior change requires financial support, rise in people's awareness can be measured through various ways like outreaching through social media, increased number of hits on the webpage of the cause etc. Financial support for ensuring

the effect of awareness drive can be strengthened by inviting funds from MNCs as a part of their CSR activity.

**Q) “Are people aware about the condition of India? Media today is not putting across the current scenario in the country, but adopting to sensationalism?”**

**A)** “Your question is valid, you have a media, but it depends how you use it. The speaker clarified it with several examples