

## *The Hindu Media Resource Centre For Sustainable Development*

### Media Tour

#### 1998-2007

- Ten National and regional language journalists were taken on tour to **Pitchavaram** to attend the media workshop and interact with the communities on Joint Mangrove Management activities – 27<sup>th</sup> July 2004
- Five Journalists of Print and All India Radio were taken for the launch ‘Shaping the future of the fisherman’ at Sadras Kuppam village at **Kalpakkam** - 31<sup>st</sup> March 2005
- Twenty-five journalists from **Andhra Pradesh** were facilitated to visit the joint mangrove management programme carried out at the coastal areas. -June 2005
- Thirty-five journalists from Salem were organised to visit the activities carried out at **Kolli hills**. Stories on gene-seed-grain bank, micro enterprises developed by the SHGs, conservation and promotional activities of the minor millets were published in the national dailies. -November 2005
- Ten journalists from the national news paper were taken on tour to Kolli hills to interact with the community residing at Kolli hills. The feature stories were focused on drudgery reduction activities, conservation practices, micro enterprises and impact in their life. March 2006