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IMPACT OF MEDIA IN AWARENESS AND CONSERVATION OF PLANT DIVERSITY AND FORESTRY IN TELANGANA

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Abstract: *This research article will explain the active role played by the media in protecting the endangered life and plant wealth. The importance of the media has been given to bring about the emergence of human survival in danger. Chemical fertilizers and pesticides in agriculture have increased significantly. The benefit of pharmaceutical companies has made them more profitable and indiscriminate. Thus, we must lose our soil and the valuable living life on it. India is also a major producer of high insecticides. This is dissatisfied with such undesirable actions. And most species are endangered. There are approximately 45,000 plant species, about 77,000 animal species in the country. But it is all in the past. Today more than 10% of that vast biological wealth is in danger. Many of these species are in the endangered stage. Over the past few decades, over 50% of forests and over 70% of water resources have disappeared. We have made extensive grasslands with our lifestyle. We have made the seaside landed. These are just some of the wildlife hunts in the forests. This article will explain the conditions for deforestation. In the causes of corruption, power and the unequal distribution of wealth, population growth and population growth, and urbanization are important. Globalization is also often considered a source of deforestation. There are also cases where globalization effects (new policies on workers, capital, goods, and feelings) have promoted local forest development. In 2000 the United Nations Food and Agriculture Organization (FAO) identified "a local system of population role from decisive to low level" and that "deforestation will be caused by a combination of various factors, such as population pressure, stable economic, social and technological conditions." According to British ecologist Norman Myers, 5% deforestation is done by cultivation of crops meant for cattle feed, 19% by cutting*

trees for bulk wood, 22% for palm oil plantation and 54% deforestation processes. In such a situation there is a need to maintain biodiversity and biodiversity. The impact and role played by the media is crucial. Separate articles and specialty stories are published to bring awareness about the decline of plant wealth and bias, which are constantly reminding the media community. News channels are alerting governments through special discussions. The government is taking the initiative to change the Telangana Green State. The media is doing well to succeed. From time to time, the media and the public are waking up to the media, explaining the importance of endangered forests and rivers. People are also motivating of media.

Keywords: Conservation, Awareness, Deforestation, Biodiversity and Media.

Introduction

In addition to Dalit activists, the top priorities have been cut short before Dada Saheb Ambedkar 's. As the constituent of the constitution, the world's first intellectual, legendary, and humane fascism, However, Ambedkar did not recognize the importance of environmental conservation when he did not care for the naturalistic and social justice unity. In the days that did not talk about the environment, the environmental conservation seeds were found in the constitution of Article 21, 48A, 51 A (g), the philosopher Ambedkar. It is another great thing that we have included in the world's environmental environment.

Now environmental conservation and social justice have become important debates around the globe (Marc 2007). Political parties cannot maintain their environmental sustainability if governments and institutions cannot sustain the environmental conservation impulse of Ambedkar. Everyone talks about it. But, in practice, the terms are frozen. That is why the terms of social justice ecological conservation are diluted. But the production chains have an inseparable connection with nature and environment. In a word, the production of caste is the mother of the mother after the mother. Ambedkar believes that it is possible to improve the financial position by recognizing its value and making natural resources available equally to everyone. That is why 70 years ago, the ecumenical conservation seeds were incorporated into the constitution. But it is unfortunate that no environmentalist can recognize the valuable thing. The fact that any proprietary personality trainee is unmistakable is the fact that there is an ambiguity in the direction of the struggle for the broader population of the country. What are the real laws? If you want to protect the environment, it is a mistake; it is only a mechanism that does not do anything, just to correct the system or policy (Klaus, 2007). Development and environmental protection are two facets of a nation's coinage. No matter how badly it is. That is why we need to think of survival in terms of balance between the two. The World Health Organization estimates that we can avoid 13 million deaths in the world by following ecological balance.

Environmental damage can cost about 7 billion rupees spent in India every year for health purposes. Directly, indirectly, environmental pollution control laws have

been made up to nearly 200. The first was "The Shore Nuisance (Bombay and Colaba) Act 1853), the National Green Tribunal Act, 2010. There is no law before directly to environment protection before 1947. On the proposal of the Indian Penal Code (IPC), the government is trying to address the issues related to public health and public health through contamination of foodstuffs, water contamination, and criminal law legislation (CPC). Most ecological cases were based on IPC, CPC, and Court Judgments.

Prior to the United Nations Convention on June 5, 1972, the Industrial Act was passed by the Labor Act of 1948 (Brendan, 2009). But there was not much attention on pollution control. There are no specific laws about public health management in the field of sewage water. Prior to 1972, there were about 31 laws related to the different environment. The laws have been very much focused on development and do not take into consideration pollution control. At the United Nations meeting in 1972, the then prime minister, Indira Gandhi, strongly said that the need to control pollution without compromising on development. Consequently, Ambedkar embarked on the amendment of environmental laws as the foundation of seeds in the constitution. As part of the sixth Five Year Plan, a strong environmental conservation plan has been created. As a result, the Central Government of 1974 brought water (Pollution, Prevention and Control) Act. Environmental Pollution Control Councils were established in 1974 as part of the implementation of this Act. Supervision is limited. But they failed to control. Forest Act 1980 and Air (Pollution, Prevention and Control) Act came into force in 1981. Before 1986 the laws of gas and water were correctional and were not related to preventative measures. Most people have escaped environmental conservation laws by showing loopholes in the law. The Central Government has brought out a comprehensive law like the Environmental Protection Act 1986 to overcome these. From this Act any organization that threatens the environment cannot escape.

As of 1991, the Liability Insurance Act was implemented, as all laws of 1991 were virtually restrictive. This gave the investors a little comfort. Respecting the United Nations Conventions, the Central Government has been amended to develop 48-a, environmental, forest and social forests, and the conservation burden of wildlife, through the 42nd Amendment in 1976. The provision of the provision to enable these amendments to be made is truly evidence for the premier producer. These amendments can be described as a milestone in environmental conservation. Forests under the 17-A of the 7th Schedule (Central State Governments) are listed on the Assets list (originally in state level). Thus, the state also has the power to legislate the forest. The central government established the Forest and Environment Ministry (MOEF) in 1980 for a similar approach to these changes. Under the guidance of the MoU, the Parliamentary Control brought the Pollution Control Board. Similarly, the Government revised the Forest Protection Act (1980), in 1988. The government has taken into consideration the national forest policy with the needs of forestry and forest dwellers. In the 1972 Wildlife Conservation Act, the 42nd Amendment has modified forest safeguards along with wildlife.

The media, which is the fourth pillar in the democratic system, is occasionally reminiscent of such things. Media warnings on environmental conservation, consciousness and changes are constantly being made. In the media, special articles, news, and discussions will alert the governments and society. Those are expansion of the roads, the expansion of new projects, the mining of the mines and the destruction of forest areas for many development activities. The media warns the governments that the environment is causing damage to these situations. The media also publishes a variety of articles on forest and plant damage. The governments have responded to the media stories that are spreading illegally trees. Such incidents take on the responsibility of bringing the media to the fore.

Review Literature

James Harkness, 2009- This article describes how China's biodiversity will face any catastrophic conditions due to human encroachment. China, which identified the risk, has already begun to conserve conservation. As a result of a thousand years of human encroachment, China has been the site of biodiversity. Most mountainous terrain grew by standing continuously for plants and animals. This geography (combined with sub-tropical and tropical countries) also provided many refrigeration groups. As a result, China is one of the world's major centers of biological diversity (or biodiversity), representing ecosystems. A different number of species and genetic is diversity in the same species. In some respects, human habitation for thousands of years has improved this diversity. Raising soybeans, oranges, tea, and many other crops is the priority in China. This is one of the richest areas of the land selected by carefully selected farmers and farmers by farmers and Westerners. More than North America or Europe in those varies plants and animals of the Country.

Hognwen (2011) wrote a research paper on the importance of China's preservation of plants and plant wealth. China is the most dynamic country on plant diversity. It is the world's second largest with approximately 33,000 vascular species. However, it is estimated that the diversity of plants in China is expected to grow, and 4000-5000 species of plant species have reached the extinction lane. Making China one of the most prominent has on countries in the conservation of plant biodiversity. China has initiated Strategy for Conservation of Plant (SCP) in the wake of the current environmental crisis. China recognizes the importance of plant variation and attempts to maintain the diversity of its plants. More than 16% of China's land surface has more than 3000 natural resources established. These natural resources play significant roles in plant protection, over 85% of the terrestrial natural ecosystems, 40% natural wetlands, 20% of native forest and 65% natural communities of vascular plants. Meanwhile, the flora preserved in the Botanical Gardens is vast. In a recent survey, 10 largest botanical gardens have 43 502 taxis collections, of which 24 667 species are in the preservation of former Situation. These plants provide conservation support for

sustainable economic and social development in China. Bio Economy has become the fourth economy after agriculture, industrial, and information and information technology economies, agriculture, forestry, ecological protection, light industry, food supply and health care and other micro economies.

Okobo(2008) explains the importance of providing medicinal and scented plants in different African countries. The country's natural lifestyle is a constant part of the effort. The role and effort of medicinal plants for health, local economic, cultural integrity, and finally the well-being of the people, especially rural poor, has increased in the past decade. The majority of demands in the population are taking medicinal plants. The use of medicinal and aromatic plants such as fuel, building materials, food, fodder, and fiber has led to the reproduction of natural production-based industries and pharmaceutical products in African countries.

Tuli and Jafari (2009), focused on the traditional practices has been studied in the conservation of medicinal plants in the Western Ushbaara mountains. The nine traditional methods of preservation of wild plants, the belief in the sanctity of the trees; Beliefs in sacred forests; Cultural Forest respect; Plant protection in burial sites; Selective cultivation; Secret; Deadwood collection and fire savings for firewood use traditional stoves. By the Botanical Surveys of Sacred Forests, Cultural Forests, Farms/ Lodging Places, and Burial Areas, approximately 1,518 wild plants belong to 100 species. Most of these plants (85%) have medicinal value. 173 respondents, 82%, 81%, 74%, and 71% believe that the use and preservation of medicinal plants can be achieved through a mysterious, plant protection, plant sanctification and breeding. Approximately 89% of respondents retained pets (at least five plants everywhere), and 70% kept the sacred trees (at least one tree), most of them having medicinal value. Some defendants have learned about the positive role played by sacred forests and cultural forests (38% and 21% respectively) in preservation of medicinal plants. An important aspect of primary health care is recommended in this article as an important conservation strategy and encouraging traditional management practices for dual purpose.

Many such journals, magazines and newspapers were examined on this topic. Secondary data is also based on this article. Research articles and research papers related to forest conservation and biodiversity. But there are no prominent articles on media role in the conservation of plants and forests. These articles are based on secondary data.

Aims

Forests and plants are playing a vital role in all human, animal, and animal protection. The Telangana government is working on the objective of maintaining environmental sustainability and environmental sustainability under the National Forest Policy. This article was written to explain the importance of forest policy. At present, the goal of the media is to provide support for the government's efforts to increase the green cover of the 25.16 per cent forest cover in Telangana by 33%.

Significance

The state government has created a huge plan to increase the forest / green cover to the desired level of 33 per cent. For this, it has created a 9-year long-term plan. The government has already implemented three phases of greenery. Since the beginning of greening (Harithaharam), the government has launched a vibrant campaign in the media. Media also recognizes the importance of forestry and plant breeding. This article in its view is explained.

Objectives

- Identity social movement in forests and plants growing.
- Describe the Government's efforts to increase the forest expansion.
- Identify the irregularities in forest deficiencies.
- Consciousness of people in forest cover and identification of Government agencies.
- Define media efforts in social movement such as Harithaharam and Plant Diversity.

Methodology

Content analysis has been done to write this article. The data was collected based on secondary data. Various journals, papers, books, and research papers have been examined. Based on a summary of many articles, this article is written in content analysis.

Analysis

The difference between the creatures on earth is called 'biodiversity'. Today, the biodiversity of many millions of different species on our planet is about 3.5 billion years old (Roche, 1992). The world will be tempered by the environmental pollution with our lifestyle. This has resulted in biodiversity loss. Many species are endangered. Until now every house had sparrows. They are missing out. India is one of the 12 largest biodiversity areas in the world. There are approximately 45,000 plant species, about 77,000 animal species in the country. But it's all in the past. Today more than 10 percent of that vast biological wealth is in danger. Many of these species are in the endangered stage. Over the past few decades, over 50 percent of forests and over 70 percent of water resources have been displaced. We have made extensive grasslands with our lifestyle. We have made the seaside landed. These are just some of the wildlife hunts in the forests.

The size of forest lands in our country is very low compared to the world. The World Bank statistics show that 68 percent of the Japanese lands are forests (Akerle, 1993). In Brazil, 59 are in Indonesia, 50 in Indonesia, 49 in Russia, 44 in Myanmar, 38 in

Europe and 33.9% in the United States. Forests in the same geographical area are just 21 per cent. In Telangana, the total area of the state is 28,854 sq km (25.11%). In the state, the forest is reduced to 30 square meters per year. About 33 percent of the land should be covered with forests. According to the surveys after the division of the districts, forest areas are as per district wise. The government has introduced a scheme to increase this by 33 per cent. This scheme is being implemented for three years. This year, it has decided to take up more and more, because of lack of expected results. Some countries are of the highest priority for environmental conservation (Brockerho, 2001). Everyone needs to move on to increase the greenness in these conditions. The government has intended to bring a green chain to Telangana by the end of the 230-crore plant in 9 years. However, the planning of the planting program is limited to the paperwork as it is not functionally planned in the field. In the background of the third installment program, the Green Haram program will continue to be like the movement. The public representatives should be successful with their participation in the consciousness of the people.

At present, 3% of the world's land area is per capita. About half of the world's population lives in cities (Brendan, 2009). The pollution is growing in the towns due to the lack of seedlings to the population. The lack of gardens and the lack of seedlings will damage the environment. The media governments are constantly warning about this. Because of the example of Malmo City in Sweden shows the media. There are green fields and green pastures. Even in Oslo, Norway, homes, and buildings are constructed environmentally. The media is working to bring people to consciousness in environmental conservation (Young, J, 2005). 85% of children go to school on campus with media campaign. Food waste can be used as fuel for public transportation. There are 200 gardens in Vancouver, Canada. 90 percent of hydroelectric power is used (Hognwen, 2011). The garbage can work here with solar power. The worst of them is suppressed. Greenery is preferred.

With the long-term plan, the state government, this is considering all these developments, aimed at changing the Telangana state into green. Participating in the social forest movement has taken part in growing large scale plantations. They have taken steps to protect their rights based on the stories coming from the media in the forested areas of the occupied territories. Forest protection is taking place from forest smuggling, fire, aggression, hunting, hunting and so on. The government has identified the vacant spaces and the plants are planted. There are also agreements with public and private organizations to increase institutional trees. The agriculture affairs program has been distributed to the farmers for large scale farming. This is a government belief that it will provide financial security for them.

Forests are lost in the mafia's hand. By cutting them off, the expansion of the forest will decrease day by day. At the bottom of the screen, the mafia casts the media on the screen. The government, the police responded, and some of the mafia incidents are being cut off.

Conclusion

The Telangana government has allocated Rs 5,230 crore for long-term plans of the government. With this money, the target is to raise 100 crores of plants in forest areas. The Hyderabad Metro Development Authority also plans to plant 10 crore seedlings and 120 crore seed plants at 40 lakh plants across the state, including Assam. The government aims to make up to 120 crores of plants at the rate of 40 crores in three years. The nursery and plantation areas were identified and identified for the purpose. Most of the three steps already taken by the government are running successfully. However, the government has been responsible for protecting large-scale planting plants. Next year, it is already ready to plant more plants. Plants are nurseries ready for planting before the rainy season begins.

The media has also been accompanied by government objectives. Special articles come in the newspapers to raise awareness among the people mainly in planting seedlings. The media plays a role in attracting people with special photos. From time to time, the benefits of planting have been explored to the public and motivated them to participate in a social movement. The government also recognizes successful successive officers and provides special promotions. The government also announced the selection of special articles in the media. For the reporters who have written the best stories, the prizes of the best photographs are also rewarded. In the past, the role of the media in order to further increase public participation in environmental conservation is essential. Then the government initiatives of private companies are successful.

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