



## Role of Media in Natural Resource Management

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In today's world, the media is the most effective tool for shaping public opinion. The media is a source of information and education that has an impact on how individuals make decisions on a daily basis. At present situation like global warming, climate change, deforestation, bio-degradation viz issues which giving to all of us warning alert towards falling down of natural resources such as oil, forest, soil erosion, air pollution, water pollution etc. A significant amount of resources comes from non renewable resources which can't be reusable in the future and also takes millions of times to be formed those resources. So, there is an urgent need to introduce the people with benefits of management of natural resources by creating awareness. And this can be done only with the help of media.

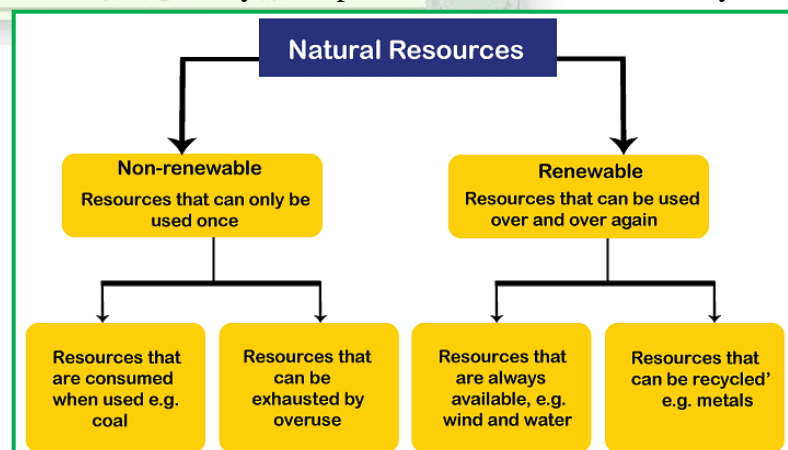
### Types of Natural Resource Management

Our resources are basically of two kinds viz., renewable and nonrenewable. A resource may be defined as any useful information, material or service. Broadly we can differentiate between natural resources i.e., goods and services supplied by the environment and human-made resources i.e., cities, buildings, institutions and other artifacts and human resources which include wisdom, experience, skill and enterprise.

Natural resources are of two kinds. Some of the resources of the earth are replaced from time to time by natural multiplication such as vegetation. In other words these resources are regenerated and are, therefore, called renewable resources. Forests, pastures, wild life and aquatic life are examples of renewable resources. Water is also a renewable resource because it gets recycled. There are some other resources such as minerals and fossil fuels which once used are lost forever. They cannot be regenerated. Mineral deposits were formed slowly in millions of years. Once a deposit is used it cannot be regenerated. For example, fossil fuels (petrol, coal) get burnt up and cannot be recovered. These are known as nonrenewable resources. Similarly, the formation of soil is a very slow process and formation of a layer of top soil can take thousands of years. Hence, it is also a non-renewable resource.

### Need for Management of Natural Resources

All the things we use and consume are obtained from natural resources only. Due to increase in population, industrialization and urbanization the demand for



natural resources is increasing and their availability is limited. So, there is a need for proper management of natural resources.

The proper management of natural resources consists of:

- Careful use of natural resources and avoiding wastage of natural resources.
- Long term planning for the use of natural resources so that it last not only for the present but also for future generation.
- The exploitation of natural resources should not be for the benefit of a few people but should be distributed equally for all.
- While extracting and using natural resources we should also plan for the safe disposal of wastes so that no damage is caused to the environment.

### **Role of Media in Natural Resource Management**

According to the United States Agency for International Development (USAID), “Natural Resource Management defined as strengthening natural resources throughout generations for long-term well-being of people and their ecosystem.” In other words, the effective usage of natural resources without damaging the natural environment or negotiating with the requirements of forthcoming generation.

Natural Resource Management is a discipline in the management of natural resources such as land, water, soil, plants, and animals—with a particular focus on how management affects quality of life for present and future generations. Hence, sustainable development is followed according to judicious use of resources to supply both the present generation and future generations (Wikipedia). There is need to manage our natural resources to improve the sustainability of the natural resources. Since, last few years, the concept and need of Natural Resource Management (NRM) has emerged out very strongly in terms of sustainability, gender perspective, and knowledge about Natural Resource Management (NRM) etc. Natural resource management deals with managing the way in which people and natural landscapes interact. Natural resource management is also congruent with the concept of sustainable development.

The main reason for the importance of the Natural resources is that they are limited in quantity and depletable in quality and quantity. There is a need to judiciously and optimally use the Natural Resources, lest they tend to be either over exploited or under exploited, resulting in irreparable loss to mankind.

Media plays the most informative role in our society. It is the main thing of mass communication. It has various forms, such as the internet, through which we can get updated news about the world in our grab just with a click of a finger. Media play a vital role in disseminating information in a particular topic to the target group. It gives quick information to the people. Generally, the role of media is mainly emphasized on the characters of the society, and this has incredible effect on the mankind. From past, it was widely accepted that media mobilized to support, formed the norms, initiated behavioral change and an impact on the policy for various social issues (Wilkins, 2003). An important role of media is to shape culture, politics, and social life at a larger level in the society. It has been established that the society is influenced by media’s activities and media is so authoritative and overwhelming, which delivers people’s philosophies and illustrations about their reality (Bhattacharyya & Jana, 2015).

### **Conclusion**

The conservation of Natural Resource Management and related issues are today’s major concerns; yet public knowledge of these issues has not been adequately addressed. The importance of mass and interpersonal communication in improving public understanding of natural resource management issues cannot be overstated. Through the help of print media,

broadcasting media as well as social media may communicate the people towards natural resource management issues and aware people to protect the resources.

### References

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