

**GOVERNMENT OF INDIA  
ENVIRONMENT, FORESTS AND CLIMATE CHANGE  
LOK SABHA**

UNSTARRED QUESTION NO:3741

ANSWERED ON:16.12.2014

INDIAN PRINT MEDIA

Raju Shri Gokaraju Ganga

**Will the Minister of ENVIRONMENT, FORESTS AND CLIMATE CHANGE be pleased to state:**

- (a) whether the Government is aware of the growth of the Indian Print Media in the recent years and its impact/likely impact on the environment and forest cover in the country;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) whether the Government has made any assessment with regard to the impact of the said industry on the environment and forests in terms of ecological imbalance, climate change and deforestation in the country; and
- (d) if so, the details and the outcome thereof?

**Answer**

MINISTER OF STATE (INDEPENDENT CHARGE) FOR ENVIRONMENT, FORESTS AND CLIMATE CHANGE (SHRI PRAKASH JAVADEKAR)

(a) to (d) Ministry of Environment, Forests and Climate Change did not made any assessment with regard to the impact of Print Media on the environment and forests in term of ecological imbalance, climate change and deforestation in the country. Print Media helps to create public awareness on issues relating to conservation and protection of forests & wildlife and maintenance of ecological balance. Print media also help to create awareness about the adverse impacts of climate change and deforestation. Growth of prints media however, results in commensurate increase in demand for paper and pulp. Central Government while according Environmental Clearance for setting up new pulp and paper industries or expansion of existing paper and pulp industries to meet increased demand of Print Media stipulates appropriate conditions to mitigate impacts of these industries on environment. Stringent standards for air and water pollution control have been notified for paper and pulp industries, which are required to be complied with by industrial units of pulp and paper sector industries.

In case raw materials for paper and pulp industries are met from forest areas, such raw materials can be harvested only in accordance with the provisions of the Working Plan or the Working Scheme duly approved by the Ministry of Environment, Forests and Climate Change so as to ensure sustainable management of such forest areas.