



Plenary Session

Role of narrative building in strengthening swaraj and sustainability

Objective: To explore how inclusive narrative building can strengthen Swaraj and sustainability by amplifying rural voices, promoting indigenous knowledge, and reshaping media practices for equitable and climate-resilient development.



Speaker
Nidhi Jamwal
Journalist

There is a diminishing space for rural India in mainstream media

Urban journalists often set rural narratives, leading to disconnect

Like, Santhal woman learning from YouTube, there is a big potential in rural aspiration

There is a need for capacity-building for rural journalists

Technology is a double-edged sword - how it's used is up to the individual

A ground-level storytelling by those affected is necessary



Speaker
Devanshi Vaid
Co-Founder, Director, India Development Review

Social media is powerful but needs careful and ethical use

There is a need for fact-checking, consequence mitigation, and media protection

The role of demystifying development and sustainability for broader understanding

Media must unlearn and relearn to stay relevant and responsible.



Speaker
Bharat Dogra
Author and Journalist

Call for preservation of tribal knowledge and promotion of Swaraj

We need to be mindful of GM crops and corporate control over agriculture

There is a need to learn from conservative ideas - Swaraj to mitigate climate change

Grassroots innovations like Mangal Turbine being ignored despite media coverage

Pointed out the crisis of small media houses and low publication rates for meaningful stories.



Moderator
Meenakshi Gupta
Co-Founder, Goonj

Inclusive and conscious narrative-building can address poverty, climate crises, and inequality while amplifying marginalized voices



Strengthening Rural Narratives



Narrative Building for Sustainability & Swaraj



Reforming Media Practices



Promote responsible use of social media



Advocate for ethical policy narratives