

Nation-wide Public Awareness Programme

September 2011
to August 2012



एनपीसीआईएल
NPCIL

NUCLEAR POWER
CORPORATION
OF INDIA LIMITED

(A Govt. of India Enterprise)

- An Appraisal





Preface

Nuclear power is globally accepted as a clean, low-carbon source of electricity in a safe, sustainable and cost-effective way. To communicate the undeniable merits of nuclear power to various sections of the society, Nuclear Power Corporation of India Limited (NPCIL) has been carrying out a gamut of public outreach activities over a period of time, conveying the facts on nuclear power in a simple and transparent manner. To widen the reach of these activities even further, NPCIL has scaled up its public outreach programme manifold in a structured manner through a multi-pronged approach. The gist of these activities is to address the generally prevalent apprehensions about nuclear power and to allay the same, that were aroused post-Fukushima.

As part of this initiative, several innovative public awareness programmes have been conceived and implemented for communities around the Indian nuclear power plant sites as well as at several other locations across the nation. There have been informative programmes conducted at the grass-root level, involving local populations; scientific meets-cum-workshops for press and media personnel have been conceptualized and organized at different locations across the country; there have also been scientific meets for medical professionals; special educational tours to nuclear power plants for students and teachers have been organized; representatives of local communities as well as decision makers have visited nuclear power plants, and informative messages has been shared through popular public media like print, television, radio and film, to name just a few of the initiatives.

Outlined in this brochure is a summary of these initiatives that will go a long way towards fostering a greater understanding of nuclear power on the part of the public and its more realistic appraisal by decision makers as a definitive option for today and tomorrow.



Nation-wide Outreach (Public Awareness) Programmes Undertaken by NPCIL



- An Appraisal
September 2011 - August 2012



Overview

The multi-faceted public outreach programme of NPCIL has been reengineered, adopting several refreshingly innovative means of communication in the spirit of openness and transparency.

NPCIL has evolved an action plan with clear set of objectives, actions and timelines. A review and monitoring mechanism has been established and monthly reports are being issued to Department of Atomic Energy (DAE), Govt. of India.

Direct participation by the top-level management, including Directors, amongst others, has been inspiration for all. For example, on several occasions, senior management officials have interacted with and addressed the village communities in the neighbourhood of plant sites, thus building stronger bonds, while inspiring confidence and trust. An apex committee at NPCIL Headquarters, headed by CMD, NPCIL, to closely follow the outreach policies and programmes has been constituted with dedicated working groups at the headquarters and each of the sites.

A dedicated team of over 400 personnel across NPCIL has been trained and deployed for partaking in the public outreach activities. In addition, NPCIL has partnered with 21 professional organizations such as Vigyan Prasar (DST) and Nehru Science Centre, Mumbai, among others, for supplementing its outreach programme and extending its reach even further.



Collaboration with **21**
professional organizations,
including **Vigyan Prasar**
(DST) and UFO Movies

Over **2,00,000**
copies of **Budhiya** series
Comics in seven
languages have been
distributed

Over **400**
resource personnel
have been trained
and deployed

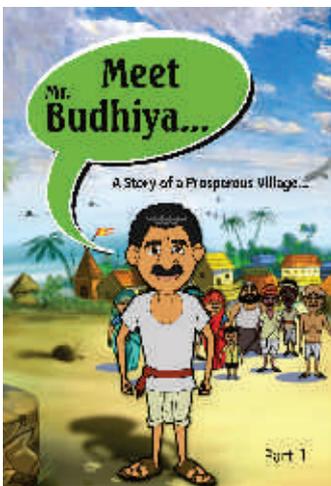
Communication Through:

TV commercials
Digital cinema
Radio Jingles
Single-sheet publications
Advertisements
in many languages

Methodology Adopted



An innovative mix of approaches has been adopted to maximize the impact of the public awareness campaigns. The use of TV commercials, advertisements, digital cinema, radio jingles, single-sheet print publications, comic books, etc. in vernacular languages, enhanced interaction with press and media, e-public awareness campaigns, rallies in support of nuclear power are a few, among many, modules that were adopted and gainfully utilized in various regions, across the country where nuclear power plants are located, particularly at KKNPP.





मछली जल की रानी है,
जीवन उठाका पानी है,
परमाणु कक्षा से कोई,
नहीं पहुँचती उसे हानि है

About **150** short and
animated films developed in **9** languages

Development of Public Awareness Materials and Dissemination

Short Films

30 short clippings/messages on various themes of 20 seconds to one-minute duration; documentary/short films of four-minute duration on the above themes were developed in English/Hindi/Tamil. These were aired in several states and regions, including in the areas around KKNPP, through cable TV networks.

Short films depicting biodiversity around nuclear power plants and environment-friendliness of nuclear power were screened and they continue to be screened in theatres in states such as Andhra Pradesh, Gujarat, Maharashtra, Madhya Pradesh and Haryana.

These short films were also shown on local television channels, particularly in Tamil Nadu.

Animated film versions of comic books in local language are being screened at public places, schools and villages.

Print Publications

Single-sheet pamphlets addressing the apprehensions of people on topics like nuclear safety, radiation, etc have been developed in simple vernacular languages.

Several lakhs of these sheets have been distributed to various sections of society around all nuclear power plant sites, including the surrounding areas of Kudankulam and in Tamil Nadu state. In addition a series of interesting comic books in native languages answering the queries of common people have been developed and distributed. Till date about 2,00,000 copies of these in seven languages have been distributed in the vicinity of existing and future nuclear plant sites.





A TV ad campaign
on nuclear power was launched on the
National Geographic Channel

Two advertorials
'Vikiran Se Darna Mana Hai'
and 'Narora Ganga Kinaare Wala'
appeared in **150** editions of
leading newspapers

TV Campaign

A month-long [TV ad campaign](#) on nuclear power was launched on the National Geographic Channel (NGC).

Publications

[Books by independent authors](#) on subjects related to nuclear power and public concerns have been published, while [articles](#) have been published in popular newspapers and magazines. These have been distributed amongst members of public, students, teachers, doctors and others.

Advertorials

A series of [advertorials](#) in national and local papers was released addressing the prominent concerns like radiation. In addition, an advertorial '[Vikiran Se Darna Mana Hai...](#)' and '[Narora Ganga Kinaare Wala...](#)' was published on behalf of NPCIL by Vigyan Prasar in [150 editions](#) of leading newspapers of north India. These advertorials also appeared in newspapers of Hissar region, where a public hearing was held recently.

Radio Jingles

[Radio jingles](#) were played on prominent radio channels in regions in the vicinity of nuclear power plants, including KKNPP.

Press Meets

During the last few months, over [60](#) press meets were organized at various locations in the country.





Over **1000** people's
representatives have been
briefed so far

Several hundred villagers
have been taken on nuclear power
plant tours

Briefing of Policy Makers

Over 1000 people's representatives, including members of Parliamentary committees, M.Ps, MLAs, Sarpanches of villages and opinion makers were briefed about nuclear power and related aspects. Decision makers like state officials were also briefed.

Awareness amongst village sarpanches, villagers and influential persons around NPPs: A series of awareness programmes was conducted for this section of people around each site within a radius of 10 km. Hundreds of villagers from Chutka, Tarapur and Jaitapur were taken on nuclear power plant tours in the recent months.

Public awareness campaign at Haryana Gorakhpur site was successfully organized for 5 days prior to the public hearing for environmental clearance recently in July 2012. 23 villages were covered briefing several thousands of villagers.

Over 125 public awareness programmes have been organised around Jaitapur Nuclear Power Plant (JNPP) during the last couple of years to allay the apprehensions about nuclear energy. Recently an **Information Centre** has been inaugurated at JNPP to make people aware about various aspects of nuclear energy.





Scientific meets for the press and media persons have been organized at **14** locations across the country

These meets covered over **500** journalists from across the different parts of the country at the various locations

Scientific meets on radiation and cancer were organized for doctors
Around **150** doctors participated

About **300** news clippings and about **60 TV** channels covered the events extensively

Scientific Meets on Radiation and Cancer

For Press and Media

To allay the generally prevalent apprehensions of the people related to radiation and cancer, scientific meets for the press and media persons were organized at 14 locations across the country, viz., at Mumbai and Tarapur (Maharashtra), Delhi, Narora (Uttar Pradesh), Chennai (Tamil Nadu), Kaiga (Karnataka), Kota (Rajasthan), Surat and Ahmedabad (Gujarat), Thiruvananthapuram (Kerala), Tirunelveli (Tamil Nadu), Fatehabad (Haryana). These were held with the active participation of specialists (Doctors) from cancer treatment-cum-research wing of the Tata Memorial Centre, Mumbai. In all, these meets covered over 500 journalists from different parts of the country at the various locations.



For Doctors

Scientific Meets for Doctors: For BARC Hospital and JJ Hospital doctors, scientific meets on radiation and cancer were organized. Around 150 doctors participated in these meets.



Media Coverage

About 300 news clippings and about 60 TV channels covered these events extensively. The experts asserted that there is no linkage between radiation from the operation of a nuclear power plant (which is extremely small and far below prescribed limits) and cancer, and also that the cancer occurrence rate, birthrate and congenital anomalies among NPCIL employees who are closest to radiation are comparable to the normal prevalence in the rest of the country.



“Hall of Nuclear Power”

has been established at Nehru Science Centre (NSC), Mumbai. About **3,00,000** people have visited so far

Tie-ups with KVS. **15,000** students visited Hall of Nuclear Power

Covered over **270** schools/colleges, with over **1,50,000** students and faculties for strategic lectures programme

Awareness in Schools and Colleges

A permanent exhibition named “Hall of Nuclear Power” has been established at Nehru Science Centre (NSC), Mumbai. About 3,00,000 people, mainly students and teachers, have visited it.

Tie-ups have been entered into with Kendriya Vidyalaya Sangathan (KVS) for the visit of about 15,000 school students to Hall of Nuclear Power at Nehru Science Centre, Mumbai. So far, 2500 students and teachers from Maharashtra region have visited the Hall of Nuclear Power, Mumbai.

A series of lectures highlighting the safety and inevitability of nuclear power have been held at over 270 schools/colleges, covering over 1,50,000 students and faculties.

NPCIL and its associated agencies have organized about 3000 students’ visits to nuclear power stations.

Awareness programmes by professional organizations

NPCIL, in partnership with professional organizations, took several initiatives to reach out to more than 1,00,000 people, including schoolchildren/college students, educationalists, environmentalists and media persons. There was a wide coverage of these events in the press and media in the north zone, especially UP and also Rajasthan. A few of the programmes organized by this organization were:

Various programmes on nuclear energy: Various public awareness programmes including slogan-writing, essay, quiz and debate competitions were launched in Indore, Raipur, Lucknow, Nagpur, Bhopal, Jabalpur and Bilaspur in support of nuclear power. Thousands of schoolchildren participated and the event received good media coverage.

Many schools in several cities organized **flag marches and rallies** in support of nuclear power, with the participation of thousands of schoolchildren.



Over **10,00,000**
people visited the exhibitions

Approximately **1,90,000** people
have visited the NFF website
www.nuclearfriendsfoundation.com



More than **42,00,000** emails and
3,50,000 SMS have been sent
related to various aspects of
nuclear power

Exhibitions and Web-based Public Awareness

Twenty exhibitions showcasing various aspects of nuclear power, including safety, radiation, merits of nuclear power and its associated aspects have been organized. Over **10,00,000** people have visited these exhibitions.

Information on NPCIL web (www.npcil.nic.in) has been scaled up manifold and the web site is updated continually. A web portal inviting queries and responding to requests for visits to nuclear power stations has been launched. **One hundred** requests for site/plant visits have been responded to. All queries received online are being promptly replied to.

Nuclear Friends Foundation Website

Nuclear Friends Foundation (www.nuclearfriendsfoundation.com) is a non-profit web site to which NPCIL provides intellectual and academic support. Approximately **1,90,000** people have visited the NFF website and more than **42,00,000** emails and **3,50,000** SMS have been sent carrying messages related to various aspects of nuclear power.

The NFF site has seen a large number of hits as well as considerable debate and discussion on nuclear power. A second live discussion on Twitter was organized by NFF in March 2012. The topic this time was 'The Future of Electricity.'





Conceptualized, Designed & Published by:
Directorate of Corporate Planning and Corporate Communications
NUCLEAR POWER CORPORATION OF INDIA LIMITED
(A Government of India Enterprise)
Email : cpcc@npcil.co.in | Website : www.npcil.nic.in