



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

Sohna Road, Sohna

Gurugram

**“A Report – Stubble Burning”**

(Field Project Report)

School of Journalism & Mass Communication

Programme Name- BA (JMC) & MA (JMC)

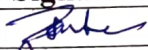
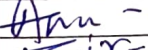
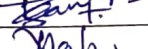
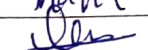

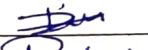
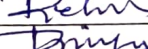
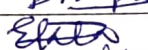
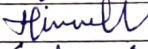
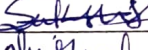
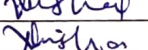
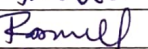
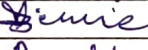
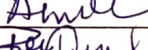
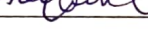



Project Guide:

Dr. Sarina Mehra, Mr. Pankaj Sharma

Academic Year – 2022-23

## DECLARATION

We undersigned hereby declare that this field project report represents work carried out by us. We also declare that we have adhered to all the principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/ data / fact /source in our submission. We understand that any violation of the above will lead to disciplinary action by the Institute. The findings in this report are based on the sampling / survey /data collection / recording during the field survey held on 06.12.2022 at Lakhuwas Village, Gurgaon under the guidance of Dr. Sarina Mehra, Mr. Pankaj Sharma, Assistant professors, School of Journalism and mass Communication, KRMU.

Sr. No	Name of the students	Roll No.	Signature
01	Palak Madaan	2109200006	
02	Anureet	2109200017	
03	Samika Rathore	2109200008	
04	Mahima	2209670008	
05	lakshi Choubey	2009200012	
06	Neha shah	2009200002	
07	Diya	2009200025	
08	Rebecca	2209200012	
09	Priyanshu	2209670005	
10	Ektta	2009200033	
11	Himalaya	2009200031	
12	lakshi shukla	2209200005	
13	Vishal	21092000	
14	Mishant Kalra	2109200004	
15	Powel	2009200011	
16	Derric	2009200006	
17	Abhijeet	2009200009	
18	Reetom	2209670001	

Programme Name – BA (JMC) & MA (JMC)

Date - STMC, KRMU, Gurgaon .

Place 22-11-22

## CERTIFICATE

This is to certify that

Sr. No.	Student's Name	Roll Number	Place of Work	Duration of Field Project
01	Palak	2109200006	Lakhuwas	4 weeks
02	Anuseet	2109200017	Lakhuwas	4 weeks
03	Samika	2109200008	Lakhuwas	4 weeks
04	Mahima	2209670008	Lakhuwas	4 weeks
05	Lakshi	2209200005	Lakhuwas	4 weeks
06	Neha	2009200002	Lakhuwas	4 weeks
07	Diya	2009200025	Lakhuwas	4 weeks
08	Rebecca	2209200012	Lakhuwas	4 weeks
09	Neha Ekta	2009200033	Lakhuwas	4 weeks
10	Priyanshub	2209670005	Lakhuwas	4 weeks
11	Himalaya	2009200031	Lakhuwas	4 weeks
12	Lakshi	2209200005	Lakhuwas	4 weeks
13	Nishant	2109200004	Lakhuwas	4 weeks
14	At Vishal	2109200019	Lakhuwas	4 weeks
15	Pooel	2009200011	Lakhuwas	4 weeks
16	Derric	2009200006	Lakhuwas	4 weeks
17	Abhisheet	2009200009	Lakhuwas	4 weeks
18	Reetom	2209670001	Lakhuwas	4 weeks

enrolled in BA (JMC) & MA (JMC) have satisfactorily completed the project title "Stubble Burning" under the guidance of Dr. Sarina Mehra, Mr. Pankaj Sharma, Assistant Professors of the subject "Media Writing, Reporting & Editing, PR, Report and Communication Skills", of School of Journalism and mass Communication, KRMU.

This project work represents their original work and the references given in the present report are authentic.

Guide Name Dr. Sarina Mehra, Mr. Pankaj Sharma

Department SJMC

School Name SJMC

Dean Name Prof. (Dr.) Meeraj Khattar

School Name SJMC

Note: This certificate is to be issued for the field projects executed by UG / PG students under guidance of faculty members.

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Note: Conclusion section must include the benefits to society through this project quantitatively. Inclusion of Geotagged photographs is mandatory requirement.

## **I. Introduction**

Stubble burning is the practice of setting fire to crop residues, such as straw, after the harvest season. It is a common practice in many parts of India, particularly in the northern states of Punjab and Haryana, where wheat and rice are major crops.

The main reason for stubble burning is to clear the fields quickly and efficiently for the next crop season. It is also seen as a way to reduce the amount of labor and cost involved in manually removing the stubble. However, this practice has a number of negative consequences, both for the environment and for human health.

One of the main consequences of stubble burning is air pollution. The burning of crop residues releases a range of pollutants into the air, including particulate matter, carbon monoxide, and volatile organic compounds. These pollutants can have serious health impacts, particularly for people with respiratory conditions. Stubble burning also contributes to greenhouse gas emissions, contributing to climate change.

There is increasing awareness of the negative consequences of stubble burning in India, and efforts are being made to reduce the practice. The government has implemented measures such as providing financial incentives to farmers to adopt alternative methods of stubble management, such as mechanical stubble removal or converting the stubble into compost. There are also efforts to raise awareness among farmers about the negative impacts of stubble burning and to educate them about alternative practices.

However, the challenge of reducing stubble burning remains, as many farmers are resistant to change and see it as the most convenient and cost-effective way to clear their fields. Addressing this issue will require a combination of education, incentives, and enforcement measures to encourage farmers to adopt more sustainable practices. The main objectives of India International

## **Review of Literature**

Stubble burning, the practice of setting fire to crop residues after the harvest season, is a common practice in India, particularly in the northern states of Punjab and Haryana. The practice has significant negative consequences for the environment and human health, including air pollution and greenhouse gas emissions. There have been several studies conducted on the topic of stubble burning in India, which have examined the causes, impacts, and potential solutions to this issue.

One study by Singh et al. (2013) analyzed the factors that influence farmers' decisions to burn stubble. The study found that economic considerations, such as the cost of labor and the availability of alternative methods of stubble management, were among the most important factors influencing the decision to burn. The study also found that education and awareness

about the negative consequences of stubble burning were important factors in reducing the practice.

Another study by Gupta and Singh (2015) examined the impacts of stubble burning on air quality in Punjab and Haryana. The study found that stubble burning was a major contributor to air pollution in the region, with levels of particulate matter and other pollutants significantly higher during the burning season. The study also found that the negative impacts of stubble burning were more severe in urban areas, where the pollutants had a greater impact on human health.

A more recent study by Pandey et al. (2019) looked at the potential of using satellite data to monitor and control stubble burning in India. The study found that satellite data could be an effective tool for identifying and mapping areas where stubble burning was occurring, and could be used to support efforts to reduce the practice.

Overall, the literature suggests that stubble burning is a significant problem in India, with significant negative consequences for the environment and human health. Efforts to reduce the practice will require a combination of economic incentives, education, and enforcement measures to encourage farmers to adopt more sustainable practices.

#### **Objectives of Project:**

- To study the effectiveness of communication in promoting to stop stubble burning
- To find out the awareness level of the villagers regarding the consequences of stubble burning
- To find out the practices by the villagers in dealing with stubble

#### **Description Of Activities:**

School of Journalism and Mass Communication, K.R. Mangalam University conducted an awareness campaign about the harm caused by stubble burning in Lakhuwas village, Sohna on 6 December 2022. Under this campaign, farmers were informed about the damage caused to the environment by burning stubble in the fields and the side effects on human life. Students took out an awareness rally in the entire village using posters and banners. K.R. Mangalam University has adopted 5 villages for overall development under social responsibility. Programs related to social, cultural and developments are organized by the university in these villages.

Students also conducted a survey amongst the villagers.

All the Students spread the Awareness about Effects of it, How the crops are grown in easy and best way, from the research it was informed that the people of Lakhuwas village they only Grew wheat and corns and they sell their crops in Market. They Have less Knowledge about the Stubble burning.

#### **Observation:**

Observing stubble burning in a village can provide insight into the local farming practices and the challenges faced by farmers in managing crop residues. When observing stubble burning, some things to consider might include:

The timing and frequency of the stubble burning: Is it occurring during a specific season or at regular intervals?

The types of crops being grown: What types of crops are being harvested, and what type of residues are being burned?

The reasons for stubble burning: Why are the farmers choosing to burn the stubble instead of using other methods of residue management?

The impacts of stubble burning: How does the stubble burning affect the local air quality and environment, and what are the potential health impacts on the community?

The alternatives to stubble burning: Are there alternative methods of residue management being used in the village, and if so, how are they being implemented and what are the challenges and benefits?

By observing and asking questions about the stubble burning practices in a village, it is possible to gain a deeper understanding of the issues faced by farmers and the challenges of reducing this practice. This information can be used to inform efforts to promote more sustainable farming practices and reduce the negative impacts of stubble burning.

### **Background Information:**

Stubble burning is the practice of setting fire to crop residues, such as straw, after the harvest season. It is a common practice in many parts of India, particularly in the northern states of Punjab and Haryana, where wheat and rice are major crops.

The practice of stubble burning has a long history in India, dating back to the early days of agriculture in the region. It is believed to have originated as a way to quickly and efficiently clear fields for the next crop season, as well as to reduce the amount of labor and cost involved in manually removing the stubble.

Over time, the practice of stubble burning has become deeply ingrained in the farming culture of the region, and it is seen as a convenient and cost-effective way to clear fields. Despite efforts to reduce the practice, it remains widespread, with many farmers continuing to burn stubble as a matter of routine.

In recent years, there has been increasing awareness of the negative consequences of stubble burning, both for the environment and for human health. The burning of crop residues releases a range of pollutants into the air, including particulate matter, carbon monoxide, and volatile organic compounds, which can have serious health impacts, particularly for people with

respiratory conditions. Stubble burning also contributes to greenhouse gas emissions, contributing to climate change.

In response to these negative impacts, there have been efforts at both the national and local levels to reduce the practice of stubble burning in India. These efforts have included providing financial incentives to farmers to adopt alternative methods of stubble management, such as mechanical stubble removal or converting the stubble into compost, as well as raising awareness about the negative consequences of stubble burning and educating farmers about alternative practices. However, the challenge of reducing stubble burning remains, as many farmers are resistant to change and see it as the most convenient and cost-effective way to clear their fields.

### **Factual Data And Timelines:**

The project duration was of four weeks. We had collected all the information and we researched for 1 week to ask appropriate questions and to better understand the subject. Second week we prepared questionnaire for the survey. Third week we conducted the visit, reporting, interview, videos, photos, reports and compilation of data. Fourth week we did analysis and concluded the project and wrote report.

### **Demographic Information:**

Most of them were Above 40 Age and had informed that it causes Traffic Pollution And chemical Pesticides which are used During Farming had also Destroyed fertility of Soil. Due to stubble burning, Cancer and Asthma diseases have been seen. The people of the village had told that stubble got expensive and it came from Punjab and policeman stopped to go from there

### **Theoretical Framework:**

Effective communication in PR and Promotion

Stakeholders: Villagers, Common People and Government

The event was chosen to know about the awareness level, practices and consequences of stubble burning in India and to promote stopping of stubble burning.

### **Descriptions of Work:**

1. Background study of the topic
2. Framing of Objectives of the project
3. Drafting Interview schedule for survey
4. Field activity
5. Data compilation
6. Conclusion and analysis

**Week 1- 29.11.2022 – 05-12-2022**

Background research and study

**Week 2- 06.12.2022 -12.12.2022**

Conduct of the field activity and compilation of Data

**Week 3- 13.12.2022 - 19.12.2022**

Analysis of the field work and data

**Week 4- 20.12.2022 - 22.11.2022**

Going through the survey and interviews and interpretation

Project report writing

**Interview Question:**

1. How common is the practice of stubble burning in your region?
2. What are the main reasons that farmers burn stubble, and how does this practice fit into their overall farming practices?
3. What are the potential consequences of stubble burning for the environment and human health in your region?
4. Have you seen any efforts to reduce stubble burning in your region, and if so, what has been the impact?
5. How have farmers responded to efforts to reduce stubble burning, and what challenges have they faced in adopting alternative practices?
6. What do you see as the most effective strategies for reducing stubble burning in your region?
7. How do you think the problem of stubble burning can be addressed at the national level, and what role do you think the government should play in addressing this issue?
8. What role do you think education and awareness-raising play in reducing stubble burning, and how can these efforts be most effective?
9. Are there any successes or best practices that you have seen in reducing stubble burning in your region that could be replicated elsewhere?
10. What do you see as the long-term prospects for reducing stubble burning in India, and what will it take to achieve this goal?

## **II. Description of Activities**

On December 6, 2022, the K.R. Mangalam University School of Journalism and Mass Communication held a campaign to raise awareness of the dangers of stubble burning in the village of Lakhuwas, Sohna. Through this effort, farmers were made aware of the environmental harm and potential health risks associated with burning field waste. Students used posters and banners to spread awareness throughout the entire community and conducted a survey and informal interviews.

## **III. Interpretation and Analysis**

Interpretation and analysis is presented in the form of report.

## **IV. Conclusion and Recommendations**

As per the survey and analysis given, it reflects that the effectiveness to stop stubble burning needs to be further reinforced through better communication campaigns and stringent law.

This shows that the communication conducted for PR and Promotion needs improvement.

## **V. References**

Singh, H., Singh, A., & Singh, R. (2013). Factors influencing farmers' decision to burn stubble in Punjab and Haryana, India. *Environmental Science & Policy*, 28, 1-8.

Gupta, A., & Singh, R. (2015). Impact of stubble burning on air quality in Punjab and Haryana, India. *Atmospheric Environment*, 103, 213-221.

Pandey, S., Singh, R., & Gupta, A. (2019). Monitoring and control of stubble burning in India using satellite data. *Environmental Science & Policy*, 92, 111-119.

## **VI. Appendix**

### **Interview Schedule**

1. How common is the practice of stubble burning in your region?
2. What are the main reasons that farmers burn stubble, and how does this practice fit into their overall farming practices?

3. What are the potential consequences of stubble burning for the environment and human health in your region?
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5. How have farmers responded to efforts to reduce stubble burning, and what challenges have they faced in adopting alternative practices?
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9. Are there any successes or best practices that you have seen in reducing stubble burning in your region that could be replicated elsewhere?
10. What do you see as the long-term prospects for reducing stubble burning in India, and what will it take to achieve this goal?

Please add Pics (non-geo tagged for social media /geo tagged for NAAC)



Photo 1- Students of School of Journalism and Mass Communication with farmers.

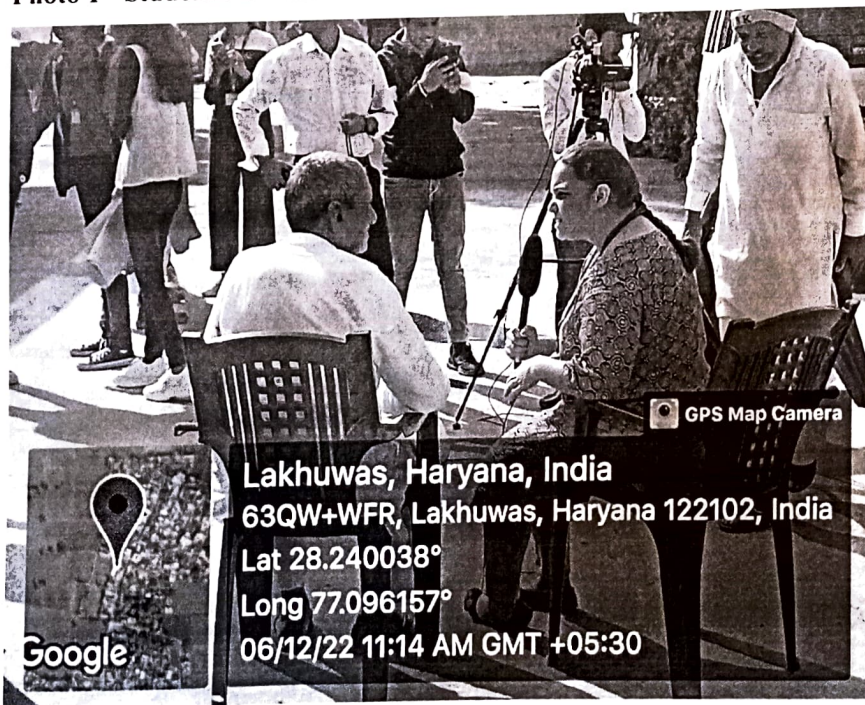


Photo 2- Students conducting interview of villagers



Photo 3- Focus group discussions with villagers.



Photo 4- Students conducting interview of villagers

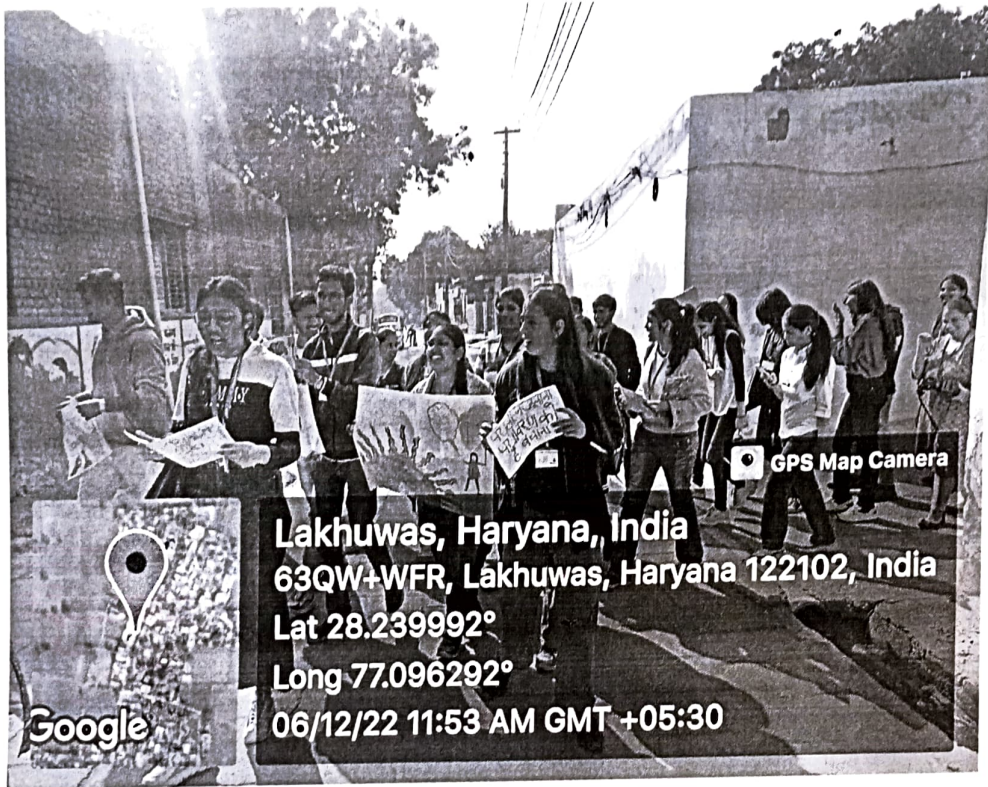


Photo- 5- Students doing awareness rally on stubble burning and environment protection.