



# GEONESIS

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NEW REGULATIONS TO BOOST  
MINERAL MINING AND REVENUE  
SHARING IN INDIA

PAGE 1



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# NEW REGULATIONS TO BOOST MINERAL MINING AND REVENUE SHARING IN INDIA

**M**iners may receive revenue shares and exploration rights for deep-seated minerals under the amended Mines and Minerals Act, aiming to enhance mineral exploration and domestic production

In a recent development, miners who discover critical and deep-seated minerals in India could soon be entitled to revenue shares from the mining blocks over the span of a 50-year lease period, according to a report by Mint.

This strategic move also includes the possibility of granting miners the authority to extract mineral blocks from surveyed areas that will later be auctioned for mining leases. Such provisions aim to ensure a consistent income stream for the mining entities across multiple mines harbouring diverse mineral deposits.

These significant changes are part of the forthcoming regulations for Exploration Licences (EL), which will be introduced following the approval of amendments to the Mines and Minerals (Development and Regulation) Act during the recent monsoon session of the Parliament.

The envisaged revenue-sharing strategy aims to attract junior mining companies into mineral exploration. This strategic move is anticipated to fos-

ter the discovery and extraction of 29 critical and deep-seated minerals, including in-demand resources like lithium, copper, gold, silver, diamond, molybdenum, and cadmium, many of which are currently imported.

The finalisation of new EL rules is slated for the upcoming weeks. The issuance of the initial set of licenses is projected to take place before the end of the year.

The bid criteria for EL will hinge on the percentage revenue share that the license holder will receive from the auction premium paid by the lessee to the state government during a successful mining lease auction for the entire 50-year lease duration.

These licenses are valid for five years, extendable by an additional year. According to the conditions, the licensee must release 75 per cent of the area within three years, retaining only 25 per cent. After completing the exploration, the state government will initiate an auction for the mining lease area within a year of receiving the Geological Report from the Exploration License holder. If the state government fails to conduct the lease auction within the stipulated period, the central government reserves the right to undertake the auction.

Source: Busniess Standards



# CRITICAL MINERALS IN INDIA AND MINES AND MINERALS (DEVELOPMENT & REGULATION) AMENDMENT BILL, 2023 : EXPLAINED, POINTWISE

## Introduction

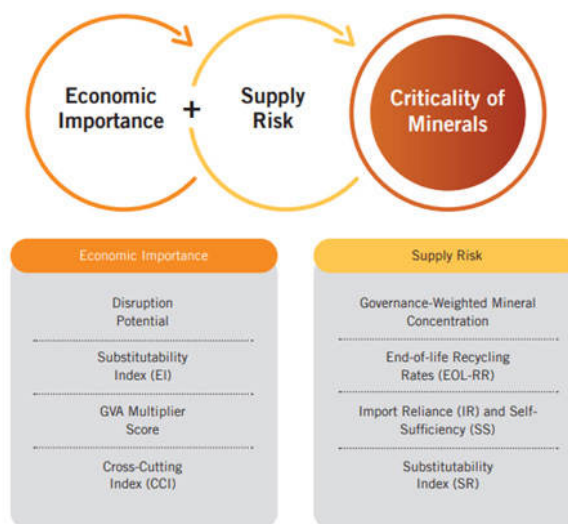
Critical minerals, in India and around the world, form the bedrock of contemporary technology. They are integral to the creation of products like solar panels, semiconductors, wind turbines, and advanced batteries used for storage and transportation. In essence, the shift towards renewable energy is impossible without these critical minerals. This is why securing their supply chain has become a top priority for leading economies.

Therefore, to create a sustainable supply chain of critical minerals, government has moved amendments to Mines and Minerals (Development and Regulation) Act, 1957, by Mines and Minerals (Development & Regulation) Amendment Bill, 2023. Let's have a discussion on the availability of critical minerals in India and how the new bill will be helpful in maintaining the supply chain.

## What are critical Minerals?

Each country has its own classification of critical minerals depending on levels of economic development, industry requirements, national interests and security concerns, technology, market changes and natural resource endowment. For most of the countries, the criticality is judged by two main parameters, economic importance and supply risk. In Indian context also, the same two parameters were taken into consideration.

As per the definition in the report by Ministry of Mines, Critical minerals are those minerals which are essential for economic development and national security, the lack of availability of these minerals or even concentration of existence, extraction or processing of these minerals in few geographical



locations may lead to supply chain vulnerability and disruption.

The seven-member Committee constituted by Ministry of Mines has identified a set of 30 critical minerals for India. These are Antimony, Beryllium, Bismuth, Cobalt, Copper, Gallium, Germanium, Graphite, Hafnium, Indium, Lithium, Molybdenum, Niobium, Nickel, PGE, Phosphorous, Potash, REE, Rhenium, Silicon, Strontium, Tantalum, Tellurium, Tin, Titanium, Tungsten, Vanadium, Zirconium, Selenium and Cadmium.

## Present status of critical minerals in India

For the majority of the critical minerals, India is dependent upon other countries. For some of the critical minerals, India is 100% import dependent, as shown in the table below:

Sl. No.	Critical Mineral	Import dependency (2020)	Major Import Sources (2020)
1	Lithium	100%	Chile, Russia, China, Ireland, Belgium
2	Cobalt	100%	China, Belgium, Netherlands, US, Japan
3	Nickel	100%	Sweden, China, Indonesia, Japan, Philippines
4	Vanadium	100%	Kuwait, Germany, South Africa, Brazil, Thailand
5	Niobium	100%	Brazil, Australia, Canada, South Africa, Indonesia
6	Germanium	100%	China, South Africa, Australia, France, US
7	Rhenium	100%	Russia, UK, Netherlands, South Africa, China
8	Beryllium	100%	Russia, UK, Netherlands, South Africa, China
9	Tantalum	100%	Australia, Indonesia, South Africa, Malaysia, US
10	Strontium	100%	China, US, Russia, Estonia, Slovenia
11	Zirconium(zircon)	80%	Australia, Indonesia, South Africa, Malaysia, US
12	Graphite(natural)	60%	China, Madagascar, Mozambique, Vietnam, Tanzania
13	Manganese	50%	South Africa, Gabon, Australia, Brazil, China
14	Chromium	2.50%	South Africa, Mozambique, Oman, Switzerland

Source: The Hindu, PIB

# SUPREME COURT SEEKS CENTRE'S VIEW ON CAP ON IRON ORE MINING IN ODISHA

The Supreme Court was monitoring the implementation of its August 2017 order directing Odisha to take recover the full price of the unlawfully extracted ore from miners

The Supreme Court on Monday sought the Centre's stand on imposing a cap on iron ore mining in Odisha and directed the state government to consider attaching assets of miners who illegally extracted ore and failed to deposit compensation for the damage caused to the environment.

The top court order was passed while monitoring the implementation of its August 2017 order directing Odisha to take recover the full price of the unlawfully extracted ore from miners who didn't stick to the permitted limits.

"The Union of India should consider the position (of iron ore reserves in the state) and explain to the court whether a cap on mining be necessitated in Odisha," a bench headed by Chief Justice of India (CJI) Dhananjaya Y Chandrachud said. The bench also asked the Centre to examine putting curbs, similar to the ones imposed by the court in the past, to deal with illegal iron ore mining in Karnataka and Goa. The case will come up again after eight weeks.

The PIL petitioner Common Cause, which approached the top court to highlight the problem of illegal mining in the state, also submitted a note to the bench also comprising justices JB Pardiwala and Manoj Misra.

On July 1, the Odisha government told the court that the total iron ore reserves pertaining to the geologically explored area of the state were at 9220.728 million tonnes.

There are 58 working iron ore mining leases with a tentative reserve of 4748.52 million tonnes. The total ore that can be mined in these leases annually is 227.13 million tons.

Lawyer Prashant Bhushan, appearing for Common Cause, said: "This means that at the same rate of mining, the total reserves in the said mining leases will last only for around 20 years. This, in the petitioner's opinion, is a cause of serious concern."

The Odisha government represented by senior advocate Rakesh Dwivedi rebutted this apprehension and informed the court that the state was showing

an "increasing trend" of iron ore reserve from year to year despite the current mining operation and production of iron ore in the existing mines.

Bhushan said that the concern of depleting ore reserves was real in view of the state's failure to implement a five-year-old order passed by the top court to recover compensation and damages from miners who engage in illegal mining.

In its affidavit, the state said it had been able to recover only 343.07 crore from the 26 defaulting mining leaseholders as against an outstanding amount of 2,965 crore.

The bench told Odisha to take expeditious steps to recover the remaining amount and permitted them to take all necessary steps, including "attaching assets of defaulting entities." The order further permitted the state to set such terms and conditions in tenders to ensure no bids are entertained from mining companies or group companies against whom compensation dues are outstanding.

Amicus curiae and senior advocate ADN Rao requested the court to consider having the matter referred to the court-appointed central empowered committee (CEC) to suggest a cap on mining.

In the case of Karnataka mining, the CEC in 2013 recommended a cap of 25 million metric tonnes (MMT) from all the mining leases in Bellary and a ceiling of 5 MMT from all mining leases in Chitradurga and Tumkur districts in view of the devastating effects of mining caused to environment and forests. This cap was later raised from time to time at the Centre's request.

In Goa too, the top court in 2014 approved the recommendations of an expert committee that noted the adverse impact on the environment and suggested a cap of 20 to 27.5 million tonnes per annum for extracting iron ore in the state.

In the case of Odisha, the CEC submitted a report in January 2018 that pegged the total compensation to be paid by illegal miners towards violation of environmental clearance at 17,417.99 crore and further compensation for violation of forest clearance at 1,756.39 crore making a total of 19,174.38 crores from 131 mining lease holders.

Source: Live Law

# MANAGEMENT SIDE BY O P SOMANI

## **COST TO THE COUNTRY**

### **COST IN BUSINESSES**

Operational cost is intrinsically linked to the development of any organization and, in turn, directly inks the script of its growth trajectory. Therefore, the management and their teams can diligently monitor this cost by striving to meet all targets promptly and efficiently.

In addition, managers are continuously encouraged to adopt means that deal with strategies ensuring efficacy and quicker turnaround, which translates to better margins and profitability for the organization. However, while controlling the cost, time is crucial; the delay can immensely increase the price, resulting in a higher cost and overall growth delay.

### **COST PARALLEL FOR COUNTRY**

To a great extent, a similar parallel, albeit on a larger scale, can be drawn in the fortunes of a country. Like the management on boards of companies and subsequent managerial team, the various Governmental statutory authorities can play a pivotal role in contributing to cost control and increasing the national wealth.

### **ROLE OF AUTHORITIES**

Domestic and foreign investment and many mercantile, industrial, and professional enterprises are the core supplements fuelling a country's growth. However, during their setup and later in their operative tenure, all proponents of these businesses have to traverse through the doorway of various regulatory bodies constituted under the State or Central Authorities.

Moreover, procuring approvals for setting up companies generally delays for multiple reasons.

### **MAKE THE LEAST SPACE FOR DELAYS**

There are no constitutional timelines regarding clearing business proposals. As a result, authorities have the advantage of delaying. Investors run from pillar to post while instances of pending cases unheeded over years and decades of pursuit remain rampant. Time has always been the crux of equations involving meaningful commercial and developmental endeavours. Therefore, it needed transparent engagement with relevant authorities through the practical use of their powers.

Our government systems must be equally proficient in timely decisions and fast clearance methods of all approvals in place without delays. This cannot be achieved with the existing mechanism for processing approvals by looking into the records of delays.

### **PASSPORT SEVA MODEL**

The delay in acquiring a passport was a well-known fact before 2008. However, it has been proved successful in the case of passport applications and renewal services, where the introduction of TCS, an IT professional consultancy, into the Passport Seva Program has achieved exemplary results in the dispensation of passports speedily and,

thereby setting global benchmarks in timeliness, transparency, and reliability. This has helped the country's growth and saved the cost of delay because more citizens could go abroad in less time than earlier, bringing in more foreign currency. This is the best example of saving a cost to a country.

### **THE SAME MODEL FOR ALL GOVERNMENT OFFICES**

Keeping in mind 'time' as being the main constituent that affects the economics of any proposal, there would be the possibility to develop more of such models where in non-governmental units could be set up with the active participation of trained and competent personnel garnered from the vast pool of domestic consultancy firms with a higher degree of reliability and trustfulness. These would be enabled with digital platforms and a technological environment to enable scrutiny and vetting of the project files before their forwarding to the competent sanctioning authority.

### **THE COST TO COUNTRY**

To make matters more interesting, each project could be analyzed to evaluate its financial worth if sanctioned on that date, with corresponding escalation impacting subsequent delays also worked out. The project files could then be tagged with the caption, 'Cost to the Country' in proportion to delay with details of the deduced figures marked on them. Undoubtedly, this would assign gravity to the contents of the forwarded files.

Hopefully, the day is close when projects that spell economic growth to the country in various government departments will take off smoothly, timely, and with minimal undue hindrance or delay to its progress.

It's high time that we all realize the cost to the country for every delay and mistake we make. Procrastination is the fire where great dreams go to burn." Michael Bassey Johnson, Night of a Thousand Thoughts.



### **Authored by O.P.Somani**

**O. P. Somani** has over 32 years of experience in the mining and exploration industry, primarily focused on exploration targeting and the strategic management of mineral exploration, including Rare Metals and Rare Earth Elements, precious metals, and ferrous minerals. Apart from his exploration endeavors, he has also authored a novel, "Peppered Minds, a light-hearted narration revolving around the life of a compassionate geologist.





# DEMAND FOR CRITICAL MINERALS ACROSS THE GLOBE

As the world rapidly embraces clean energy technologies and transitions towards a sustainable future, the demand for critical minerals has soared to unprecedented levels. These essential minerals, including lithium, cobalt, nickel, and copper, play a pivotal role in powering electric vehicles, solar panels, wind turbines, and other clean energy devices. However, the surge in demand has outpaced the supply of these critical minerals, giving rise to significant challenges.

China holds a dominant position in the supply of certain crucial materials for the green transition, which is seen as a potential supply risk. An example of this is the recent restrictions imposed by China on the export of important metals like Gallium and Germanium. This highlights the concern about relying heavily on a single country for the supply of these essential materials.

## Minerals:

- Minerals are natural substances that are formed by geological processes. They have a definite chemical composition and physical properties.
- They are classified into metallic and non-metallic minerals based on their characteristics and uses.
- Metallic minerals are those that contain metals or metal compounds, such as iron, copper, gold, silver, etc.
- Non-metallic minerals are those that do not contain metals, such as limestone, coal, mica, gypsum, etc.

## Critical Minerals:

- Critical minerals are those minerals that are essential for economic development and national security. The lack of availability of these minerals or concentration of extraction or processing in a few geographical locations may lead to supply chain vulnerabilities and even disruption of supplies.

## Critical Minerals for India:

- Expert Committee under Ministry of Mines has identified a set of 30 critical minerals for India.
- These are Antimony, Beryllium, Bismuth, Cobalt, Copper, Gallium, Germanium, Graphite, Hafnium, Indium, Lithium, Molybdenum, Niobium, Nickel, PGE, Phosphorous, Potash, REE, Rhenium, Silicon, Strontium, Tantalum, Tellurium, Tin, Titanium, Tungsten, Vanadium, Zirconium, Selenium and Cadmium.
- India has set up KABIL or the Khanij Bidesh India Limited, a joint venture of three public sector companies, to ensure a consistent supply of critical and strategic minerals to the Indian domestic market.
- It ensures the mineral security of the nation; it also helps in realising the overall objective of import substitution.

## What is the Current Scenario for Critical Minerals Around the Globe?

- Rapid Surge in Demand and Market Growth for Energy Transition Minerals (Critical Minerals):
  - ◇ From 2017 to 2022, the demand for lithium tripled, cobalt increased by 70%, and nickel rose by 40%, primarily driven by the energy sector.
  - ◇ According to the International Energy Agency (IEA), the market for energy transition minerals reached \$320 billion in 2022 and is expected to continue growing rapidly.

## Global Efforts through Policy Measures:

- The availability of critical mineral supplies will greatly impact the affordability and speed of energy transitions. To mitigate uncertain global supply chains, countries are implementing new policies to diversify their mineral

supplies.

- The United States (US), Canada, the European Union (EU), and Australia have enacted regulatory legislation, while resource-rich nations like Indonesia, Namibia, and Zimbabwe have imposed restrictions on the export of unprocessed mineral ores.

**Industry’s Role through Vertical Integration:**

- To secure mineral supplies, industries such as automakers, battery cell makers, and equipment manufacturers are becoming more actively involved in the critical minerals value chain.
- This includes engaging in activities like mining and refining, along with establishing long-term agreements for purchasing minerals.

**Geopolitical Tensions and Resource Nationalism:**

- It is important to address these challenges because global relations between nations have become more polarised, especially due to events like the US-China trade war and the Russia-Ukraine war. These conflicts have led to sanctions and disruptions in established trade patterns.
- Additionally, there is an increasing trend of resource nationalism, where countries prioritise their own resources and impose restrictions on exports. These factors contribute to uncertainties in global trade flows.

**Supply-Demand Dynamics:**

- As the prices of critical industrial metals, such as copper, are expected to increase in the coming years due to growing demand surpassing supply. This rise in material prices will likely disrupt the production costs of devices like solar panels and electric vehicles.

- Russia-Ukraine War: The conflict has implications for critical mineral supply chains. Russia is a major producer of nickel, palladium, titanium sponge metal, and the rare earth element scandium.
- Ukraine is a significant producer of titanium and has reserves of lithium, cobalt, graphite, and rare earth elements.
- The ongoing war between the two countries raises concerns about the stability and availability of these critical minerals in the global supply chains.
- ◇ Impact of China-Russia Partnership and Disparity in International Initiatives: The evolving balance of power between countries and continents poses a risk to critical mineral supply chains, primarily due to the strategic partnership between China and Russia.
- This alliance could have implications for the stability and availability of critical minerals. In response, developed countries have formed collaborative strategies such as the Minerals Security Partnership (MSP) and the G7’s Sustainable Critical Minerals Alliance.
- However, developing countries have not been actively involved in these initiatives, potentially missing out on the benefits and protection offered by these partnerships.
- However, India does not have many of these mineral reserves, or its requirements may be higher than the availability, necessitating reliance on foreign partners to meet domestic needs.

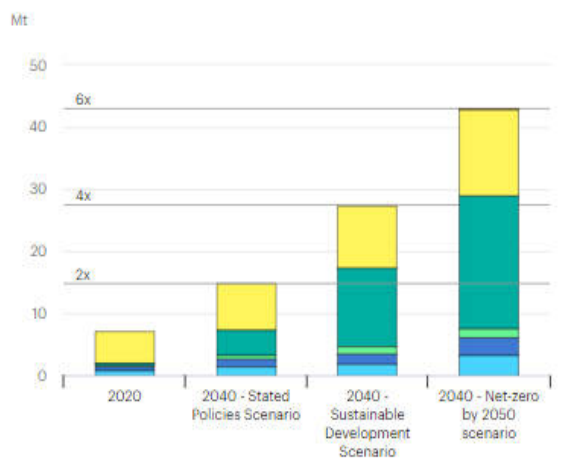
**What are the Recommended Strategies to Mitigate Challenges Regarding Critical Minerals?**

- Keeping up with Rapid Demand Growth: To ensure that future supplies of critical minerals can meet the rapidly growing demand driven by climate-driven scenarios. It is crucial to assess whether the global supply of these minerals can keep pace with this surge in demand.
- Diversifying Sources of Supply: Currently, the reliance on a limited number of countries for these minerals poses risks to the supply chain. By diversifying the sources, countries and industries can reduce vulnerability to disruptions in supply caused by geopolitical factors, trade restrictions, or other uncertainties.
- Ensuring Clean and Responsible Sourcing: Ensuring that the volumes of critical minerals required for energy transitions can be supplied from clean and responsible sources. Mining and refining processes can have environmental and social impacts, including issues such as pollution, habitat destruction, and human rights concerns.
- ◇ It is important to promote sustainable and responsible practices throughout the critical minerals value chain to minimise these impacts and ensure a sustainable energy transition.

**Way Forward**

- Ensuring Resource Availability: Addressing the resource aspect is crucial. It is necessary to assess the availability and accessibility of critical materials required for clean energy technologies. This includes evaluating the domestic reserves of critical minerals and exploring opportunities for their sustainable extraction or sourcing from diverse international markets.
- ◇ Additionally, there should be strategies to ensure a steady supply of these materials, mitigating risks associated with potential disruptions in global supply chains.

Total mineral demand for clean energy technologies by scenario, 2020 compared to 2040



Legend: Solar PV, Wind, Other low-carbon power generation, EVs and battery storage, Electricity networks, Hydrogen

**What are the Challenges Related to Critical Minerals in India?**

- India is currently confronted with both global and domestic challenges in ensuring reliable supply chains for critical minerals. Internationally, there are few major risks to consider:
- ◇ Covid-19 Impact: China, which holds a dominant position in critical mineral supply chains, continues to struggle with Covid-19. Consequently, there is a significant risk of a slowdown in the extraction, processing, and exports of critical minerals.

- **Financial Considerations:** The transition to clean energy often necessitates significant investments in infrastructure development, research and development, and policy support. There is a need for financing mechanisms, incentives, and funding models that can attract both public and private investments.
- ◇ Identifying avenues for international collaborations and exploring innovative financing options will also be vital in mobilising the required capital for a successful energy transition.
- **Technology as the Key Driver:** Technology plays a critical role in achieving our energy goals. It is required for the world to focus on fostering domestic technological capabilities, promoting research and development, and fostering innovation in clean energy technologies.
- ◇ There is a need for technology transfer, collaborations with academia and industry, and the creation of an ecosystem that supports the development, adoption, and scaling up of innovative clean energy solutions.

### **Conclusion**

India needs to draw important lessons from the global scenario. While aiming for a rapid decarbonisation and energy transition, India may face challenges due to the limited availability of key minerals and metals required for a swift transition. The success of India's efforts in achieving its goals will be dependent on the uncertainties and fluctuations of the world market for these critical resources.

Source: Drishtias.com



# HOW A SWEDISH TECH COMPANY IS MAKING RENEWABLE ENERGY FROM ABANDONED MINES

As more and more countries reduce coal-mining activities in line with zero emission targets, more and more mines shut down. For the people who own those mines, however, it's far from the end of the story.

"Mine owners are left with a series of problems when mines close," says Henrik Boman, CEO of Sustainable Energy Solutions (SENS). "It tends to happen very rapidly. Owners, mine operators and staff don't have any kind of pillow to cushion them. The issue is how to create a second life for a disused mine."

- The cost of decommissioning and reclaiming mines means that particularly in poorer countries, where regulations are inadequate, owners often do nothing, putting local society at risk.
- In Indonesia, 176 children died after falling into empty mines between 2014 and 2021. Even in wealthier countries, there are still accidents. With some 150,000 abandoned mines in the U.S., nearly 200 people have died since 1999, according to the M.H.S.A.

Abandoned mines also emit methane and can collapse or contaminate groundwater for decades. And even when land is reclaimed, albeit using best environmental practices, it rarely returns to its natural state of wilderness.

Most abandoned mines usually fill up with water and it's here that Boman's company comes in. SENS has pioneered a series of technologies using Underground Pumped Hydro Storage (UPHS) technology which enables mine owners to turn the water in these empty mines into a useful storage of energy.

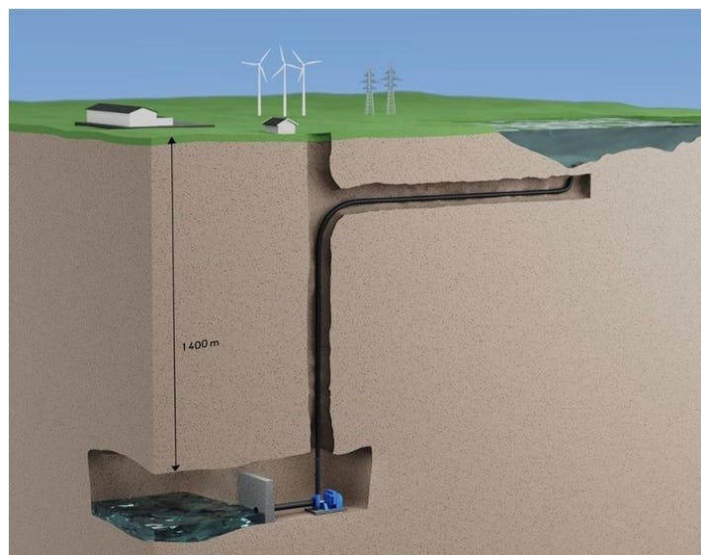
SENS employs its own UPHS technology in a closed mine shaft in which a turbine has been installed. Energy is created by using the difference in height between two reservoirs and a water turbine in the mine shaft. "Whenever you have a higher reservoir with water, there is energy," Boman explains. "When the water is let out of the higher reservoir, it generates electricity."

After the water from the mine is partially pumped out from the bottom, another Swedish company, Clearwell, cleans it with a containerised water purification system before it is safely released into the surrounding lakes, rivers or marshland. Some of this water is also stored above ground in a dam which can be released into the shaft where the turbine resides.

Pumped hydro storage has been used across Europe and elsewhere, often with a river as the lower reservoir, lakes or even the ocean. Where SENS' technology is different, however, is that it runs entirely on renewable energy.

This comes from a nearby solar or wind park which generates green energy to run the pumps using compressed air and giant batteries which store up energy for rainy or cloudy days when solar power is unavailable.

These create enough energy to drive the pumps pushing the released water from over 400 meters down in the mine reservoir to ground level in the dam, where the water is again



cleaned continuously in Clearwell's container. The key thing is that the entire system is self-sufficient when it comes to energy, while excess energy can be sold back to electricity companies to help balance the grid.

SENS recently tested pumped hydro storage at the Lilla Båtskärs iron ore mine below the sea at the Finnish island of Åland. "The EU is providing grants to develop the concept, so there is some kind of guarantee of its commercial viability," notes Boman.

As well as battery and solar projects, the company is also collaborating on pumped projects such as the Rožná uranium mine in the Czech republic, with a pre-feasibility study completed at the end of 2023, and Spieonkop in South Africa in a joint venture with Kracht Alpha.

Two years after its listing on NASDAQ Stockholm, SENS is in talks with electricity companies, landowners and local authorities across Sweden as well as further afield in Africa and Australia.

"We're also providing mine owners with a possibility for an income stream, and opening up the possibility of re-employing mineworkers," says Boman.

In May this year, SENS announced that Axpo, Switzerland's largest producer of renewable energy, would acquire and finance the SENS' solar plant and battery storage projects in Filipstad in Sweden. Boman says this will make Filipstad one of the largest energy storage plants in Sweden, with UPHS, a solar park and battery systems.

"We have had a bit of a breakthrough with larger companies reaching out to us now," observes Boman. "There are several kinds of companies who realise they might not only need battery storage solutions, but also larger stores of energy from mines. We can provide energy on a much larger scale than they could alone to enable them to store energy in the water and produce clean water – and sell energy back to the grid as well."

## Heather Farmbrough

Senior Contributor

Journalist, editor, author and conference moderator

Source: Forbes



# SHAPING MINDS, SHIELDING HEARTS AND MOLDING FUTURES

**N**avigate media's impact on children.

Today's extensive media exposure affects a child's perspective on his or her body image.

Since the last decade and especially after the pandemic the world has seen a dramatic increase in the amount of time children spend looking at screens, raising a number of concerns. More screen time has increased sedentary behaviour, eventually affecting the quality of sleep. One of the most alarming information receiving is the evidence that the constant images children are exposed to can affect their own body as well as how they view others.

It's been proved that social media can fuel body image concerns among adolescents and adults, but less attention has been paid to the potentially negative effects of media consumption on how younger children view their bodies. Studies have proved that images children consume on screen can impact how they see the world.

This becomes problematic when children are confronted with society's idea of a perfect body. Shocking and surprising studies have come out that children as young as three-year-olds pick the person they most wanted to play with from a range of images of children with thinner and larger bodies.

The researchers were surprised to get the response from these children that having bodies below or above the average set by the society is less desirable. This sense of which body type is more desirable was likely influenced by environment, parents and social media. Even some five-year-olds were concerned about

their diets that relate to their body size, because perfect body size is perceived as more positive from a social perspective. Media exposure and negative comments about appearance influenced dietary rules of children. Boys are more concerned with muscularity and girls with thinness, as society sends the message that men should always be muscular and women should always be thinner.

Rachel Rodgers, psychologist from Northeastern University in Boston, and her colleagues observed that children as young as three to five who watched more TV and other modes of screens had a higher level of unrealistic body image view. "It is perceived that the person who looks a certain way is always achieving success, popularity, as well as all the valued and prized things in life," says Rodgers. Children and even adults most of the time fail to understand that these benchmarks set by a few are always marketed with specific products, for consumption costing a price. Unacceptance of body image also leads to suicidal tendencies. This is why it's so important to monitor the impact of early exposure to media.

Navigating through media's impact ...

We can encourage children to develop a positive image of their own bodies.

Limit exposure to screens.

Impart awareness with regard to unrealistic advertisements.

Reduce discussions by mothers and fathers in front of children regarding appearance, weight and particular standards set by society.

Shift from talking about body in terms of looks, and focus on what it is capable of.

Passive absorption of media in our homes and daily lives can surely help every child maintain a healthy body, mind and a meaningful life.

## ABOUT AUTHOR

**Dr. Majo Joseph**

Dr. Majo Joseph is an Ayurveda Consultant, & General Practitioner. He is also a Psychology And Counselling, Wellness Trainer.

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