AJK Mass Communication Research Centre Jamia Millia Islamia, New Delhi

STORYTELLING FOR ENVIRONMENT AND THE ENVIRONME

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Tackling Air Pollution in the World's Most Polluted City

Project ActivitiesMarch 2021-May 2024

Storytelling for Environmental Change Tackling Air Pollution in the World's Most Polluted City (A joint project of AJKMCRC, Jamia Millia Islamia and Keele University, UK)

www.pollutionstories.org

Storytelling for Environmental Change:

Tackling Air Pollution in the World's Most Polluted City

A joint project of AJK Mass Communication Research Centre, Jamia Millia Islamia and Keele University, UK funded by the British Academy's *Humanities and Social Sciences' Tackling Global Challenges Programme*, supported under the UK Government's Global Challenges Research Fund



PROJECT ACTIVITIES March 2021-May 2024

The 'Storytelling for Environmental Change' research project (2021-2024) examines the potential of participatory approaches to storytelling in tackling the catastrophic challenge of urban air pollution confronting India. The study has a focus on New Delhi, the world's most polluted city, and is specifically designed to explore the possibilities and challenges generated by the COVID-19 pandemic in relation to environmental advocacy.



The project draws on the fields of media studies, environmental humanities, social movement studies and documentary film practice to propose a collaborative process of co-producing new stories around air pollution. The study envisions an ethically sound and context-specific filmmaking collaboration between grassroots environmental research and advocacy organizations and local documentary filmmakers facilitated by the research team.

The project team is led by Dr Pawas Bisht (Principal Investigator, Keele University, UK) and includes Dr Eva Giraud (Co-Investigator, University of Sheffield, UK), Dr Sabina Kidwai (Co-Investigator, AJK MCRC, Jamia Millia Islamia, India) and Dr Sudeshna Devi (Research Assistant, AJK MCRC, Jamia Millia Islamia).



The workshop was held on the 22 and 23 August, 2022 at the AJK Mass Communication Research Centre, Jamia Millia Islamia, New Delhi. The participants were 17 short listed filmmakers and 21 students of M.A.Development Communication. The two day workshop was designed to give the participants an exposure to the various causes of Air Pollution in Delhi along with the range of interventions being carried out to mitigate the problem. The sessions around media and campaign generated a debate as to Why, How and What gets reported on Air pollution and how different stories can be told. The workshop was carried out in a hybrid mode with a majority of the participants and resource persons physically attending the workshop. The question and answer sessions were highly interactive and led to extensive debates between the participants and the Resource persons. The workshop served the dual purpose of creating awareness among young filmmakers about Air Pollution, so as to be able to generate films on the issue in the future as well as expand on the proposals they had pitched for three films under the Project. The students of Development Communication would be able to carry the information they learnt into campaigns and advocacy programmes in the future.



image 1: workshop participants with the organising team

Image 2: Session 1 of the workshop

This session of the workshop brought speakers from some kev research organizations together on the issues around Air Pollution in Delhi and the strategies they were adopting to address the issues. The speakers were Shambhavi (Center Science Shukla for Environment-CSE), Shruti Sharma (Chintan Environmental Research and Action Group), Dr. R. Suresh, (The Energy Research Institute-TERI) and Nimish Singh, (The Energy Research Institute-TERI)

Session II

Confronting Challenges: Understanding Policy and Regulation

This session addressed issues around Data and research gathering and its effects on Policy and Regulations The participants were Prof. Awadhendra Sharan, (Director and Professor, Center for the Study of Developing Societies-CSDS), Nandikesh Sivalingam, (Director, Center for Research on Energy & Clean Air - CREA) Prof. S.N. Tripathi, (Coordinator of the National Knowledge Network, formed under the National Clean Air Program and an Expert Member of Steering Committee and Monitoring Committee, National Clean Air Program, Dr. Sarath Guttikunda, (Director, Urban Emissions Info) and Satish Sinha, (Associate Director, Toxics Link).





Session III&IV

Storytelling for Environmental Change-I / II

Both sessions dealt with Storytelling for Environmental change and the speakers varied from Journalists to Filmmakers to Activists and Campaigners. The aim of these sessions was to generate a dialogue on the issues which confront storytelling and what makes a good story. The speakers were Dr. Pragati Paul, (Senior Assistant Professor, AJK MCRC), Sharad Gaur, (Environmentalist), Joydeep Gupta, (South Asia Director, The Third Pole), Sohail Akbar, (Associate Professor, AJK-MCRC), Rajiv Khurana (Founder Trustee, Lung Care Foundation), Aesha Datta (Environmental Journalist), Gautam Pandey (Director Riverbank Studios), Shirish Khare (Independent Journalist).

The workshop led to the students of Development Communication designing an Advocacy campaign on Air Pollution titled 'The Vayu Saga'. The filmmakers were able to use the information given in the workshop to further develop their ideas and pitch them in an interview in front of a selection committee. A marked progress and refinement was noticed in the proposals and finally three were selected for production under the Project . They were:

Amit Bose and Siddharth Subramanian - Delhi 2.5 Avikal Parashari and Asna Jamal-City Moves Shaz Syed - More than Just Smoke: Stubble-The Farmer's Dilemma



2. Production of Three Short Documentary Films

■Delhi 2.5



The film focuses on the health of Delhi's children and the menace of air pollution in a city that sees just a handful of good air days in a year. From chronic pulmonary disorders to bereaved families, Delhi's toxic air is breeding a future that will see decreased cognitive performance of kids, cause irreparable lung damage and lower the immunity of the population, among many other serious issues. It is the children of the city who are already paying the ultimate price and that is what our film will be about. The film works with citizens, concerned mothers and youngsters and how they have taken it upon themselves to demand clean air.Lastly, the film includes insights from experts to highlight the path of course correction.

Amit Bose is a creative media professional with more than 20 years of experience in delivering long and short form content for editorial and advertorial purposes. In July 2016, he co-wrote My Olympic Journey (available on Amazon /Audible), which was

published by Penguin Random House. Later that year he co-founded a content production house called 'Metro Media Works' that has been creating video content on environmental issues and other subjects like culture, food, travel, health etc. He has worked closely with various UN organizations like UNIDO and UNICEF to create an e-learning portal and its animated learning material and communication for development content. He has also documented various projects for other non-governmental organizations like IWMI, Lepra Society (UK) and VISHWAS in India.

Siddharth Subramaniam is a visual communicator with a decade's worth of experience ranging-from graphics and layout design to creating long and short form multimedia content. His expertise lies on the technical side focusing on the latest methods to capture visuals and present them in the best possible version through post-production. In 2016, he quit his job as a producer at Hindustan Times MINT to co-found a production house called Metro Media Works to focus on stories that he personally felt connected to. In the last 6 years he has produced close to 100 short documentaries on various subjects like culture, food, travel, health. In the process, He has also been collaborating with Scroll.in's environment focused series called Eco India for the past three years and worked on more than 35 films for the platform.

■ City Moves

'City Moves' is a film that looks at air pollution through the lens of mobility justice. It explores NMT (Non-Motorised Transport) as the sustainable solution for tackling air pollution in Delhi, a major cause of which is the transport sector. Perceiving this environmental crisis as a case of environmental injustice and hence a rights issue, the film follows two stories depicting how socio-economic inequalities create 'uneven mobilities' within the urban space. With these stories of cycling and walking within the city, the film documents how access to the city is embedded in the segregated

spatial reality of Delhi. Thus it offers a critique of the current trend of infrastructural development in the mega city.



Asna Jamal is an independent filmmaker, working on grant-based projects. She has worked on a short film 'Ganga Ke Do Kinare' commissioned by the Charles Correa Foundation under its filmmaking competition 'Nagari'. She has also worked for the Internet Freedom Foundation, producing audio-visual explainers on digital rights in the capacity of a Multimedia Literacy Associate. Also working as a part of a podcast team, she is primarily interested in storytelling through different audio-visual formats including documentary films, explainer videos, audio stories and still photography.

Avikal Parashari is an Independent Filmmaker and Activist currently based out of Delhi. His work revolves around Mobility Justice, Climate Justice, Corporate Crimes & Agriculture. Besides filmmaking, he works with various organizations around action research, advocacy, campaigns, facilitation and activism. He seeks to be around people and organizations believing in small, slow & sustained efforts to fight structural injustices.

■More than Just Smoke: Stubble-The Farmer's Dilemma

Every year starting October, the burning of stubble (crop residue) in northern India, particularly in the state of Punjab often gets touted as one of the major contributors to the pollution of Delhi, the country's national capital. Yet there is much more to stubble than the act of burning. The film shifts perspective from mainstream news headlines, to the vast agricultural expanse of Punjab – and to its farmers. It takes a small region as an example to reflect upon how the farmers are caught in a web of agricultural policies that have over the years led to a steep decline in farming practices which have in turn adversely affected the land's ecology and environment. Against this backdrop, two characters who choose to farm differently, might just be setting the example that Punjab needs if it is to retain its original character – of being the country's agricultural stalwart.



Shaz Syed is a filmmaker and cameraman with 10 years of experience working in production and research on films on wildlife and nature, heritage conservation and corporate events. He has worked for the Durrell Wildlife Conservation Trust, BBC's Natural History Unit, The Aga Khan Trust for Culture and NGO's working on human rights and societal upheaval. The independent films that he has shot and produced have been screened at both national and international festivals and won him laurels. He has also diversified as a multimedia storyteller, producing short educational videos on critically endangered species, rights of forest dwelling communities and vulnerable habitats close to congested cities. His videos have been procured by scientists and telecast on television news channels to encourage debates and sensitize the general public.

3. Choice Based Credit System (CBCS) Courses on Air Pollution

CBCS courses of 12 weeks duration were conducted in 2021-22, 2022-23 and 2023-24 for students of Mass Communication, Development Communication, Journalism and Visual Effects and Animation. A total of 104 students registered for the courses. The courses emphasized on the following:

I: Understanding Air Pollution:
II: Legal and Regulatory
Framework of Air Pollution:
III: Environmental Advocacy:
Environmental NGOs campaigning on air pollution
IV: Environmental Storytelling:
Environmental Journalism, Media and Air Pollution
V: Group Projects: Social Research Methods, creative interpretation
using photography and mobiles etc.

The teaching methodology consisted of classroom lectures, guest talk by Hridyesh Joshi, (Independent Environment Journalist), Dr. Awadhendra Sharan, (Director, Centre for the Study of Developing Societies), Shambhavi Shukla, (Deputy Program Manager, Centre for Science & Environment), Joydeep Gupta (South Asia Director, Third Pole) Sharad Gaur (Environmentalist and former Researcher Centre for Environment Education), Sabyasachi Bharati (Media Consultant, CMS Vatavaran), Sohail Akbar (Associate Professor Photography, AJKMCRC), filmmaker interactions (Amit Bose & Siddharth Subramanian, Avikal Parashari& Asna Jamal and Shaz Syed-all commissioned under the project), group projects and documentary screenings.

The project work done by the students consisted of short films and photo features, namely, 'Feeding Without Footprints', 'Tracking Trees', 'Clear the Air: Delhi and E-rickshaws', 'Innocence in Exhaustion', 'The Giant Towers', 'Re-cycle', 'Vehicular Pollution' and 'Lockdown in Delhi and Air Pollution: A Tale of Personal Scales'.

The students also undertook group based research projects, namely, 'Air Pollution in Delhi: A Brief Study Report of Ghazipur Landfill', 'Biomedical Waste: A Study on Consumption, Knowledge, Practices and Ways of Disposal Among Households', 'Vehicle Emissions As A Source of Air Pollution', 'Air Pollution in Delhi: Health Impact and Awareness' and 'Construction Dust As A Source of Air Pollution'.

Environmental Storytelling between Stoke-on-Trent & New Delhi

Place-based filmmaking workshops, public screening and discussion activity, as part of Being Human Festival 2021 (November 2021), supported by £2k funding from AHRC & BA, in collaboration with B arts & AJK MCRC, Jamia Millia Islamia (New Delhi). Films produced as part of activity screened at international film festival on India and published on Stoke Stories website. **Details here:** https://pollutionstories.org/blog/

4. 'The Vayu Saga' Advocacy Campaign, 18 October, 2022

Students of M.A. Development Communication (Batch 2020-22), AJK Mass Communication Research Centre, Jamia Millia Islamia concluded their Media Advocacy Campaign named "The Vayu Saga" on 18th October 2022 at M.F. Hussain Art Gallery, Jamia Millia Islamia. The purpose of the campaign was to design and execute an advocacy campaign for creating awareness by engaging different stakeholders to tackle air pollution. The main objective of this campaign was to use social behavior change communication strategies to encourage the citizens to reduce their pollution footprint and create awareness on ways to take action on personal and community level to curb pollution. The Vayu Saga was a unique media advocacy campaign leveraging participatory communication covering media tools like grassroots comics, photo booth, social media, games and photographs to create awareness around Delhi's air pollution.

The event was inaugurated by the Guest of Honour, Prof. Sirajjudin Ahmed, Department of Environmental Sciences, Jamia Millia Islamia. Dr. Sabina Kidwai on behalf of the Project Team addressed the gathering. The inauguration and the event was graced by the representatives of esteemed organizations like Chintan, Lung Care Foundation and students of Department of Development Communication & Extension, Lady Irwin College, University of Delhi. The gallery was then set open for viewing the visual representation of the hard work that the 21 students of the batch put in since the first day of the campaign. The event included a display of Grassroots Comics Series, "Vayunama", illustrated by the students of MA Development Communication and Jamia Sr. Secondary School students. Photographs of the Photography Competition, "Haal-e-Dilli" were also exhibited along with the screening of Radio and Video PSAs produced by the students. Engagement activities like Community Game, "Vayu Hop" and Photobooth, "Tasveerein Bolti Hain", were the main attraction amongst the participants. The event witnessed a turnover of approximately 800 people which turned the event into a great success. The campaign started with sincere dedication and ended with significant enthusiasm. But the kind of message using prominent media tactics that the campaign adopted, has marked a new start to rethink and create active participation amongst the citizens by creating awareness on ways to take action on personal and community level to curb air pollution.

5. Media Survey

A major component of the project 'Storytelling for Environmental Change' was an analysis of media reporting on the issue of air pollution in New Delhi. A mix of research techniques, namely, semi-structured interviews, textual analysis and questionnaires were used for the collection of data. The sample of the media survey comprised of two national news channels, *NDTV 24x7* [English] and *Aaj Tak* [Hindi], and four newspapers *The Times of India* [English], *Hindustan Times* [English], *Amar Ujala* [Hindi] and *Dainik Jagran* [Hindi].

A total number of 667 news articles during the period March-July 2020, Oct 2020-Jan 2021, Oct 2021-Jan 2022 were selected for analysis. Semi-structured interviews were conducted with media practitioners who cover the environment beat across print, television and digital platforms. Semi-structured interviews were also conducted with representatives of environmental NGOs and advocacy groups, who work on environment and sustainable development.

The findings of the media survey (key problems and recommendations) are as follows:

Seven Key Problems, as identified through news media analysis, interviews with stakeholders and literature review along with Seven Key Recommendations, based on these findings:

Problem 1

Air pollution crisis is generated by interaction of multiple complex factors, both natural and anthropogenic, which makes it challenging to address.

Solution 1

There is a need for sustained yearround focus and interventions to tackle bad air crisis. Rather than jumping into action during periods of intense catastrophic winter spikes, all stakeholders need to work on mitigation round the year.

Problem 2

Disproportionately large focus in media coverage on natural factors impacting pollution, such as weather systems, thereby framing the crisis as lying outside people's control. Presents the issue as a 'seasonal' crisis rather than a persistent year-round concern.

Solution 2

Media reportage is heavily skewed towards few contributing elements-natural factors, stubble burning and vehicle emissions. There is a need to focus on multi-sectoral emissions for effective mitigation measures. Pathways and human responsibility for mitigation need to be clearly foregrounded.

Problem 3

Disproportionately large coverage of winter stubble burning, overshadowing discussion of other, year-round, sources of air pollution, and unproductive framing of pollution as a problem generated by 'other' states and rural communities.

Problem 4

News cycle dominated by reports on policy initiatives to address air pollution, with similar stories appearing each year, but little critical evaluation of these initiatives.

Problem 5

Large chunk of coverage is AQI-gazing and containing significant levels of technical jargon, which may be inaccessible and alienating for general audiences.

Problem 6

Although some key factors are consistently presented as to blame for air pollution, there is little examination of complex structural or socio-economic reasons why people continue to engage in polluting practices.

Problem 7

Reporting relies heavily upon government sources and expert voices, little space is given to stories of those harmed by air pollution; very limited focus on inequalities in vulnerability and harm.

Solution 3

Need to remedy urban bias in media coverage of air pollution and operational scale of air pollution action plans. There is a need to extend design and implementation of action plans to rural areas. Media needs to provide more geographically inclusive, multi-perspectival, coverage of air pollution.

Solution 4

Along with reporting on government interventions, media should also critically evaluate the efficacy of policy measures.

Solution 5

Supplement and contextualise pollution data with emotionally resonant narratives of lived experience of air pollution. Avoid reporting that is simply 'AQI-gazing'.

Solution 6

Investment is needed for specialized training of journalists to understand and report on complex environmental issues. Media institutions needs to prioritise environmental journalism and storytelling, especially in the context of urgent challenges posed by climate change.

Solution 7

More media attention on inequalities that are intensified by air pollution. Incorporate marginalised voices of victims. Include stories of more hopeful, viable and sustainable presents and futures.

6. Conference Participation



News Narratives of Air Pollution in New Delhi: Silences and Inequalities in Environmental Storytelling'

Presented at,

- Meccsa 2022, Robert Gordon University, Aberdeen, UK, 7-9 September 2022
- Centre for Science, Health and Data Communication Research, Bournemouth University, UK, 23 March 2023
- **O3.** Keele Institute for Sustainable Futures Showcase on Environmental Storytelling. (as part of Keele Research Month), Keele University, UK, 13 March 2023

Participated in,

- Launch of report titled 'Unfair Air Quality' Organized by Chintan: Environmental Research and Advocacy Group on 30 June 2023 in New Delhi
- **Two-day Conference** 'Connect Karo 2023' organized by World Resources Institute India on 17 & 18 July 2023 in New Delhi
- One day Conference 'C20: Role of Health Professionals and Civil Society in Reducing Air Pollution and Building Climate Resilience' organized by Climate Action Network South Asia (CANSA) in collaboration with Amrita Vishwa Vidyapeetham, Health Care Without Harm, Lung Care Foundation, EnGIO and Warrior Moms under the Civil 20 Working Groupon 'Sustainable and Resilient Communities- Climate, Environment and Net Zero Targets' on 3 August 2023 in New Delhi
- One day National Dialogue on 'Cleaner Air and Better Health: Innovating Pathways to Scaling Solutions' organized by United States Agency for International Development (USAID), Council on Energy, Environment and Water (CEEW), ASAR Social Impact Advisors, Environmental Design Solutions (EDS), Enviro Legal Defense Firm (ELDF), Vital Strategies on 31 August 2023 in New Delhi.

7. Invited Talks and Screenings

Invited to present as part of panel on 'How Art Helps Us Envision the Climate Crisis' chaired by Prof Julia Black, president of the British Academy. Part of launch event for the British Academy Summer Showcase, London, UK, 15-17 June 2023

Delhi 2.5 screened as part of showcase





Both the filmmakers Ms. Sarvnik Kaur and Mr. Shaunak Sen are alumni of AJK Mass Communication Research Centre.

The first film screened was 'Against The Tide' by Sarvnik Kaur. The film is about two friends, both indigenous Koli fishermen in Bombay who are driven to desperation by a dying sea. Their friendship begins to fracture as they take very different paths to provide for their struggling families. The film deals with the consequence of climate crisis. It won the Special Jury Prize in Verite Filmmaking at the prestigious World Documentary Competition at Sundance Film Festival 2023.

The second film screened was 'All That Breathes' by Shaunak Sen. Set against the backdrop of violence and climate crisis, the film revolves around two brothers and their nephew who run a bird hospital in Delhi that looks after injured black kites. It won the Grand Jury Award at the prestigious World Documentary Competition at Sundance Film Festival (2022) and the Golden Eye Award at the Cannes Film Festival (2022), Cinema Eye Honours Awards, US (2022); Asia Pacific Screen Award and was given the Award for OutstandingAchievement in Cinematography in Documentary by the American Society of Cinematographers (2022). The film was also nominated for the Oscars and BAFTA for Best Documentary.



The three films 'Delhi 2.5', 'City Moves' and 'More Than Just Smoke: Stubble- The Farmer's Dilemma', commissioned underthe project, were screened as part of an environmental awareness campaign in schools, colleges and universities in Delhi NCR. The screening stook place in the following places.

1. AJK Mass Communication Research Centre, Jamia Millia Islamia on 27th October 2023 as part of Foundation Day Celebration of Jamia Millia Islamia

- 2. Engineering Auditorium, Faculty of Engineering, Jamia Millia Islamia on 28th October 2023 as part of Foundation Day Celebration of Jamia Millia Islamia
- 3. Cambridge School, Sector-27, Noida on 7th December 2023
- 4. Army Public School, Sector-37, Noida on 21st December 2023
- 5. The Mother's International School, New Delhi on 15th February 2024

The screenings were followed by enriching discussions between the filmmakers, project team and students.



The project team which includes Dr Pawas Bisht (Keele University), Dr Sabina Kidwai (JMI), Dr Eva Giraud (University of Sheffield) and Dr Sudeshna Devi (JMI), functioned as the supervising producers for the films. The film screening was attended by guests from civil society groups, non-governmental organizations, filmmakers, faculty and students from AJK Mass Communication Research Centre and Department of Environmental Sciences, Jamia Millia Islamia. The screenings were followed by engaging discussions among the filmmakers, the research team, and the audience. The films are available for public viewing on the project website < www. pollutionstories.org>.

10. Recording For a Radio Programme

A recording for a radio programme on the issue of air pollution was done by Dr. Sudeshna Devi, Research Assistant on 9th November, 2023. This recording was done as a part of a group project by second year students of Masters of Development Communication (MADC), AJK Mass Communication Research Centre, Jamia Millia Islamia.



Jamia Millia Islamia, New India

Jamia Millia Islamia is a public university located in New Delhi, India. It was established in 1920. It is a national institution that offers progressive education and nationalist ideals to students from all communities, providing them with cutting edge learning experience, internationally benchmarked education, intellectual freedom and research opportunities in frontier areas of contemporary concern. Today the university is ranked third in university category and ranked twelfth in overall category by the NIRF 2023 rankings. It was also accredited with the highest grade of 'A++' by the NAAC, Ministry of Education, Government of India in 2021. The university offers teaching and research in Natural Sciences, Social Sciences, Engineering and Technology, Humanities and Languages, Architecture and Ekistics, Fine Arts, Law and Dentistry. AJK Mass Communication Research Centre, Jamia Millia Islamia is a premier media training and research centre. Founded in 1982 by Anwar Jamal Kidwai -former Vice Chancellor of JamiaMillia Islamia- MCRC offers post-graduate courses in art, craft and technology of modern media. Established in collaboration with York University, Toronto and Canadian International Development Aid Agency (CIDA), the centre provides the highest standard of media education and training by professionally and academically accomplished faculty and a broad spectrum of visiting professionals.



Keele University, United Kingdom

Keele University is a public university located in Keele, United Kingdom. Established in 1949 by Lord Lindsay-the former Vice-Chancellor of Oxford University-the University's founding aim was to produce graduates who not only had the technical and specialist knowledge to move society forward, but who understood the social and political landscape that drove this need. Today, the university has a global network of 100,000 alumni in 120 countries, who are creating positive impact across the world in a range of diverse careers. Keele university was ranked as the Britain's Best University' by students in the Student Crowd University Award in 2022 and thehighest rating of 'Gold' overall in Teaching Excellence Framework.

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For more information about the project and other detailed findings and media output, please visit: www.pollutionstories.org

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