



Press Release

‘Analysing and Envisioning India’: National Lecture series by CMS at Teen Murti House

To commemorate its two-decade long pioneering activities, CMS is initiating a National Lecture series from July 23, 2010 onwards at Nehru Memorial Museum & Library Auditorium, Teen Murti House, New Delhi

New Delhi, July 21: Founded in 1990-91 Centre for Media Studies (CMS) is known today as an independent and credible body of national standing with acknowledgements for its pioneering initiatives in the field of social development, communication, RTI, good governance and Electoral reforms. On completion of 20 years CMS is initiating a National Lecture series “Analysing and Envisioning India’ on July 23, 2010 (5.00 pm) at Nehru Memorial Museum & Library Auditorium, Teen Murti House, New Delhi. It’s worth recalling that on completion of 10 years, CMS had a series of 14 lectures at National Museum in the year 2000 with the theme “Challenges & Opportunities of New Millennium”. The National lectures were delivered by Dr. M.S Swaminathan, Dr. V. Kurien, Smt. Ela R. Bhatt and Dr. K. Kasturirangan, etc.

2010 series of Lectures

The first lecture in the 2010 series is on **‘Public Health Challenges in India’; by Dr. K Srinath Reddy**, president, Public Health Foundation of India and it will be presided over by Prof. Jayati Ghosh, Centre for Economic Studies and Planning, JNU. National lectures in the series will be delivered by eminent experts who have made a difference in the direction the country has taken in the last couple of decades and whose thinking has insights for providing the future directions as well. These include Dr. Ashish Bose, Dr. Nandan Nilekani, Sam Pitroda, Justice Rajindar Sachar, Dr Kiran Mazumdar, Sh Shyam Benegal, Ms Aruna Roy, Dr Shanta Sinha, Dr Vijay Kelkar, Dr M S Swaminathan, Shri Kiran Karnik, Dr. Y Venugopal Reddy, etc.

The next lecture in the series would be on September 3, 2010 by **Dr. Ashish Bose**, (well known demographer, the person who envisaged “*BMRU States*” almost three decades ago)

After the lecture, the eminent speaker will be conferred with the **‘Role Model Award’** by CMS to acknowledge his/her lifelong contribution in the development of the country. These National Lectures will be organised by CMS in collaboration with Nehru Memorial Museum & Library on last Friday of every month for next two years.

About CMS

CMS was founded two decades back not just with certain insights from that experience but with a definitive philosophy, concerns and feeling of commitment. Over these years CMS is known in the country differently to different people. For many it is media studies or communication research organization; for others it is social development research body. For others it is environment concerned agency. For many at home and abroad CMS is premier public opinion research body specializing in poll studies. However, CMS has been engaged in all these with equal concern and expertise. Social development (health, education, gender and equity), Good Governance, (Right to Information, use of ICT, corruption studies), promoting futures perspective (environment, academy) and developing appropriate research methodologies to study change or effects have all been the priorities of CMS over these 20 years.

Backed by field research CMS professionals have been in the forefront in some of the Rights and Reforms movements in the country starting with Right to Information movement in (1994), Electoral Reforms (2002) and Judicial Reforms (2007) some of which in fact took off from CMS Research House. Social Audit was conceived and operationalised by its Chairman (Dr N Bhaskara Rao) in the context of public services / utilities starting with the first national panel (1992 – 95) and second (1995 – 98). Citizen Charters in the country were analysed (2003) by CMS having contributed in the preparation of the first Citizen Charter in the country (1994). The first ever national role model award (in six areas) in 1999-2000 was its another pioneering initiative.

CMS Teams

- **CMS Social** team has expertise in social development issues including Public Health, Poverty, Rural and Urban Development, Women and Child Development, Education, Labour, Social Welfare, Social Security, Social Safety Net, Housing and Social Justice.
- **CMS Communication** team cover communication needs assessment, developing communication strategies, evaluating communication programmes and campaigns, pretesting messages and designing social marketing strategies.
- **CMS Environment** is involved in policy research and programs evaluation aimed at creating sustainable solutions for environment protection and improving the quality of the environment. CMS Vatavaran, India's premier environment and wildlife film festival is being organized by the team since 2002.
- **CMS Media Lab** in the last 10 years has been systematically bringing out preoccupation of news channels. This is towards facilitating a more proactive approach by channels on basic issues of the country.
- **CMS Envis-Centre**, supported by the MOEF has been tracking, analyzing and disseminating country wise as to how visual media covers environmental issues/ subjects.
- **CMS Academy of Communication & Convergence Studies** is a distinct school and only one in the country based on in-house research and exploratory laboratory work where scholars deal with emerging futures in trying to mould it and play in the process a pro-active role.

Other Initiatives by CMS in 2010

Script Writers Meet: Recognising the role of story & script writers of TV serials, CMS is holding a first of its kind meet of script writers in Hyderabad on August 12, 2010, when it will announce an award for a script writer, who had experimented in 2009 with a new model and made a difference.

Telugu News Channels Award: CMS experiment of giving awards to Telugu News Channels goes into third year with a high powered six member Jury headed by a retired Chief Justice for 2010 awards.

CMS VATAVARAN 2010: CMS Vatavaran in its 10th year now, is organizing the traveling environment and wildlife film festival and forum in eight cities of India (Shimla, Ahmedabad, Hyderabad, Trivandrum, Shillong, Patna, Port Blair and Bhubaneswar).

Research Projects: To mark 20 years of its professional existence CMS is taking up three research projects in next two years. One is on “Conflict of interest in news media priorities”. The second is “RTI Movement and changes in news media” and the third on “Human resource needs of media”.

For more details, please contact

Narender Yadav

Manager Communications

09899979160

CMS

RESEARCH HOUSE

SAKET COMMUNITY CENTRE, NEW DELHI 110017, INDIA

PH: 91-11-26522244/55; FAX: 91-11-26968282

EMAIL: narender@cmsindia.org, info@cmsindia.org

www.cmsindia.org