



Dr N Bhaskara Rao one of the Panelists in the session on Print Media in Asia



6th UNICEF Awards for Children-Related Programmes of Telugu TV Channels
August 1, 2014, Hyderabad

Events Attended

Ms Priya Verma Talwar and Dr Yamini Verma attended the 'Discussion on the Science of the Intergovernmental Panel on Climate Change: Fifth Assessment Report (AR5) and its implications for India' on August 6, 2014, at the India Habitat Centre (IHC), New Delhi. The event was organized by the Climate Development Knowledge Network (CDKN), TERI and the Business Council for Sustainable Development (BCSD), in partnership with the Ministry of Earth Sciences and supported by the IPCC.

Mr Alok Srivastava attended a seminar on 'Explaining success, understanding failure in the implementation of the Mahatma Gandhi National Rural Employment Guarantee Act', organized by 3ie and Independent Evaluation Office, Gol, on July 21, 2014.



MS P N Vasanti and Ms Anita Medasani attended the International Association of Media and Communications Research (IAMCR) conference from July 15-19, 2014, in Hyderabad.

Ms Priya Verma Talwar and Mr. Sundeep C Srivastav of CMS VATAVARAN team visited Puducherry on a Recci Trip from July 29 to August 01, 2014. During this visit, an Organising Committee Meeting was held at Puducherry Secretariat. This meeting was chaired by the Dr V Kandavelu, Secretary – Environment, Govt of Puducherry and moderated by Dr S Senthil Kumar, IFS, CF & CWLW, Department of Forests & Wildlife, Govt of Puducherry. Around 20 representatives of different government bodies and organizations attended this meeting. Among them were State Forests Department, Puducherry Pollution Control Committee, Department of Science, Technology and Environment, University of Puducherry, Auroville Film Festival, PondyCAN and others.

New/ Ongoing Studies & Projects

- Rapid Assessment Survey Round III for Godhan Project, BAIF Development Research Foundation.
- A research study on Status of School Participation and Availing for Health and Nutritional Services for Children of Migrant Labourers, National Commission for Protection of Child Rights.
- Independent Audit of Implementation of Citizens'/Clients' Charter by Central Government Ministries/Departments, Performance Management Division, Cabinet Secretariat, Gol

Baseline for Advocacy and Communication (A&C) Indicators in Country Programme Action Plan (CPAP) for Unicef

Details- A&C is a cross-sectoral program, working on a wide range of issues and providing direct support to country programmes. Its focus is placed on six advocacy priorities for UNICEF India for 2013-2017, namely (1) elimination of child marriage, (2) elimination of child labour, (3) preventing neonatal death, (4) preventing stunting, (5) elimination of open defecation, and (6) providing quality education. This study is being conducted in 9 states.

The **Pilot test** of this study was conducted in Jaipur, Rajasthan with 5 MLAs and 2 MRs by Senior Researchers of CMS Communication- Garima Tiwari, Abison Paul and Deepmala Dutta. The field work has been completed in Bihar, Jharkhand & Madhya Pradesh.

Formative study to understand perceptions of parents and community based structures regarding rights and entitlements and redress systems within the RTE Act for MoHRD and Unicef

The purpose of this formative study is to understand knowledge and perceptions among parents and community members regarding entitlements for children within RTE and the redress mechanisms and barriers, motivations/ triggers for community members and parents to seek redress. The study is being carried out in 6 UNICEF programming states where redress mechanisms within RTE have been notified– 1) Bihar, 2) Maharashtra, 3) Odisha, 4) Tamil Nadu, 5) Uttar Pradesh (Eastern UP specifically), 6) West Bengal.

Pretesting of five additional FFL IPC videos on menstrual hygiene issues

In continuation to developing Facts for Life IPC videos, UNICEF has developed a set of 5 FFL IPC Videos on Menstrual Health and Hygiene (MHM). Front-line workers and peer educators in the Garima Project implementation districts will use these interpersonal communication videos in eastern UP, Bihar and Jharkhand within the ARSH programme of Gol.

Events Organized by CMS

On July 06, 2014, CMS VATAVARAN screening of the award winning film "Tiger Dynasty" by S Nallamuthu was held at CSOI Club, Chanakyapuri, New Delhi from 11:00 am onwards. Col Rajinder Kumar, General Manager, CSOI, welcomed the CMS VATAVARAN team. Mr. Sundeep C Srivastav, Senior Festival Manager, briefed the audience on the achievements of CMS VATAVARAN.



A consultation workshop was organized by CMS-IRB on "Ethics in Social Research and Evaluation- Practice and Challenges in India" at IIC, New Delhi on August 1, 2014.

The 6th UNICEF Awards for Children-Related Programmes of Telugu TV Channels was held on August 1, 2014, in Hyderabad.

IAMCR, in collaboration with the Centre for Media Studies, New Delhi, organised a talk on **The continued resilience of Print Media in Asia**, in Hyderabad, at HICC, on July 19, 2014. The panel involved representatives from both the industry and academia, including, Dr. N. Bhaskara Rao, Founder and Chairman of the Centre for Media Studies (CMS), New Delhi; Siddharth Varadarajan, previously Editor-in-Chief at The Hindu; Dr. Debao Xiang, Associate Professor at the School of International Journalism, Shanghai International Studies University; Shudipta Sharma, Lecturer at the Department of Communication and Journalism of the University of Chittagong, Bangladesh.

The first workshop for the 15 Fellows was held on 21 August, 2014, at India Habitat Centre, New Delhi. The workshop saw Fellows interacting amongst themselves and with a range of experts from road safety, research, legislation, transportation, enforcement belonging to institutions like Ministry of Road Transport & Highways, Delhi Traffic Police, Hindustan Times, IIT Delhi, etc.

CMS is implementing the **Disney Friends for Change: Conserving Green Spaces 2014-15** to promote the conservation of urban greenery and to encourage kids to be agents of change in their communities. As part of this initiative, a grant of up to **Rs 5 lakhs** is given to schools for developing neighbourhood parks. 14 schools came for **final project presentations** at CMS on 16-17 July, 2014. Of these, 11 schools were selected for the grant. An **orientation session** for the schools was held on 12 August, 2014, at CMS, which was attended by a teacher-in-charge, horticulturist, landscape architect and gardeners. They were oriented on the use of native species and promoting the idea of incorporating sustainability in their parks. The schools will begin implementing their park development plans from 1 September, 2014.

CMS VATAVARAN and You & I Foundation & Hooghly Chinsurah Municipality organized **Dayittya - Responsible Film Festival and Forum 2014** at Chinsurah, West Bengal from August 30 -31, 2014. This festival was the first of its kind in the state. The theme of the festival was "**Nature & Environment**".



Dayittya Film Festival was inaugurated by **Ms Manmeet Nanda**, IAS, District Magistrate, Hooghly. The other dignitaries who addressed the gathering were **Dr A K Sanyal**, Chairman, West Bengal Biodiversity Board and **Mr Rahu Ray**, President, YOU & I Foundation. Around **1000 delegates** attended this film festival.

New Joinee

- Ms. Babytim Huidrom, Research Intern, CMS Communication
- Ms. Archita Moitra, Research Executive, CMS Communication
- Mr. Suraj, Intern - CMS VATAVARAN

Goodbye

- Ms. Deepmala Dutta, Sr. Research Executive, CMS Communication Team

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