



Release CMS-ENVIS quarterly newsletter "Green Voice" by Shri A. K. Srivastava, IAS, Chief Secretary, Govt. of Sikkim.



Orientation Workshop for Disney Friends for Change: Conserving Green Spaces to be held at New Delhi.

Events Attended

Mr Sundeep C Srivastav and Mr Sanjay Negi, attended a **seminar on Event Management at Taj Palace** Organised by: Cvent's Event Management Platform, Cvent, Inc. on March 04, 2014, New Delhi

Dr Amit Rahul and Debananda Mohanta participated in National Level Workshop on **Refresher Training for National Level Monitors (NLMs)** organized by Ministry of Rural Development, Gol on March 19-20, 2014.

Ms P N Vasanti participated in the Adhock-Task Force (ATF) meetings to review **2014-15 (Results-Framework Document) RFDs** from March 19 – April 4, 2014

Mr Alok Srivastava attended one day consultation on Exploring Effective BCC Indicators for **Health Programs in India** organized by FHI360 and Population Council on March 20, 2014.

Ms Paramita Dasgupta & Mr Alok Srivastava gave a presentation on **CMS proposal for NFHS-4** to be carried out in the North Eastern state of Tripura, at IIPS on March 22, 2014, Mumbai

Mr Anand A Jha and Amrendra Pathak attended "**National Interaction cum Evaluation Workshop for Environmental Information System (ENVIS) Scheme**", held on 28-30 March 2014 at Gangtok, Sikkim, where we release CMS-ENVIS quarterly newsletter "Green Voice" by Shri A. K. Srivastava, IAS, Chief Secretary, Govt. of Sikkim. *The SCSTS- ENVIS Centre, Gangtok is organising the Workshop on behalf of the Ministry of Environment and Forest (MoEF).*

Ms Anita Medasani participated in a special discussion on Election Expenditure in Gemini News Channel- Programmes name is **Yadhardam** (Telecast time Sat at 8pm and sunday morning at 10)

Events Organized by CMS

"Disney Friends for Change: Conserving Green Spaces 2014-2015"

Disney India, the country's leading diversified, multi-brand entertainment company launched its global multi-platform citizenship initiative titled "Friends for Change" in Delhi-National Capital Region (NCR) on April 15, 2014. The Indian initiative has been titled "**Disney**

Friends for Change: Conserving Green Spaces 2014-2015" and has been launched in an innovative interschool volunteering competition format. As part of this project, schools have to adopt an underdeveloped/ developing park in their neighbourhood and develop it with the participation of school children and their parents, teachers, local community members and park authorities. Disney India is providing financial grant of up to Rs. 5 lakhs to 10 shortlisted schools. In addition to this, CMS is providing technical, administrative and project management support to the schools. Park development will be completed in three months between August and November 2014.



After completion of the project, events will be held in December to dedicate the developed park to the respective authority and the local community. The inaugural edition of this project in India will culminate with Gala Award Ceremony in February 2015 in which all participating schools will be felicitated and the best project will be honoured with Disney Friends for Change Trophy. After completion of the project, schools will later also work with community on engagement activities and the local authorities to carry out the maintenance of the park.

The goal of the Disney Friends for Change: Conserving Green Spaces project is to revitalize urban green spaces and provide a platform for families and children to be stewards of change in the society. The 'Friends for Change' project is being facilitated by Disney's sustainability partner CMS, a Delhi-based and nationally functioning think tank.

The Disney Friends for Change launch event was kicked off with an Orientation Workshop about the project at the **India International Centre in which 114 teachers from 62 schools of Delhi-NCR had participated**. As a follow-up to the Orientation Workshop held on April 15, Technical Helpdesk has been set up to support schools in developing their project proposals. The participating schools are currently busy writing their project proposals so as to submit it before the due date of May 20, 2014.

Consultative Meet on Indian News Media Education

CMS Academy organised a Consultative Meet as part of the UKIERI project on Indian News Media Education on April 29, 2014 from 3 to 5 pm at the CMS office. The Indian Advisory Group members- Dr. Nalini Rajan (Dean, ACJ), Prof. BP Sanjay (University of Hyderabad), Prof. Ashok Ogra (Director, AIMC), Mr. Shравan K. Garg (Editor, Nai Duniya) and representative of UK partner, Prof. Matthew Hibberd (University of Stirling). It was conducted as a follow-up of the Symposium on News Media Education in India held in August 2013. Media experts and faculty from institutes, colleges and universities also attended the meeting. An update was given on the ongoing research study focusing on trends and quality issues in media education and training needs assessment of Indian News Media Faculty.

Book/ Paper/ Article Published

N Bhaskara Rao, "**Huge poll expenditure undermining democracy**" **Mydigitalfc.com, March 14, 2014** (<http://www.mydigitalfc.com/opinion/bn-bhaskara-raob-huge-poll-expenditure-undermining-democracy-680>)

Three papers from CMS and one paper from ICSSR project accepted for presentation at IAMCR 2014 to be held in Hyderabad during July 15-19, 2014.

- Mr Alok Srivastava's paper abstract on "**Mobile Phones: Effective Governance and Vaccinated Children**".
- Mr Prabhakar 's paper abstract on "**Effects of Social Network on Tehelka Scandal Coverage in TV and Print – A Case Study**".
- Mr Prabhakar & Ms P N Vasanti's paper abstract on "**Sexualization of Female in Hindi/ Bollywood Music in India**".
- Dr Anuradha Bhattacharjee & Ms Anushi Agrawal's paper abstract on, "**Measuring and Mapping of Media Ownership and Concentration in India and calculation of Company Power Index of 12 major media common ownership units (2000- 2012).**"

Guest

Mr Pradeep Sopory, Researcher of health communication at Wayne State University in Michigan, USA. (Associate Professor & Director of Graduate Studies Department of Communication)

Dr Lauren Kogen, PhD, Center for Global Communication Studies, University of Pennsylvania

Mr Ashvini- Aumentis Consulting, Bangalore

New/ Ongoing Studies and Project

We have been appointed as WHO BB-GRSP Andhra Pradesh Focal Point. Our role will be to engage with the state level media in better reporting on road safety; to disseminate social marketing campaigns on Drunk Driving and production of social media campaign on helmet; to secure and provide equipment to police in the three sites relating to enforcement (2014-15).

For Plan India- Andhra Pradesh office we are doing a project on - Advocacy for improving school WASH facilities in government schools in Andhra Pradesh. For this we did the field work in April 2014.

New Joining

Ms Joselyn Joseph, Consultant, Knowledge Management, March 2014

Goodbye

Ms Alka Tomar, Director - CMS Environment & Festival Director CMS VATAVARAN, March 2014

Celebrations...

Holi



International Women's Day

