



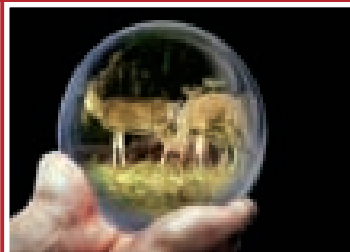
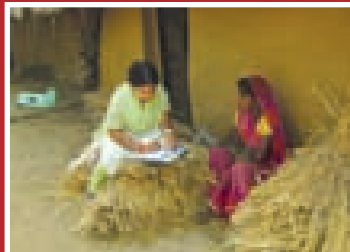
CMS

[www.cmsindia.org](http://www.cmsindia.org)

REPORT  
2007-11

## MAKING A DIFFERENCE...

20 years of path breaking **Research, Advocacy and Capacity building** in **Social Development, Environment, Communication, Media and Transparency** issues to work towards a **vision of Equitable Development & Responsive Governance.**



## CMS CORE COMPETENCIES

- Monitoring and Evaluation
- Policy Research
- Action Research
- Advocacy and Capacity Building
- Communication Strategies
- Innovative Corporate and Media Engagements

## THE CMS EDGE

**Experts:** Research, Advocacy and Capacity Building teams include full-time professionals with expertise and experience in wide range of subjects.

**Resources:** State-of-the-art research, documentation, data services and training facilities across three campuses in Delhi, Noida and Hyderabad.

**Coverage:** A network of field researchers across the country and a fully-equipped National Office in New Delhi and a Regional office in Hyderabad, in addition to a strong contact base across globe.

**Specialist Teams:** CMS Social, CMS Environment, CMS Communication, CMS Transparency, CMS Media Lab, CMS Survey, CMS Advocacy and CMS Academy.

**Unique Methodologies:** Developed rigorous, customised research & evaluation methodologies to study complex and dynamic issues.

**Beyond Research:** Specialise in organising workshops, seminars, symposiums, awards, corporate engagements and outreach programmes to strengthen capabilities and advocate on emerging national challenges.

## CMS SERVICES

### Research

- ✓ Feasibility, Scoping & Formative
- ✓ Baseline & Endline
- ✓ Needs & Impact Assessment
- ✓ Monitoring & Evaluation
- ✓ Analytical Process Documentation
- ✓ Opinion Polls

### Advocacy

- ✓ Workshops, Seminars & Symposiums
- ✓ Publications
- ✓ Felicitations/Awards
- ✓ Corporate Social Responsibility Programmes
- ✓ Film Festivals & Competitions

### Capacity Building

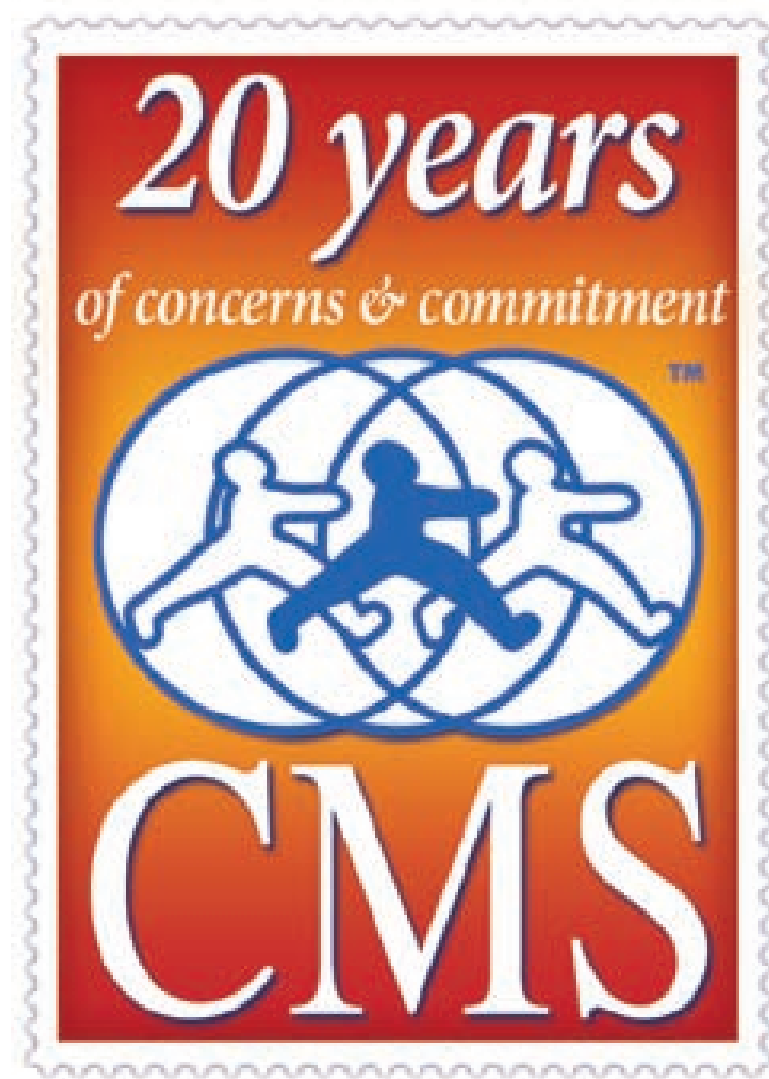
- ✓ Design and Conduct Capacity Building Programmes
- ✓ Develop Modules and Course Curriculum
- ✓ Faculty / Teacher Development
- ✓ Quality Standards Resource

### Media Monitoring

- ✓ Content Analysis
- ✓ News Media Tracking
- ✓ Monitoring Trends
- ✓ Media Ethics & Regulations

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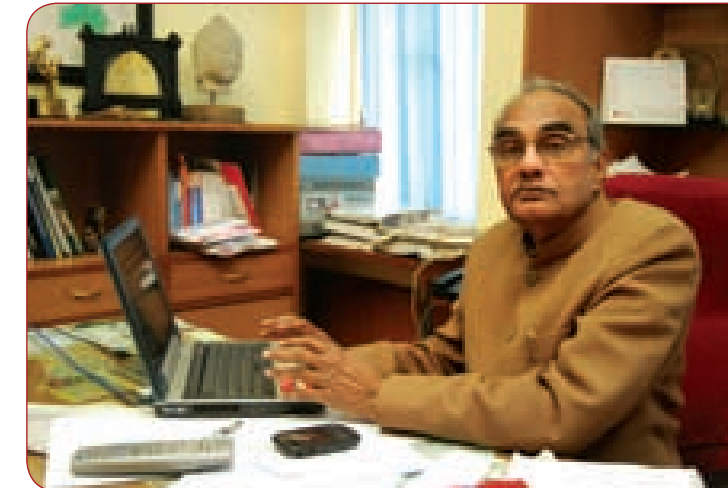
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## FROM THE CHAIRPERSON'S DESK

### IT IS NOW 20 + 20 RESEARCH HOUSE!

CMS was founded in 1990-91, based on 20 years of operations and evaluative research, not just with certain insights from that experience but with a definitive philosophy, concern and feeling of commitment. The concern is that research should help achieve national goals of equity and empower civil society, enable citizens and facilitate good governance. The philosophy is that its priorities should be driven from within and it should be independent without having to depend on doles of any origin.



This is how CMS has been operating over the last two decades as a national institute from out of its own professional services. Starting with half a dozen professionals, today, it has more than four dozen full time and several times more project staff. Nearly, two dozen who had gone from CMS with their initial grounding in applied social research are also making a difference in the country. Today, CMS has spacious, state-of-art-infrastructure campuses in South Delhi, Noida and Hyderabad and field researchers around the country for reliable and time bound services.

What started more in anguish about practices in sponsored research and pitfalls in field surveys, today is an independent and credible body of national standing with acknowledgements for its pioneering initiatives. In 1990-91 hardly anyone expected CMS to survive with such priorities and rigid goals. Over these 20 years, CMS has demonstrated how research need not be an end in itself, but how it could help facilitate action, mobilisation and change. And this is not just in terms of mindset and behaviour, but even in policies at various levels.

All this has been possible because of shared concerns and dedicated efforts of CMS teams and of P N Vasanti, its Director. Any organisation with similar concerns, commitment and accomplishments in the country, operating on not-for-profit basis deserves to be celebrated!

Dr N Bhaskara Rao  
Founder Chairperson, CMS



“ It is indeed unique to be engaged for a long unbroken period of 20 years in independent and highly credible research work. I must compliment CMS for carrying out this highly commendable research work undertaking and carrying out interesting initiatives and remarkable activities in so many spheres of social development over the years. ”

**-P N Bhagwati**  
*Former Chief Justice of India;  
 Member, U N Human Rights Committee;  
 Chancellor-Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeeth.*



## VISION

CMS endeavours to conduct path breaking **Research, Advocacy** and **Capacity building** to work towards a **vision of Equitable Development & Responsive Governance.**

## Mission

To provide **global leadership and excellence** in Research, Advocacy & Capacity building in **Social Development, Environment, Communication, Media** and **Transparency** issues through **innovation** and **partnerships.**



# CMS at a Glance

Over the past two decades, CMS has carved out a niche for itself as an inter-disciplinary professional body with a wide range of concerns and capabilities.



## ❖ Who We Are?

Established in 1991, CMS\* is an **independent, not-for-profit organisation** dedicated to multi-disciplinary research-driven initiatives that enable policy makers to take informed decisions on development and social change to improve quality of life. We have been engaged in **Research, Advocacy and Capacity building** in **Social Development, Environment, Communication, Transparency and Governance** issues at local and national policy levels for more than two decades.

CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. We have completed over **500 projects** in collaboration with **162 public and private partners** across the globe.

## ❖ How We Work?

We believe that, **“Research is not an end in itself but a means and an objective way of leading to advocacy, empowering and achieving social equity.”** Research can guide us through change and should inform decision making and public policy. We also believe that **local knowledge and values are vital in building sustainable lives.** Our **approach is collaborative and stakeholder involvement** has always been at the crux of what we do. Our projects help to **build capacity and strengthen institutions** to equip our partners for the long term.

CMS works in **8 dynamic teams** which synergise their efforts to promote equitable development & responsive governance in the country:

## CMS Teams

- CMS Social
- CMS Environment
- CMS Communication
- CMS Transparency
- CMS Surveys
- CMS Media Lab
- CMS Academy
- CMS Advocacy

The first four teams focus on the core themes of CMS research. The last four teams focus on specialised services provided by CMS. Together, these teams have developed a number of initiatives that are pioneering and remarkably popular. Some of these include:

**CMS VATAVARAN**-environment and wildlife film festival and forum  
www.cmsvatavaran.org

**CMS Symbols**-communication for social development forum  
www.cmssymbols.cmsindia.org

**CMS ENVIS Centre**-information resource centre on environment  
www.cmsenvis.nic.in

**India Corruption Study**-annual studies on corruption in public services

In a nutshell, CMS promotes active citizenry by *engaging corporations, creating media alliances, supporting policy makers and developing civil society partnerships* to address emerging national challenges.

## ❖ Where Do We Work?

CMS has a fully-equipped National Office in New Delhi, a campus in Noida and a Regional Office in Hyderabad with state-of-the-art research, documentation, data services and training facilities. It also has a network of field researchers across all the states of the country with a strong contact base across the globe.

### Centrally located campus

Located in the heart of New Delhi, the **CMS National office** has its own **five-storey building**, which has proximity and ready **access to several important organisations**, data sources, and several government departments and facilities. CMS also has well equipped in-house data processing and high-end computation facilities, with broadband connectivity along with **sophisticated software tools for statistical analysis.** An impressive new campus has also been recently built at Noida, on the Delhi-Uttar Pradesh border.

## ❖ Highlights

- CMS has worked with **162 International and National partners** to execute over **500 projects** in two decades.
- CMS operationalised its state of the art campus in sector 106 Institutional area NOIDA. The beautifully designed campus has 35000 sq ft build up area in a one and a half acres land. Ms P N Vasanti and Mr Regi V John were directly involved in designing, construction and operationalising this campus.
- CMS has **signed MOU's with International partners** like **Annenberg School for Communication University of Southern California, USA; Stirling University, Scotland; InHolland University, Netherlands; Ohio University, USA and Academy for Educational Development (AED), Washington USA** to do innovative research and capacity building projects.
- CMS has advocated on critical themes like **girl child education, female foeticide, education reforms, media regulation issues, environment conservation, disability, Right to Information, Social Audit, Entertainment Education, Corruption and Transparency** to promote equitable development and responsive governance in the country.
- CMS has constituted an Institutional Review Board (CMS-IRB), registered in the Division of the Assurance and Quality Improvement of the Office for Human Research Protections (OHRP), USA, to give technical support to research organisations towards maintaining the ethical standards in research on human subject. CMS is also registered to give Federal Wide Assurance (FWA) for the Protection of Human Subjects for International (Non-U.S.) Institutions.
- CMS has **pioneered India Corruption Studies** that annually tracks and studies leakages and petty corruption faced by common citizens, specially the poor. These studies are **unique for the PEE model** (Perception Experience Estimation model) and are widely quoted/ used by media, government and civil society.
- CMS activities featured in **486 articles published in the country's leading National and Regional newspapers** during 2007-11. National Newspapers that covered CMS activities includes

25 leading print media houses like **The Times of India, Indian Express, The Hindu, The Hindustan Times, The Mint, The Business Standard, The Pioneer** etc. CMS operationalised its state of the art campus spread over an area of 1.5 acres in sector 106, Institutional Area, Noida. The beautifully designed campus has a built-up area of 35,000 sq ft. CMS initiatives were widely covered in **68 Regional Newspapers** like, **Dainik Bhaskar, Dainik Jagran, Eenadu, Andhra Jyoti, Sakshi**, etc.

• CMS has initiated several **innovative Corporate and Media engagements** like **CMS Vatavaran, HSBC World Environment Week and Disney Volunteer Programme** to ensure public-private partnership is strengthened in development activities of the country.

• **Mr. Alok Srivastava**, Team Leader, CMS Social is a **member of International Development Evaluation Association (IDEAS)** since 2008

• **Mr. Alok Srivastava**, Team Leader, **CMS Social** has presented papers and attended meetings in **Canada, Nepal, Afghanistan, Philippines, South Africa and Jordan** on development evaluation and e-governance.

• **CMS Social** conducted an evaluation of **UNIFEM's Regional Home Based Workers Programme in South Asia covering India, Pakistan, Bangladesh and Nepal.**

• **CMS Social team** has developed a **unique scorecard** known as the **Poverty Index Tool.** The tool is user-friendly and could be replicated in other development projects aiming at inclusion of poor families.

• One of the first-of-its kinds of study undertaken by **CMS Social** was to **assess the socio-economic status of Mahadalits.** This study will help to **formulate strategy for social and economic empowerment of the Mahadalits.**

• In **education sector**, **CMS Social** team is amongst the **first organisation in India to study the implementation process of 25 percent reservation for Economically Weaker Section (EWS) families under the Right to Education (RTE) Act 2009 in Delhi.** The study will help the policy makers to take corrective measures in the implementation of RTE Act in the coming academic year.



## What Makes Us Different?

*We combine the qualities of:*

- A **non-profit and non-partisan** research organisation.
- A **committed facilitator** in handling complex **Social Development, Environment, Communication, Media, Transparency and Governance** issues.
- A **research based think tank** committed to rigorous and **objective analysis** to support **improved policymaking.**
- Research based **advocacy and capacity building** initiatives.
- Ability to **work effectively with diverse stakeholders** including **media, corporations, policy makers and civil society** to address equity challenges.





A survey conducted in early 2011 with filmmakers ranked **CMS VATAVARAN** amongst the top two environment and wildlife film festivals in the world. **CMS VATAVARAN** is a pioneering enterprise initiated by **CMS Environment team** in 2002 to encourage **environment films** and **forums** that result in perception, practice and policy change.

- **Ms. Paramita Dasgupta, Team Leader CMS Communication**, conducted a session on 'Most Significant Change Technique' among the participants of **8 countries across the world** during the *United Nations Trust Fund Programme and Evaluation Design Workshop to End Violence against Women at Mexico* in August 2008.
- **Ms. Paramita Dasgupta, Team Leader CMS Communication**, presented the 'Formative Research' findings as a part of the Designing and Implementing an Impact Evaluation of 'Safe Cities New Delhi Project' (Phase II) at **Cairo** for **UN Women**, July 2011.
- **CMS Communication has signed a long term association contract (LTA) with UNICEF** to pre-test any development communication material and to conduct rounds of Effectiveness Surveys for 'Meena Ki Duniya'. The former gives CMS an opportunity to work on *Govt. of India Campaigns on Age of marriage, Salt iodisation, Safe water, HINI, Polio Ravivaar, Hand Washing with soap and Men using toilet etc.*
- **Ms. Alka Tomar, Team Leader, CMS Environment** conducted research on communicating climate change in UK along with the **University of Stirling, Scotland** in July 2009. *The research entailed focus group discussions with youth, academic and eminent journalists from the Guardian and the BBC.* The study was part of the UKIERI support research study on Climate Change and Youth in India and the UK.
- **Ms. Alka Tomar, Team Leader, CMS Environment** participated in one of the premier wildlife film festivals in the world, **Wildscreen 2010, Bristol, UK**. The visit in Oct 2010 helped in forging collaborations and networking with commissioning editors and natural history filmmakers.
- A survey conducted in early 2011 with filmmakers ranked **CMS VATAVARAN** amongst the top two environment and wildlife film festivals in the world. **CMS VATAVARAN** is a pioneering enterprise initiated by **CMS Environment team** in 2002 to encourage **environment films** and

- forums that result in perception, practice and policy change. **CMS VATAVARAN** was also nominated for **WANGO (World Association of Non-Governmental Organisations) Environment Awards, 2008.**
- The research findings of **CMS Environment team** on knowledge, attitude and practice of Delhiites towards the Yamuna river has led to a mobilisation strategy for reaching out to all segments of the society in NCR. The recommendations and the study insights provided base for developing "**River Health Index**" by Ford Foundation.
- The Jalmani programme in which the water quality was tested in rural schools was a **first-of-its-kind** study **CMS Environment team** conducted for **UNICEF.**
- **The evaluation of the huge Rs 400-crore Nirmal Gram Puraskar** underscored the **CMS Environment expertise** in evaluating such a big and prestigious scheme.
- **CMS** has the distinction of setting up, **the first Media Lab in India** that studies trends in both electronic and print media along with developing strategies, which meet the needs of the media world.
- **Mr. Prabhakar Kumar**, Coordinator, **CMS Media Lab** is a **standing member of the Scrutiny Committee that reviews the violations of television channels** recorded by the **Electronic Media Monitoring Centre (EMMC)** under the Ministry of Information and Broadcasting.
- **CMS Academy** partnered with the Public Diplomacy division of the Ministry of External Affairs to organise the **first ever conference on "Public Diplomacy in the Information Age"** in New Delhi in 2010.
- **CMS** has brought out **over 100 publications** including monographs, reports, directories and books based on its research findings on issues of national concern. These are being digitised to be made available through **CMS Cart**, a new e-commerce initiative dedicated to the sale of products and services of **CMS** and its partners. ([www.cmscart.in](http://www.cmscart.in))

“ I have seen for myself Dr. Rao's great dedication to social causes when I was associated as Chairperson in the first Social Audit Panel of the country. We had organised open house hearing countrywide and public analysis for the purpose of moving towards and achieving communication revolution in the country. ”

-P. N. Bhagwati, Former Chief Justice of India

### Dr.N.Bhaskara Rao

- **Dr.N.Bhaskara Rao, Chairperson CMS**, has taken the lead in initiating and tracking the **Right To Information (RTI) Act** implementation in the country. He has also pioneered **Social Audit and Citizens Charter** concept for better accountability and transparency in governance.
- **Dr.N.Bhaskara Rao, Chairperson CMS**, is a distinguished author of books on governance, media, elections and interstate politics. His latest book titled, "**A Handbook of Poll Surveys in Media**" (2009) was released in a function chaired by **Shri. Sachin Pilot (MP), Dr.S.Y.Qureshi (Chief Election Commissioner), Shri. Navin Chawla (Former CEC), Dr. Abid Hussain (Former US Ambassador) and three eminent editors Shri. Dileep Padgaonkar, Shri. Vinod Mehta and Shri. Alok Mehta.**
- **Dr.N.Bhaskara Rao, Chairperson CMS** has been a **board member of several reputed organisations** like the **National Institute of Health & Family Welfare (NIHFW), National Institute of Rural Development (NIRD), founder-member of Mudra Institute of Communications (MICA), Foundation for Organisational Research (FORE), Centre for Symbiosis, Technology, Environment & Management (STEM), Basic Research in Education and Development (BREAD), Pacific Telecom Council (India), Telecom Users Group of India (TUG) etc.** He was also a **Trustee of the India Brand Equity Fund (Ministry of Commerce).**

### Ms.P.N.Vasanti

- **Ms.P.N.Vasanti, Director CMS**, writes a **fortnightly column on Media in Mint**, the economic newspaper published by The Wallstreet Journal and the Hindustan Times since 2008.
- **Ms.P.N.Vasanti, Director CMS**, has participated in **Television programmes** in leading national channels like **NDTV, CNN-IBN, DOORDARSHAN, Lok Sabha TV, TV 9** to advocate on issues related to **Media Ethics and Regulation, Electoral Reforms, Education, Health, Women & Children.**
- **Ms.P.N.Vasanti, Director CMS**, is a **Member, International Advisory Board, PSO-a Dutch association** focused on capacity development of civil society organisations in developing countries.
- **Ms.P.N.Vasanti, Director CMS**, is a **Member, Euro-India SPIRIT Working Group**, a Europe-driven initiative aiming to engage the EU and Indian ICT stakeholders at a level where policy formulation pertaining to research can be aligned and supported to identify the priorities of key research stakeholders and constituencies. The outcome is to formulate a mutually-beneficial research and innovation agenda that can be taken up through specific bilateral initiatives.
- **Ms.P.N.Vasanti, Director CMS**, is a **Member, Ad-hoc Task Force (ATF) constituted by the Cabinet Secretariat (Prime Minister's Office)** to review the performance targets of various Government departments.
- **Ms.P.N.Vasanti, Director CMS**, has been a **Member of the Committee** set up by the Ministry of Information and Broadcasting to **develop Content Code and Self Regulation Guidelines for the Broadcasting sector in India.**
- **Ms. P.N.Vasanti, Director CMS**, is also a member of several **Professional associations** including **Indian Women's Press Corp, American Evaluation Society (AES), International Communication Association (ICA), International Association for Media and Communication Research (IAMCR).**
- **Ms P. N.Vasanti, Director CMS**, has presented papers and attended meetings in **Copenhagen, Hague, New York and Washington** to develop innovative partnerships.





**CMS Communication has signed a long term association contract (LTA) with UNICEF** to pre-test any development communication material and to conduct rounds of Effectiveness Survey for 'Meena Ki Duniya'. The former gives CMS an opportunity to work on *Govt. of India Campaigns on Age of marriage, Salt iodisation, Safe water, HINI, Polio Ravivaar, Hand Washing with soap and Men using toilet etc.*

## ❖ Collaborations:

### *Connect. Collaborate. Mobilise*

CMS works with national and international partners for gaining a better understanding of cross-cultural issues in research, advocacy and capacity building. Apart from regular workshops, seminars, roundtables, symposia across the country, CMS has reliable outreach arrangements for programmes at grassroots to keep up the momentum of implementation and sustain involvement of people. The National and International organisations with which CMS collaborates closely and on an ongoing basis include:

### *International Collaborations*

- AED, Washington USA (now FHI360)- CMS was the research partner for Asia in their C-Change project.
- Annenberg School for Communication University of Southern California, USA-MOU to do collaborative research and publications.
- InHolland University, Netherlands- collaboration for internship opportunities for their students at CMS and for joint publications.
- Ohio University, USA- collaboration to launch joint online courses and collaborative research.
- Stirling University, Scotland- collaborating for a research project funded by UKIERI.
- TVE Asia Pacific, Colombo, Sri Lanka- associated for environmental journalists awards

### *National Collaborations*

- Administrative Staff College of India, (ASCI) Hyderabad
- Adventis Higher Secondary School, Ahmedabad
- Agartala Municipal Council, Agartala
- Anand Niketan, Ahmedabad
- Andhra Pradesh National Green Corps, Hyderabad
- Association for Democratic Reforms, New Delhi
- B K College of Arts & Crafts, Bhubaneswar
- Basic Research, Education and Development (BREAD), Hyderabad
- Bharati Vidyapeeth Institute of Environment Education and Research, Pune

- BJEM School, Bhubaneswar
- C P R Environmental Education Centre, Chennai, Tamil Nadu
- Campaign for Judicial Accountability and Judicial Reforms, New Delhi
- CINEDELVE-A Film Society, Agartala
- Common Cause, New Delhi
- D M School, Bhubaneswar
- Dainik Bhaskar, Shimla
- DAV Public School, Patna
- DAV School, Bhubaneswar
- Delhi Public School, Ahmedabad
- Department of Geology, Patna University, Patna
- Department of Museums and Zoos. Govt. of Kerala, Thiruvananthapuram
- Dept of Information, Cultural Affairs Agartala, Govt. of Tripura.
- Environment Management Agency, Govt. of Kerala, Thiruvananthapuram
- Environment Protection Training & Research Institute (EPTRI), Hyderabad
- Federation of AP Chamber of Commerce and Industry, Hyderabad
- Gandhi International Public School, Ahmedabad
- Global Green Peace, Kashmir
- HFS Himalayan Films Studio, Leh
- Himvani, Shimla
- I Watch, Mumbai
- IIT Gandhinagar, Ahmedabad
- India Habitat Centre, New Delhi
- Indian National Trust For Art and Cultural Heritage (INTACH), New Delhi
- Inner Wheel Club, Ahmedabad
- Institute for Human Development (IHD), New Delhi
- Institute of Management Studies and Training, New Delhi
- Institute of Physics, Bhubaneswar
- Ishan International Girl's School, Patna
- ITC-WELCOMGROUP, New Delhi
- Kalpavriksh Environmental Action Group, Pune
- L.D.College of Engineering, Ahmedabad
- Ladakh Autonomous Hill Development Council, Leh
- Leh Nutrition Project, Leh
- Lok Satta, Hyderabad
- Magadh Mahila College, Magadh University, Patna
- Mahatma Gandhi International School, Ahmedabad

- Manav Adhikar Seva Samiti (MASS), Odisha
- Manthan Yuva Sanstha, Ranchi
- Martin Luther Christian University, Shillong
- Mazdoor Kisan Shakti Sangathan (MKSS), Rajasthan
- Media Plus, Shillong
- Meghalaya Daily, Shillong
- National Institute of Science Education and Research, Bhubaneswar
- National Museum of Natural History, New Delhi
- Nai Duniya, Bhopal
- NEEDS, Shillong
- Nehru Memorial Museum and Library, New Delhi
- Nirma University, Ahmedabad
- Open Source, Odisha
- Osmania University, Hyderabad
- Patna Central School, Patna
- Patna Doon Public School, Patna
- Patna Law College, Patna University, Patna
- Patna Science College, Patna University, Patna
- Patna Women's College, Patna University, Patna
- PBL Nazar, Ranchi
- Population Foundation of India (PFI) New Delhi
- Prasar Bharati, New Delhi
- PTC India Foundation, New Delhi
- Pune Municipal Corporation, Pune
- PVR Nest, New Delhi
- Rashtirya Jagriti Sansthan, New Delhi
- Riti Academy of Visual Arts, Shillong
- Royal College of Science, Bhubaneswar

- S G A Education Institute, Ahmedabad
- Sai International School, Bhubaneswar
- Sainik School, Bhubaneswar
- Sakaal Media Group, Pune
- Sakar Foundation, Patna
- Salim Ali Centre for Ornithology and Natural History (SACON), Coimbatore
- Sarojini Naidu School of Fine Arts, Performing Arts and Communication, University of Hyderabad
- Scholars Abode School, Patna
- Social Audit Council on Information Right (SACIR), Hyderabad
- South Asia Free Media Association (SAFMA), New Delhi
- St Karen's High School, Patna
- St Michael's High School, Patna
- St Xavier College, Ahmedabad
- The Hindu, Coimbatore
- The Mudra Institute of Communications (MICA), Ahmedabad
- Toonz Animation India Pvt Ltd, Thiruvananthapuram
- Transparency International India
- Tripura Info, Agartala
- Tripura University, Agartala
- TV9, Coimbatore
- U Nongsain Hima, Shillong
- University of Hyderabad
- Vishwa Bharti English Medium School, Ahmedabad
- Wild Orissa, Odisha
- Wild Portraits, Pune
- Wildlife Society of Orissa, Odisha
- Xavier Institute of Management, Bhubaneswar
- 1takemedia.com, New Delhi
- 94.3 My FM, Bhopal



“ I have known CMS for the whole period since 1990. When CMS was founded your mission was and continues to be creative research in the field of empowering citizen and ensuring good governance. ”

**-B. G. Deshmukh, IAS (Retd.), Former Cabinet Secretary, Govt. of India & former Principal Secretary to the Prime Minister of India**





## Leadership

Collaborating with Domain Expert to create Holistic Knowledge

CMS believes that a holistic multi-disciplinary approach to development sector issues is mandatory for finding sustainable solutions to the various challenges our society faces. With this aim, CMS is constantly partnering with institutions, domain specialists and leaders from different spheres to design programmes enriched with an integrated approach.

CMS has constantly endeavoured to tap fresh and diverse sources of information and expertise to keep itself abreast of global developments.

“ I congratulate Dr. Bhaskara Rao for pioneering and setting up such an activist research outfit in the country. It is a path breaking enterprise which he has undertaken and in which he is engaged for the last so many years with great zeal and passion. Dr.Rao has worked tirelessly in furtherance of the mission undertaken by him and built up CMS as a strong and powerful Organisation intended to bring about communication revolution so as to achieve social harmony and welfare.”

**-P. N. Bhagwati**  
Former Chief Justice of India,  
Member U.N. Human Rights Committee  
Chancellor-Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeeth



# Leadership

Collaborating with Domain Expert to create Holistic Knowledge



**CMS Managing Committee and Advisory Council** includes luminaries of the country from different fields. The participation of these eminent personalities has enabled CMS to grow from strength to strength and forge ahead in its unique mission and standing in India.

### CMS-Managing Committee

- Dr. N. Bhaskara Rao, *Internationally known media expert*
- Ms. P. N. Vasanti, Psychologist, and Social Researcher
- Dr. Shanti Swarup Medasani, Scientist
- Ms. N. Bharati, Development Consultant
- Dr. G. Lakshmi Kumari, *National Scientist and former Sr. Professor, NIHFV*
- Dr. S. N. Kulkarni, Economist, formerly with IEG, DU
- Prof. M. K. Premi, Demographer, former Senior Professor, JNU

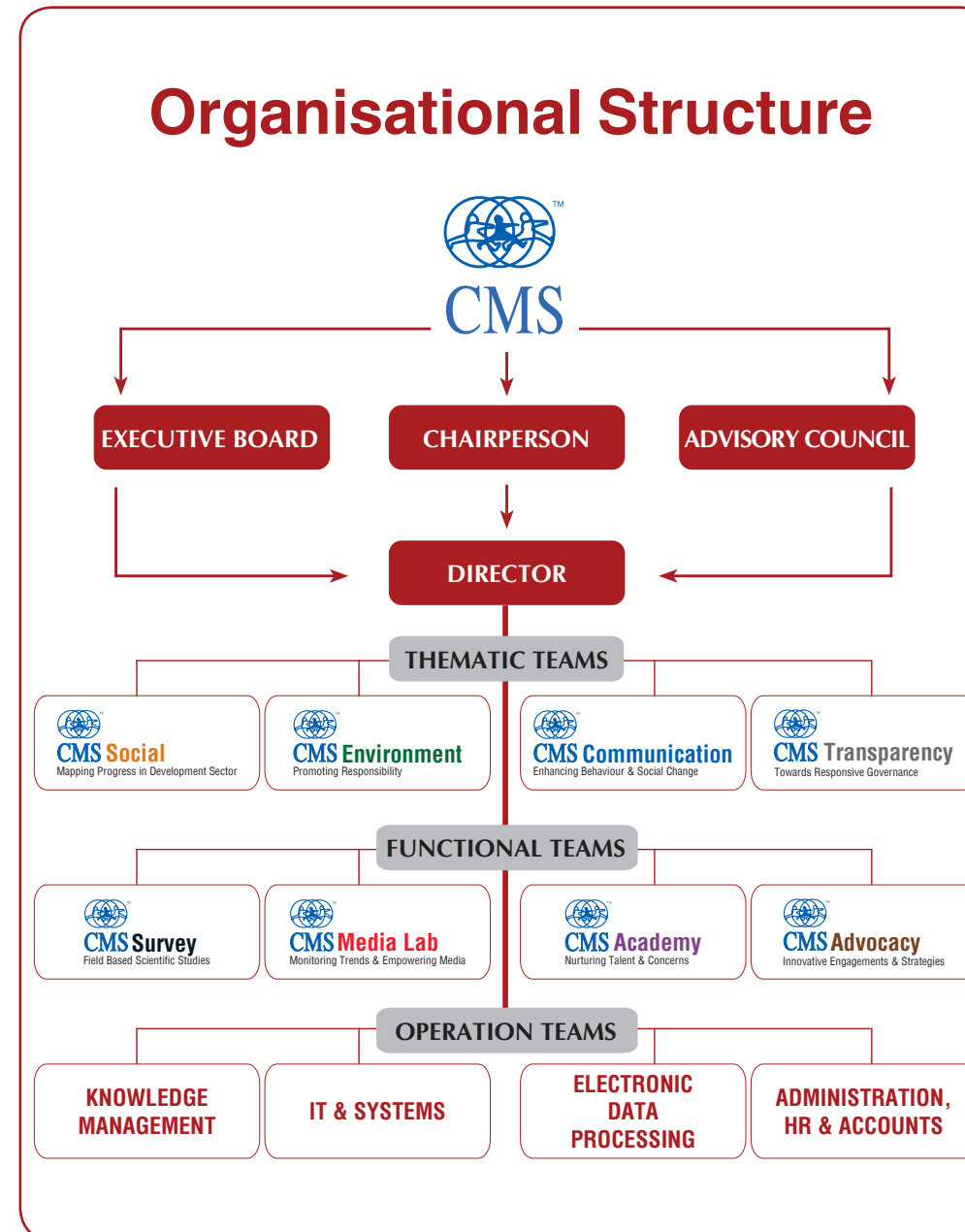
### CMS-Advisory Council

- Justice P. N. Bhagwati, former Chief Justice of India
- Dr. Abid Hussain, former Indian Ambassador to the US
- Shri. N. Vittal, IAS (Retd.), former Chief Vigilance Commissioner (CVC), Gol
- Shri. Vinod Vaish, IAS (Retd), former Secretary, Dept of Telecom, Gol
- Shri. Shyam Benegal, MP, Eminent Film Director
- Dr. Y. S. Rajan, former Director of TIFAC
- Shri. D. R. Karthikeyan, former Director CBI
- Shri. H. K. Dua, MP, Eminent Editor
- Shri. B. G. Verghese, Eminent Editor
- Swamy Agnivesh, Social Activist
- Shri. Kiran Karnik, former President, NASSCOM
- Dr. Mohini Giri, Chairperson, Guild of Service
- Ms. Usha Rai, Eminent Journalist
- Prof. P. C. Joshi, Economist and former Director, Delhi School of Economics
- Shri. Ramesh Sharma, Eminent Film Maker
- Dr. S. Venkatnarayan, Senior Journalist, former Editor, India Today
- Shri. S. Naveen, Psephologist and Market Researcher
- Shri. S. D. Saxena, Director (Finance), BSNL
- Shri. B. G. Deshmukh, IAS (Retd), former Cabinet Secretary
- Shri. Ajit Bhattacharjea, Eminent Editor

“Research is not an end in itself but a means and an objective way of leading to advocacy, empowering and achieving social equity.”

*-Dr. N Bhaskara Rao,  
Chairperson, CMS*

## Organisational Structure





## CMS Social

Mapping Progress in Development Sector

The CMS Social team works on a wide spectrum of social issues which include health, livelihood, education and human development among others. Comprising professionals from different disciplines, this team is engaged in research, capacity building and advocacy initiatives.

During 2007-2011, CMS Social worked on **31 projects** on issues such as, education including Right to Education (RTE), employment and livelihoods, health especially mother and child health, food security and nutrition among many other issues of concern. The success of these studies has been largely because of the use of **innovative and participatory research approaches**. This has enhanced the team's ability to deal with large projects in a comprehensive manner without compromising on quality and attention to detail.

“ Employment of child labour should be identified as ‘zero tolerance’ practice but this problem should not be looked into in isolation but better employment opportunities for parents and strict enforcement of laws against employers need to be emphasised in the policy itself ”

-**Alok Srivastava**, CMS Social Team Leader's inputs on The Draft National Employment Policy in UN Solution Exchange. The Government of India, led by the Ministry of Labour and Employment (MoLE), in partnership with the International Labour Organisation (ILO), initiated the process of drafting a National Employment Policy

### AREAS OF EXPERTISE

- Monitoring & Evaluation
- Policy review
- Developing index on key human development indicators
  - Poverty Index
  - Food Consumption Score
  - Human Capital Score
  - Disaster Preparedness Index
- MIS database creation

### AREAS OF WORK

- Development:**  
Millennium Development Goals, Employment, Gender, Poverty Alleviation and Livelihood, Food Security, Child Labour, Migration, Tribal Development, Ageing, Disability, Social Security, Vulnerability Analysis and Mapping
- Education:**  
Right to Education, Adult Education (Total Literacy Campaign, Post-Literacy Programme, Continuing Education Programme, Jan Shikshan Sansthan), Elementary Education (Sarva Shiksha Abhiyan-SSA) and Higher Education
- Health:**  
Public Health, Maternal and Child Health, Nutrition, Public Private Partnership, Health Infrastructure, Health Economics, Adolescent Health, HIV/AIDS, Immunisation, Safe Abortion, Communicable Diseases.



# CMS Social - Significant Contribution

The research and evaluation studies conducted by CMS Social have facilitated programme partners in the process of taking midway corrective measures as well as to take a note of the findings in their future programmes



“Many thanks for sharing the Monograph on Disability... It contains useful information for Policy Advocacy”

-Javed Abidi, Honorary Director, National Centre for Promotion of Employment for Disabled People.

## ❖ Poverty Index Tool

In the *development* sector, livelihood and social as well as economic inclusions of marginalised community has been one of the focus areas of CMS Social's studies. As a Monitoring & Evaluation Consultant to BAIF Development Research Foundation's *Godhan* Project, CMS Social team has developed a unique scorecard known as **Poverty Index Tool**. The tool is to assist the programme implementers to assess the economic status of the families participating in the *Godhan* project, which aims to implement a sustainable and economically viable cattle development programme to specifically strengthen the role of women in dairy operations and enhance the dairy value chain for farmers through improved infrastructure for better market linkages. The Poverty Index Tool is designed to ensure maximum participation of economically poor households in the project. The tool is user-friendly and can be replicated with some contextualisation in other development projects aiming at inclusion of poor families.

## ❖ Empowerment of Mahadalits

One of the **first-of-its kinds of study** undertaken by CMS Social was to **assess the socio-economic status of Mahadalits**, the poorest of the poor sub-castes amongst Scheduled Castes (SC's). The study was very challenging as CMS Social team made extensive visits to remote villages to interact with households belonging to such sub-castes within SC's which are very few in number at the state level. UNICEF Bihar and the state government were provided with very enriching data and information on Mahadalits' education, employment,

migration, hygiene and sanitation, nutritional and immunisation status as well as accessibility to government programmes and schemes such as Integrated Child Development Scheme (ICDS), Mid Day meal scheme (MDM), social security, housing/toilet and many other equally important indicators. This study will help to formulate a strategy for social and economic empowerment of the *Mahadalits*.

## ❖ Well-being Assessment Tools

CMS Social developed the **Disaster Preparedness Index, Food Consumption Score, Household Asset Score and Community Asset Score** during Mid-Term Assessment (MTA) of WFP supported livelihood Activities. These index/scores gauged the outcome indicators included in the revised Strategic Results Framework (SRF), post baseline survey ('07), under the current Country Programme (2008-13). This helped WFP in prioritising its focus areas for better implementation of the activities under the programme.

## ❖ Right to Education

In *education sector*, CMS through its CMS Social team is amongst the first organisation in India to study the implementation process of 25 percent reservation for Economically Weaker Section (EWS) families under the Right to Education (RTE) Act 2009 in Delhi. The study team interacted with families of children belonging to EWS category as well as other than EWS category. The study sample were from schools belonging to high, medium and low budget schools and brought insightful findings, which will help the policy makers to take corrective measures in the implementation of RTE Act in the

coming academic year. The findings of the study were presented in an international conference held in Nepal and were well appreciated by the participants.

## ❖ School Voucher-Freedom of School Choice for Parents

CMS Social as research partner to School Voucher Project in Delhi has helped the implementing partner towards effective monitoring and implementation of the project. The research findings helped the project partner to do advocacy with different state governments to introduce the Voucher System, which will give parents, particularly the socio-economically marginalised ones the freedom to select schools of their choice for their children.

## ❖ Guidelines for Evaluation of Skill Development Programmes

CMS has been a regular evaluation partner to Ministry of HRD's focal programmes to improve the literacy level of the population and to provide vocational skills to socially and economically marginalised sections in India. CMS Social team leader, Alok Srivastava was one of the members in the consultative group constituted to formulate the guidelines for the evaluation of skill development programmes implemented through *Jan Shikshan Sansthan*s (JSS) across the country.

“We appreciate CMS Social's contribution in finalising the parameters and instructions for evaluation of Jan Shikshan Sansthan ...”

-S. Ramakrishna, Joint Director, Directorate of Adult Education, Ministry of Human Resource Development.



## ❖ Guiding Strategic Changes in Health Programmes

In the *health sector*, CMS Social has provided support to *Ipas India's* intervention towards safe Medical Termination of Pregnancy (MTP). This has been done by providing training to service providers and bringing change in Knowledge, Attitude, Practice and Behaviour (KAPB) of community. CMS conducted assessment of public health facilities and baseline, mid-term and end line surveys at the community level. This has helped *Ipas India* in making strategic changes in their programme intervention.

## ❖ Research to Strategise Capacity Building

In HIV/AIDS, the study of Positive Women Networks (PWN+) for UNICEF helped the UN agency to strategise the capacity building needs of office bearers and members of the networks.

## PARTNERS

### Government:

V V Giri National Labour Institute, Ministry of Labour and Employment; Directorate of Adult Education, Ministry of Human Resource Development; Ministry of Health and Family Welfare; Ministry of Communications and Information Technology; Ministry of Social Justice and Empowerment.

### Bilateral/Multilateral:

United Nations World Food Programme (UNWFP), United Nations Development Fund for Women (UNIFEM) (now UN Women), United Nations Children's Fund (UNICEF), United States Agency for International Development (USAID), Academy for Educational Development (AED), German Technical Cooperation (GTZ)

### Non-Government:

Ipas India, Save the Children, BAIF Development Research Foundation, Microsoft India, Aga Khan Foundation, Datamation Foundation, Indian Society for Agribusiness Professionals, Centre for Civil Society, Quest Alliance, International Youth Foundation





## Future Plans

In consonance with the Millennium Development Goals (MDG's), *CMS Social team* will continue to focus on providing research, monitoring and evaluation (M&E) support to donor and implementing partners at national and state levels. Amongst the **key priority areas** will be **livelihood and food security, nutrition, women and child development, elementary education, particularly in the backdrop of the RTE Act**. In the health sector, the focus will be mainly on research and evaluation studies related to **maternal and child health, public health (HIV/AIDS, TB and Malaria) and health services** in terms of accessibility and availability of human resources as well as infrastructure facilities.

### List of Projects during 2007-11

Development	
Monitoring & Evaluation National Consultant for Godhan Project, 2010-15 <i>BAIF Development Research Foundation</i>	
Mid-term Assessment of WFP's Programme on Support to Livelihood Activities, 2010-11 <i>UNWFP</i>	
Baseline Study on Socio-economic Status of Mahadalits and Other SC's in Bihar, 2009-10 <i>UNICEF Bihar state office</i>	
Evaluation of UNIFEM's regional programme for Home Based workers in South Asia, 2009 <i>UNIFEM (now UN Women)</i>	
A Quantitative Evaluation of Microsoft-Unlimited Potential Project in Uttar Pradesh, 2010 <i>Microsoft India and Datamation Foundation</i>	
A Quantitative Evaluation of Microsoft-Unlimited Potential Project in Gujarat, 2009-10 <i>Microsoft India and Aga Khan Foundation/ AKRSP(I)</i>	
Evaluation of UNIFEM's Regional Programme for Home Based workers in South Asia, 2008-09 <i>UNIFEM India</i>	
A Quantitative Evaluation of Microsoft-Unlimited Potential Project in Maharashtra, 2008 <i>Microsoft India and ISAP</i>	
A Baseline Study for WFP's Food for Work (FFW) for Country Program (2008-13), 2008 <i>UNWFP India</i>	
An End line Study for WFP's Food for Work (FFW) for Country Program (2003-08), 2008 <i>UNWFP India</i>	
Evaluation of National Child Labour Projects in Uttar Pradesh, 2007-08 <i>V V Giri National Labour Institute, Ministry of Labour and Employment, Government of India</i>	
Education	
Assessment of the Implementation of 25 Percent Reservation for Economically Weaker Section (EWS) under Right To Education (RTE) Act, 2009 & 2011 <i>Centre for Civil Society</i>	
Research Support to Girls School Voucher Project, 2009-13 <i>Centre for Civil Society</i>	
An Impact Assessment of Delhi School Voucher Project, 2008 <i>Centre for Civil Society</i>	
Evaluation of Jan Shikshan Sansthan (JSS) in Rohtak, 2009-10 <i>Adult Education Department, Government of India</i>	
Evaluation of scheme of assistance to agencies for Education in Human Values (EHV), 2008 <i>Department of Higher Education, Ministry of HRD, Gov</i>	
Evaluation of Continuing Education Programme (ABP) in Chittoor district, 2007 <i>Adult Education Department, Government of Andhra Pradesh</i>	
Evaluation of Jan Shikshan Sansthan (JSS) in Panipat, 2009-10 <i>Adult Education Department, Government of India</i>	
Evaluation of Videoshala Project in Gujarat, 2009 <i>Quest Alliance/International Youth Foundation</i>	
Evaluation of Akshra Bharti Programme (ABP) in Guntur district, Andhra Pradesh, 2007 <i>Adult Education Department, Government of Andhra Pradesh</i>	
Evaluation of Akshra Bharti Programme (ABP) in East Godavari district, Andhra Pradesh, 2007 <i>Adult Education Department, Government of Andhra Pradesh</i>	
Evaluation of Akshra Bharti Programme (ABP) in Krishna district, Andhra Pradesh, 2007 <i>Adult Education Department, Government of Andhra Pradesh</i>	
Evaluation of the scheme of assistance to agencies for Education in Human Values (EHV), 2008 <i>Department of Higher Education, Ministry of HRD, Government of India</i>	

Health	
A baseline survey for Mobile Health Unit Project in Delhi Project-"Health Care at the Doorstep", 2010-11 <i>Save the Children India</i>	
A Follow-up Facility assessment and Trainer's assessment survey in Bihar, Jharkhand, Madhya Pradesh and Maharashtra, 2009-10 <i>Ipas India</i>	
A Post-Intervention Study on Abortion related knowledge and care seeking behaviour and practice in Jharkhand, 2010 <i>Ipas India</i>	
A Follow-up Study on Abortion related knowledge and care seeking behaviour and practice in Jharkhand and Bihar, 2010 <i>Ipas India</i>	
SCALE® Demonstration Project in Jharkhand: Addressing Healthy Timing and Spacing of Pregnancy (HTSP) and Youth Health and Fertility, 2008-09 <i>AED and USAID</i>	
Review of capacity building needs of members and office bearers of Positive Women Network (PWN+) in Rajasthan, Tamil Nadu and Manipur, 2009 <i>UNICEF India</i>	
A Baseline Study on Abortion related knowledge and care seeking behaviour and practice in Jharkhand and Bihar, 2007-08 <i>Ipas India</i>	
Facility Survey in Five States, 2008 <i>Ipas India</i>	
A Rapid Assessment of Functional Referral Units (FRUs) and 24x7 Primary Health Centres in the state of Chhattisgarh, 2007-08 <i>German Development Cooperation (GTZ Office) and Ministry of Health and Family Welfare, Government of India</i>	
A Baseline Study on Abortion related knowledge and care seeking behaviour and practice in Jharkhand, 2007-08 <i>Ipas India</i>	

### CMS Social Team Members

**Dr. Suresh N. Kulkarni**, Senior Advisor, PhD (Econ.)  
**Mr. Alok Srivastava**, Team Leader, PG (Rural Development & Management)  
**Mr. Mumtaz Ahmed**, Senior Research Manager, MA (Sociology), LLB  
**Ms. Kirti Warvadekar**, Senior Research Manager, Masters in Population Studies  
**Ms. Chandani Nair**, Researcher, MPhil (Public Health), MA (Social Work)  
**Mr. Debananda Mohanta**, Research Assistant, MA (Political Science)

### Consultants

**Prof. (Ms). Swadesh Mohan**, Education  
**Prof V. K. Jain**, Statistical Expert  
**Dr. Sadanand Bag**, Dalit and Marginalised Population  
**Dr. P.K. Dash**, Medical Officer  
**Ms. Anika Aren**, Technical-Content Analysis

### Internship

**Ms. Jildau Borst and Ms. Anouk Jellema**, students of Social Work from InHolland University, Netherlands joined CMS Social team to do a research study on, "Street Children and Rehabilitation Policy-A comparative Study of Delhi state and Netherlands."

### Former CMS Social team members

**Dr. Subrato Kr. Mondal**, Deputy Director (Jun 2007-Feb 09)  
**Dr. Chittaranjan Mishra**, Senior Researcher (May 2004-Feb 11)  
**Mr. Anurag Gupta**, Senior Researcher (Jan 2011-Apr 11)  
**Ms. Diti Swain**, Researcher (Sep 2008-May 10)  
**Mr. Akshay Gupta**, Researcher (Jan 2009-July 2010)  
**Mr. Dileep Maharana**, Researcher (Oct 2009-Jan 2010)  
**Ms. Shashi Rani**, Researcher (May 2006-July 08)  
**Mr. Deborshi Brahmachari**, Researcher (Sep 2008-April 09)





## CMS Environment

Promoting Responsibility

The CMS Environment team has been involved multifariously in policy research and programmes evaluation aimed at creating sustainable solutions for environment protection. A host of projects covering issues of national and global significance, executed by CMS Environment at the behest of the Government of India and other prominent partners, mark CMS Environment's eventful journey from 2007-2011. The team thematic focus was on climate change, low carbon practices, biodiversity, conservation and livelihoods, sustainable eco-tourism, drinking water and sanitation.

This team has been a member of several committees of Ministry of Environment and Forests, Government of India, and consistently provided environmental communication advisory support to the ministry.

India's premier film festival on wildlife and environment, CMS VATAVARAN is also an initiative of the eclectic CMS Environment team.

“We are living in waste age, with so much pollution and environmental degradation. Film festivals like CMS VATAVARAN makes one aware of duties towards nature.”

-Shri Adoor Gopalakrishnan, Eminent filmmaker & Recipient of Dadasaheb Phalke Award  
(Award Jury Chairperson CMS VATAVARAN)

### AREAS OF EXPERTISE

- Research and Evaluation
- Formulating Strategies
- Environmental Education
- Corporate Engagement
- Environment Information Resource Centre

### AREAS OF WORK

- Climate Change
- Drinking Water Supply and Sanitation
- Biodiversity
- Urban and Rural Environment
- Natural Resource Management (Watershed, Forestry and Livelihoods)
- Wildlife Conservation



# CMS Environment - Significant Contribution

The environment team is committed to contribute to the ongoing environment discourse in the country and the world.



“Many thanks for sending this report. It's excellent!!! There are very useful comparative data on availability of facilities, functionality and GHD events. Thanks again for accommodating this very insightful analysis, within the larger Jalmani study.”

-Mamita Bora Thakkar, WASH Specialist, UNICEF

## ❖ Programme Evaluations

CMS Environment team has been evaluating government and non-government on environmental education, water and sanitation programmes and natural resource management. These studies have provided important inputs on the progress and impact of these programmes and led to policy changes. Some of these are:

### Quality water for rural schools

Focused on rural schools, the evaluation of Jalmani programme was the first-of-its kind study undertaken by CMS Environment. The Jalmani programme was initiated in 2008-09, which aimed to install Simple Stand Alone Water Purification Systems (SAWPS) in rural schools to enable school children to have access to safe and clean water.

For the first time, Environment team also carried out the water quality testing of raw and treated water on three major parameters i.e. Iron, Turbidity and Faecal Coliform for assessing the portability of drinking water in rural schools and efficacy of water purification technologies.

### Appropriate sanitary facilities in rural India

The evaluation of the huge Rs 400-crore Nirmal Gram Puraskar (NGP) underscored the CMS Environment's expertise in evaluating such a big and prestigious scheme. This study's purpose was to assess the impact of NGP on the pace of progress of sanitation availability and usage in the country under **Total Sanitation Campaign (TSC)** and its related impacts on health, education, gender empowerment, social inclusion in

rural areas on different user groups particularly the rural poor.

Listing of every household in 664 panchayats spread across 56 districts of 12 states was a challenging task. Subsequently a sample of more than 30,000 households was covered to provide a national level impact assessment report on NGP.

### Enhancing environment consciousness

The assignment was to evaluate the effectiveness and impact of the projects undertaken in Karnataka and Himachal Pradesh under the Indo-Norwegian Environment Programme (INEP) implemented during 1997-2006. The review also determined the overall impact of the INEP intervention. The programme evaluation involved collecting credible evidence that indicates the achievement of the larger INEP goal. On the whole, the INEP intervention was considered successful in providing the necessary push to enhance environmental consciousness among the decision makers and the masses, besides leaving some specific policy marks.

The research findings established the fact that INEP grant facilitated policy changes. For instance Himachal Pradesh became the first state to ban the use of plastic bags and have been able to prioritise solid and bio-medical waste management issues. The study also concluded that Government of Karnataka has made specific policy, institutional and technology developments through INEP programme such as amendment of building by-laws making Rain Water Harvesting (RWH) mandatory in all new buildings, creation of lake development authority, adoption of bio-reactors, development of technology for industrial

waste, and adoption of RWH systems in Karnataka's villages and schools.

## ❖ Creating a Sanitation Marketing Supply Strategy for Rural India

The study undertook case studies of functioning and non-functioning rural sanitary marts and production centres (RSM/ PC) set up under the Total Sanitation Campaign (TSC), a national flagship programme for sanitation by the Govt. of India. It was for the first time in the country that the marketing supply chain in rural areas was studied in such detail to understand factors contributing to or constraining economic viability and sustainability of these units.

This study resulted in the **creation of the country's first sanitation supply chain marketing strategy and benchmark road map** for viable and sustainable model of delivery mechanism for toilets.

## ❖ Climate Change Knowledge and Youth

The UK-India Education and Research Initiative (UKIERI) started in April 2006 with the aim of enhancing educational links between India and UK. The study intended to examine attitudes relating to climate change among young urban and rural groups aged 16-25 in two Indian states and two UK counties. **By its very design and scope, the study sets precedence for further studies designed to evaluate attitudes and practices of rural and urban youth towards climate change issues.**

The study pointed out the importance of conducting such campaigns on a sustained basis rather than building them up as one-day flash events to ensure sustained engagement with the people and hence, bring about attitudinal changes in them towards the critical issue of climate change. Significantly, it pointed out that only when climate change communication happened to be in the language of the people and was aligned spoke to the people in their language and was aligned directly with their concerns with **mitigation and adaption strategies** that are able to bring about a positive change in their lives, would such communication be truly effective.



## ❖ CMS VATAVARAN

One of the most popular initiatives of **CMS Environment team** is the CMS VATAVARAN-India's premier environment and wildlife film festival and forum. **CMS VATAVARAN** is a pioneering enterprise initiated by in 2002 to encourage **environment films and forums** that result in **perception, practice and policy change.** ([www.cmsvatavaran.org](http://www.cmsvatavaran.org))

In the year 2007, the Environment team opened the competitive edition of CMS VATAVARAN to filmmakers from other countries. In the opening year, the festival received 58 entries from 20 countries. Between 2007 and 2011 CMS VATAVARAN, two editions of the travelling festival was organised in 15 cities, reaching out to around 150,000 people and bringing over 250 like-minded and new organisations on this green platform. The 2010 travelling festival saw the participation of more than 95,000 people in 8 cities of the country. **The 6<sup>th</sup> competitive edition of CMS VATAVARAN was organised from December 6-10, 2011 at New Delhi on the theme of Biodiversity Conservation.**

The Ministry of Environment and Forests, (MoEF) Govt. of India has been a Principal Partner in this initiative since its inception. Partnership is the hallmark of CMS VATAVARAN. The **MoEF and the Royal Norwegian Embassy** have been great pillars of support to CMS VATAVARAN.



“Initiatives like CMS VATAVARAN Environment and Wildlife Film Festival helps environment films find a regular place in the media's agenda and does great deal for creating environment awareness.”

-Shri Shyam Benegal, Eminent Filmmaker and Recipient of Dadasaheb Phalke Award and Award Jury Chairperson CMS VATAVARAN 2005 and 2007





This festival has also successfully managed to encourage public-private partnership to promote environment consciousness. HSBC, RNE, SIDA, Indian Oil, BHEL, UNEP, ZEE News, ITC Welcomgroup, Embassy of Sweden, American Centre, Bhagidari, PVR NEST, Embassy of Netherlands, NMNH, Shri Ram School, IHC, INTACH, TVEAP, Oxfam, Climateworks, WWF, IFEJ, Climate Consortium, Embassy of Denmark are just some of our well known partners.

### Impact and legacy of CMS VATAVARAN

**Emerging green filmmaking destination:** CMS VATAVARAN has successfully positioned India as a fast emerging destination for environment and wildlife filmmaking. The growing interest of the international filmmakers can be gauged from the fact that 366 environment films were received from 23 countries and 20 Indian states in the 2009 festival.

**International presence:** This path breaking festival which has stimulated production of high quality conservation films in the country has an international presence today. The participation of foreign nationals has helped Indian filmmakers to benefit in several ways. The Indian filmmakers received exposure to latest camera, technology editing softwares, audio recording devices and avenues and opportunities for co-productions in India as well as abroad. The international filmmakers have benefitted from CMS VATAVARAN platform by tying up with Indian filmmakers for co-productions and outsourcing assignments.

**Stimulated production of high quality films:** CMS VATAVARAN is the only film festival which gives cash awards (total award money in 2009 was ₹20 lakhs) to Indian filmmakers to promote filmmaking as a profession in the country. The elaborate, transparent and rigorous selection process involving more than 50 experts is to recognise high quality films and thus raising the standards in every competitive festival.

**Nurturing new breed of alternate filmmakers:** Filmmakers associated with the festival in the initial years continue to patronise this evolving festival, now among India's best, while a number of new filmmakers are joining forces with this international endeavour. In 2007, 51 new filmmakers participated in the competition and 89 new set of filmmakers have sent film entries in 2009.

**Forming grassroots level networks:** In addition to the competitive film festivals, 34 festivals in 26 cities have been organised in the country till 2010. The unique travelling film festivals have successfully created a strong network of environment groups, schools, colleges, eco-clubs, NGOs in the country.

**Creating green ambassadors:** CMS Environment Forum works towards long-term capacity-building for various stakeholders who in turn act as the advocates of the green movement in their respective regions. "Green Heroes" felicitated by CMS also continue the conservation movement in their areas with our support.

**Large scale reach:** CMS VATAVARAN has reached out close to over 200,000 people (during two competitive editions-2007 and 2009 and two travelling editions 2008 and 2010). It has the widest reach-the only festival in India that has both nationwide reach and international scale and standards.

### ❖ Environmental Education

CMS Environment team has organised a number of interesting activities with various schools, colleges and civil society groups to bring environment issues to attention. Such events included Low Carbon Campaign for Commonwealth Games, 2010, Greening Young Minds... Towards a Better Future, Friendship Cup 2009 and Production of Film "Sparkling Wonder: Lakes and Wetlands of India"

### Enriching green curriculum of Indian schools

A picture, it is said, is worth a thousand words. This is the idea behind creating "Greening Young Minds...Towards a Better Future"-a compilation of 10 best films on environment and wildlife in both Hindi and English. The compilation provides educators with an effective tool to raise awareness among children on environmental issues, lucidly, through brilliant moving images and animation.

This package was distributed amongst 10,000 schools which have functional eco-clubs (a countrywide programme of the Ministry of Environment and Forests, Govt. of India popularly known as National Green Corps-NGC). This special compilation was accompanied with a booklet, which had summaries, highlighting the subject and message of each film.

This initiative aimed at empowering schools spread over 488 districts, in 30 Indian states, with curriculum aide necessary to provide quality environmental education experience. Such material could also be well-utilised by the institutions on special occasions such as World Environment Day, Wildlife Week and Earth Day to help reinforce the message of environment conservation.

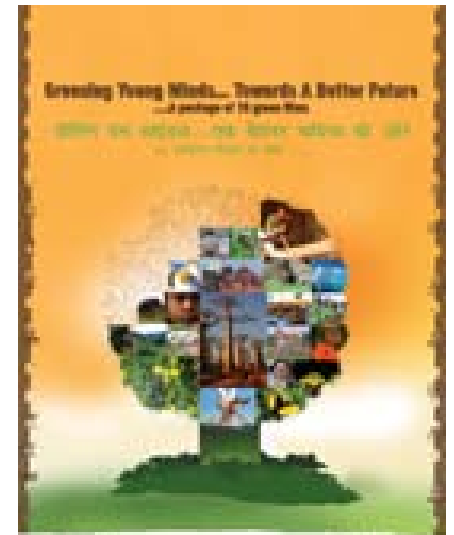
### Commonwealth Games 2010: Low Carbon Fairs

The XIX Commonwealth Games were held in New Delhi from October 3-14, 2010. Creating awareness on 'low carbon practices' was one of the major objectives of this Commonwealth Games (CWG 2010). This project supported and strengthened the CWG organising committee's initiatives on low carbon practices before, during and after the Games. With the UNDP-GEF's support, it aimed to develop and promote a low carbon campaign for the 2010 Commonwealth Games as a means of inducing a behavioural

change amongst the citizens, athletes and visitors for the adoption of environmentally sustainable practices.

CMS Environment designed and conducted "low carbon fairs" to create awareness on low carbon practices especially among school and college students in five cities i.e. Hyderabad, Port Blair, Shimla, Shillong and Thiruvananthapuram along the Queen's Baton Relay national route. As part of the CWG 2010 Low Carbon Fairs, a series of interactive activities were organised, including :

- Capacity strengthening of more than 150 school teachers in the five cities. They were trained to make environmental science classes more interactive with students.
- 29 Green Heroes, who have worked relentlessly at the ground level on environmental issues, were felicitated. They will act as Green Ambassadors to take forward the message of low carbon practices.
- More than 2500 young citizens of India were involved in various creative competitions, educational tours and workshops. The activities organised will help in inducing behavioral change towards low carbon practices amongst youth.
- Sensitisation of young artists through creativity competitions, which included photography, painting, clay modeling, filmmaking, etc.
- For the first time armed forces personnel and NCC cadets were involved in large numbers in various activities in Shillong and Thiruvananthapuram as part of the Low Carbon Fair. Senior officials also showed their interest in organising these activities from time to time.
- Ecotours were organised for school and college students. The participating institutions appreciated the concept of ecotour and agreed to regularly organise these educational tours for their students.
- Green film packages were distributed to partners, schools, teachers, universities/ colleges and guests.



*"I wish to congratulate and appreciate your team efforts in putting forth many pressing environmental issues through small green films, so as to sensitise young minds to the various global problems that need immediate attention. Films are a strong medium to sensitise young minds and hence very effective. Each and every film of the package is very beautifully made and informative. We have already started showing these films to our students of all classes and they are enjoying it. The message of Conservation, Protection and Preservation is made very clear and hence we are sure that they will adopt environment friendly measures and be an inspiration to others as well."*

**-Mrs Kamna Arora,** Principal  
Shri D. J. Doshi Gurukul Eng. Med. High School, Ghatkopar (E) Mumbai.



## ❖ Engaging Corporations

CMS Environment also works towards enhancing corporate understanding and responsibility on environmental issues through their unique and innovative employee engagement programmes launched in the year 2008. It has successfully conducted employee engagement programmes for HSBC India, Disney and other corporate houses throughout the country. Focussing on environmental issues in the immediate neighbourhood, through various indoor, outdoor and web-based activities, employees were involved by contributing their time and skills with their company's encouragement and support. These engagements have helped in raising public awareness and understanding about environment conservation issues and empowering people to become active agents of sustainable and equitable development.

CMS Environment has initiated innovative corporate programmes since 2008. The number of participants in employee engagement programme has gone up from 1,500 executives in 18 cities in the launch year to 7,572 participants in 29 cities in the year 2010.

### Disney India (2010)

CMS Environment and Disney India came forward for the green cause for sustainable community development in Bangalore, Chennai, Delhi and Mumbai. Activities included plantation, rainwater harvesting, renovation of temple tank, renovation of national park infrastructure, among others. More than 250 volunteers, nature enthusiasts, Disney employees, CMS employees, school students and general public participated in the ground activities.

“ I am so happy to have scored highest in the online quiz. But really, the biggest joy was in the participation in the events-viewing short films on river dolphins, taking part in the quiz and T-shirt painting competition. These required me to read up quite a lot on the river dolphin and I enjoyed every bit of the learning process. ”

-Devyani Ghosh, VP-ORC, Asia Pacific, HSBC

### HSBC-World Environment Week celebrations (2008, 2009 and 2010)

CMS Environment has been invited by HSBC, since 2008, to conduct environmental awareness and engaging activities for its employees, customers/clients and families on the occasion of World Environment Day, every June.

In 2010, the environment week was organised across 27 locations covering 50 HSBC branches and 25 business departments. Overall 7306 participants including HSBC employees, customers, clients, children and families participated in various interactive environmental activities. Seventeen activities in all were conducted which included film screenings, energy conservation initiatives, recycle your waste, t-shirt painting competition, theme quiz, beach cleaning, etc. The total volunteering hours were 10,955.

In 2009, CMS Environment conducted a total of 36 environmental activities in 46 branch offices of HSBC India across 24 cities for its employees, children, customers and their families. The theme was “Banking on Survival” and the focus was “River Dolphin”. Activities included green 20-20, talk on green buildings, environmental games, finger licking, dumb charades, beach cleaning, vermi-composting, folk theatre, etc. These activities had excellent participation and were welcomed by HSBC employees. In total, 221 activities were held involving more than 5000 participants.

The first World Environment Week for HSBC India was organised from June 5-20, 2008 in 27 branch offices all over the country. The activities organised included green film screening, expert talks, nature trail, signature campaign, painting competition, quiz on global warming etc.

## ❖ Media Orientation on Urban Mobility

The series of workshops on sustainable transport system issues like **fuel efficiency, non-motorised transport (NMT) and Ahmedabad BRT** was the **first such attempt in the country** to have a focused discussion on these topics in print media. More than 20 experts from different parts of the country and institutions such as IIT, ARAI, and ITDP brainstormed, at the workshops on issues related to fuel efficiency, Non-Motorised Transport (NMT) System and Bus Rapid Transit (BRT).

Around 50 senior journalists holding positions such as assistant editors, deputy editors and bureau chiefs participated in these media workshops. They were exposed to the technical and administrative aspects of the issue through interactions with the experts. Such interaction resulted in the initiation of a dialogue on the issue of sustainable transport system and informed reporting in the media. The workshops resulted in some enriched and important stories on topics ranging from NMT to problems in public transport system, energy conservation, pollution, need for BRT, etc.

## ❖ Developing Environment Resource Hubs

CMS Environment has been providing resource and inputs to Ministry of Environment and Forests on their various communication strategies and activities.

In 2000, Ministry of Environment and Forests (MoEF) designated CMS as an **ENVIS Centre to facilitate information dissemination** and further the cause of environment awareness and sensitisation. A separate space in its campus has been allocated to house documentary films, spots/public service messages, info-mercials, quiz programmes, jingles etc. on



environmental and wildlife issues.

[www.cmsenvis.org](http://www.cmsenvis.org)

‘Green Voice’-the quarterly newsletter by CMS Envis centre reaches to **more than 5000 individuals** and organisations and has a **circulation of over 7690**. CMS Envis centre also presents impressive on-line databases of approximately 42,910 news items, around 1224 advertising agencies and over 5238 audio-visual programmes, 2934 web links along with 1832 environment filmmakers, 271 plus environment print and electronic journalists.

In 2007, the Audio Visual Resource Centre (AVRC) a state-of-the-art archive of documentaries, films and audio spots on environment and development issues was setup. It also archives the master copies of the audio visual resources produced by the Ministry of Environment and Forests (MoEF), Govt. of India. The centre collects, collates and archives these valuable resources held by dispersed organisations and individuals with an objective to disseminate the materials to connoisseur, TV Channels, concerned organisations, educators, schools, laypersons etc. all over the country. The CMS AVRC computerised catalogue is available online at [www.cmsindia.org/cmsavrc](http://www.cmsindia.org/cmsavrc).

“ Promoting knowledge and awareness about how climate change is affecting our lives around the globe is obviously an important pillar in fighting its negative consequences. CMS is certainly contributing to this through very powerful and effective film medium and seminars and workshops on climate change. I am sure that it has significant contributions to outreach and awareness generation on environment and development issues. ”

-Lasse Bjorn Johannessen, Charge d'affaires A.I. of the Royal Norwegian Embassy, New Delhi.





## ❖ Partners

### Multilateral and bilateral organisations

Embassy of Sweden  
GIZ  
Royal Norwegian Embassy (RNE)  
Swedish International Development Cooperation Agency (Sida)  
Swiss Agency for Development and Cooperation (SDC)  
United Nations Educational, Scientific and Cultural Organisation (UNESCO)  
United Nations Environment Programme (UNEP)  
American Centre  
Climate Consortium Denmark  
Embassy of Netherlands  
Embassy of Sweden  
Oxfam India  
British Council  
Governments of India and Autonomous Bodies  
Department of Environment and Forests, Government of NCT of Delhi  
Prasar Bharati  
Ministry of Environment and Forests, GoI  
Environment Protection Training & Research Institute (EPTRI), Hyderabad  
Institute for Human Development (IHD)  
Institute of Management Studies and Training  
Indian National Trust For Art and Cultural Heritage (INTACH)  
National Museum of Natural History  
Department of Drinking Water Supply, Ministry of Rural Development, GoI

### State Governments and Autonomous Bodies

Maharashtra Pollution Control Board (MPCB)  
Agartala Municipal Council  
Andhra Pradesh Forest Department  
Andhra Pradesh National Green Corps  
Salim Ali Centre for Ornithology and Natural History (SACON)  
National Council for Science & Technology Communication (NCSTC)  
Ladakh Autonomous Hill Development Council, Leh  
Madhya Pradesh Ecotourism Development Board  
Pune Municipal Corporation

Leh Nutrition Project  
Tripura State Pollution Control Board (TSPCB)  
University of Hyderabad  
Tripura University  
Bharati Vidyapeeth Institute of Environment Education and Research, Pune  
Association of Municipalities and Development Authorities (AMDA)  
Department of Environment & Forests, Govt. of Bihar  
Department of Human Resource Development, Govt. of Bihar  
Department of Language, Art & Culture, Shillong  
Department of Museums and Zoos, Govt. of Kerala  
Department of Forest & Environment, Government of Jharkhand  
Dept of Information, Cultural Affairs, Govt. of Tripura  
Environment Management Agency, Govt. of Kerala  
Forest Department, Himachal Pradesh  
Indicorps, Ahmedabad  
Industrial Infrastructure Development Corporation, Odisha  
Gujarat Ecological Education and Research (GEER )  
Kerala State Biodiversity Board  
Kerala State Council for Science, Technology and Environment (KSCSTE)  
Kerala Forests and Wildlife Department, Kerala  
Orissa Mining Corporation, Odisha  
Orissa State Pollution Control Board, Odisha  
National Institute of Science Education and Research, Bhubaneswar  
Urban Affairs Department, Govt. of Meghalaya  
State Council of Science, Technology and Environment (SCSTE), Meghalaya  
Meghalaya Non-Conventional and Rural Energy Development Agency  
NEEDS, Shillong

### Civil Society Organisations and Foundations

Commonwealth of Learning (COL)  
India Habitat Centre  
International Federation of Environmental Journalists (IFEJ)  
PVR Nest, New Delhi  
CINEDELVE-A Film Society, Agartala

Kalpavriksh Environmental Action Group  
Wild Portraits  
Ford Foundation  
Peace Institute  
Oxfam India  
World Wide Fund for Nature (WWF)  
Inner Wheel Club, Ahmedabad  
Manav Adhikar Seva Samiti (MASS), Odisha  
Wild Orissa, Odisha  
Wildlife Society of Orissa, Odisha  
Young Explorers Track Innovators (YETI), Ahmedabad  
Royal Norwegian Embassy (RNE)

### Corporations

ITC-WELCOMGROUP  
HSBC Bank  
Oriental Bank of Commerce (OBC)  
Thermax Ltd  
Idea Cellular, Shimla  
National Aluminium Company Limited  
Walt Disney India  
Toonz Animation India Pvt Ltd, Thiruvananthapuram  
JK Paper Ltd, Bhubaneswar

### Media Organisations

1takemedia.com  
Academy of Animation and Gaming (AAG), Noida  
TVE Asia Pacific  
ZEE News  
94.3 my FM, Bhopal  
HFS Himalayan Films Studio, Leh  
Nav Duniya , Bhopal  
PBL Nazar, Ranchi  
Sakaal Media Group, Pune  
The Hindu, Coimbatore  
Tripura Info  
TV9, Coimbatore  
Dainik Bhaskar, Shimla  
Gujarat Samachar  
Himvani, Shimla  
Media Plus, Shillong  
Meghalaya Daily  
World Vision, Ahmedabad  
Kanak TV, Odisha  
Radio Choklate, Odisha  
Radio Mirchi

### Educational Institutions

Adventis Higher Secondary School, Ahmedabad  
Ahmedabad Municipal Corporation (AMC)  
Anand Niketan, Ahmedabad  
B K College of Arts & Crafts, Bhubaneswar  
BJEM School, Bhubaneswar  
D M School, Bhubaneswar  
DAV Public School, Patna  
DAV School, Bhubaneswar  
Delhi Public School, Ahmedabad  
Department of Geology, Patna University  
Gandhi International Public School, Ahmedabad  
IIT Gandhinagar, Ahmedabad  
Institute of Physics, Bhubaneswar  
Ishan International Girl's School, Patna  
L D College of Engineering, Ahmedabad  
Magadh Mahila College, Magadh University, Patna  
Mahatma Gandhi International School, Ahmedabad  
Martin Luther Christian University, Shillong  
Nirma University, Ahmedabad  
Open Source, Odisha  
Patna Central School, Patna  
Patna Doon Public School, Patna  
Patna Law College, Patna University  
Patna Science College, Patna University  
Patna Women's College, Patna University  
Riti Academy of Visual Arts, Shillong  
Royal College of Science, Bhubaneswar  
S G A Education Institute, Ahmedabad  
Sai International School, Bhubaneswar  
Sainik School, Bhubaneswar  
Sambad, Odisha  
Satluj Jal Vidyut Nigam Ltd, Shimla  
Scholars Abode School, Patna  
Shakti Foundation  
St Karen's High School, Patna  
St Michael's High School, Patna  
St Xavier College, Ahmedabad  
The Mudra Institute of Communications (MICA), Ahmedabad  
U Nongsain Hima, Shillong  
University of Stirling, Scotland, UK  
Vishwa Bharti English Medium School, Ahmedabad  
Xavier Institute of Management, Bhubaneswar



“ I have read the YAMUNA report with great pleasure and I would like to explore how this can be linked with the work that was done on future projections of Indian cities. ”

-Anne Feenstra M. Arch,  
Visiting Professor SPA Delhi,  
Principal AFIR architects  
Kabul and Kholm

“ The topics covered in the CMS ENVIS newsletter like brief information on the environmental issues rose through different Medias, media analysis of the environment and wildlife stories are very useful and first of its kind. The efforts carried out by your team to publish such an informative newsletter are really appreciable. ”

-Sujit Narwade, Scientist-In-Charge,  
BNHS, Mumbai





## Future Plans

The key areas of concern and focus for CMS Environment team are climate change, water, sanitation and biodiversity. The CMS Environment team is accelerating efforts in garnering domain knowledge on water and sanitation for setting up of the “Research Centre on Water and Sanitation” in 2012.

CMS Environment team is consolidating its Environmental Education activities with the initiation of the Disney signature programme “Friends for Change”, involving 50000 schools. This team will also continue to engage Corporations and their employees in novel environmental programmes.

CMS VATAVARAN is aimed at becoming a popular market place for filmmakers along with maximising reach and participation through forums and films.

Expanding its horizons, CMS Environment’s new proposal- “Green Jobs” — will empower and provide employment to 10,000 poor youth in various sectors.

List of Projects during 2007-11	
Assessment of the Jalmani Programme (Stand Alone Water Purification System-SAWPS) in Rural India, 2011	UNICEF
Sanitation Status Survey in Rural Schools, 2011	UNICEF
Assessment Study of Impact and Sustainability of (NGP) Nirmal Gram Puraskar, 2010-2011	Department of Drinking Water Supply, Ministry of Rural Development, Gol
Communicating Climate Change in India and UK: A Reception Study, 2009-2011	British Council and University of Stirling, UK
Feasibility Assessment Survey for the Employment of BPL Youth in Sectors of Housekeeping and Retail Management, 2010	CMS Environment Syndicated Research
Sanitation Status Survey in BPL Households in Uttar Pradesh and Haryana, 2010	CMS Syndicated Research
Use of Foot Over Bridges (FOBs) in Delhi, 2010	CMS Environment Syndicated Research
Waste Management Survey in Rajdhani Trains, 2010	CMS Environment Syndicated Research
Feasibility Survey for Inclusion of Environment Management Programme in B.ed Colleges, 2010	CMS Environment Syndicated Research
Knowledge, Attitude and Practices (KAP) on Global Warming and Climate Change, 2008-2009	WWF India
Study Sanitation Supply Chain in Rajasthan-Total Sanitation Campaign, 2008-2009	UNICEF
End Review of (INEP), Indo Norwegian Environment Programme, 2009	Royal Norwegian Embassy (RNE)
Knowledge, Attitude and Practice of Delhiites towards River YAMUNA, 2009	Peace Institute and Ford Foundation
Corporate Sustainability Campaigns Assessment, 2009	CMS Environment Syndicated Research
4th Travelling Edition of CMS VATAVARAN: Environment and Wildlife Film Festival and Forum, 2010	Ahmedabad, Bhubaneswar, Hyderabad, Shillong, Shimla, Patna, Port Blair and Thiruvananthapuram
5th Competitive Edition of CMS VATAVARAN: Environment and Wildlife Film Festival and Forum, October 27-31, 2009	New Delhi
3rd Travelling Edition of CMS VATAVARAN: Environment and Wildlife Film Festival and Forum, 2008	Agartala, Bhopal, Coimbatore, Hyderabad, Leh, Lucknow, Pune and Ranchi
4th Competitive Edition of CMS VATAVARAN: Environment & Wildlife Film Festival and Forum, September 12-16, 2007	New Delhi
Disney India VolunteERS Day, 2010 (New Delhi, Chennai, Mumbai, Bangalore and Kolkata)	Walt Disney India
World Environment Week, 2010	HSBC India
World Environment Week, 2009	HSBC India
World Environment Week, 2008	HSBC India
Low Carbon Campaign for Commonwealth Games, 2010	Shimla, Shillong, Port Blair, Hyderabad and Thiruvananthapuram GEF, Ministry of Environment and Forests, UNDP and CWG 2010
Friendship Cup 2009: Get to know Switzerland better and Friendship in Diversity	Delhi, Kolkata, Bangalore, Mumbai and Chennai, Embassy of Switzerland, New Delhi
Greening Young Minds... Towards A Better Future-A Package of TEN Green Films distributed to 10,000 schools (2009) [Coverage: 30 states/ UTs and 488 districts].	Ministry of Environment and Forests, Gol
Production of the Film “Sparkling Wonder: Lakes and Wetlands of India”. The film screening formed the inaugural programme of TAAL-12th World Lake Conference hosted by India, 2007	Ministry of Environment and Forests, Gol
CMS ENVIS Centre on Media and Environment, established in 1999 (www.cmsenvis.org)	Ministry of Environment and Forests, Gol
Audio-Visual Resource Centre of all the audio visual spots, documentaries, and television serials produced by the Ministry of Environment and Forests, Government of India, established in 2007	Ministry of Environment and Forests, Gol
Promoting Concerns and Commitment in Media on Urban Mobility Issues, 2011	ClimateWorks, USA and Shakti Foundation

## CMS Environment Team Members

**Ms Alka Tomar**, Director-Programmes and Operations, Pursuing Ph D (Communicating Climate Change)  
**Mr Ashwini Sinha**, Deputy Director, MBA, BA Hons (Economics)  
**Ms Priya Verma**, Senior Manager, MBA, B Com  
**Mr Narender Yadav**, Senior Manager-Communication and Knowledge Management, MA (History), PGDM Advertising and PR  
**Ms Snehal Shah**, Senior Research Associate, MA, BAMS  
**Mr Sundeep Srivastav**, Project Manager, Diploma in Russian Language, Diploma in Theatre Arts, BA  
**Ms Divya Sharma**, Project Manager, M Sc, MBA, B Sc  
**Mr Gajendra Rai**, Manager-Research, Pursuing MA (Sociology), MA (English), BA  
**Mr Rohit Singh**, Manager-Research, M Sc (Environmental Sciences)  
**Mr Vishwajeet Ghoshal**, Senior Project Executive, Pursuing CS, BA (Economics)  
**Mr Avinash Ujjwal**, Senior Research Executive, Pursuing MA, PGD TV Prod and Electronic Journalism  
**Ms Smita Mehtre**, Project Executive, M Sc, PGD-Sustainable Management of Natural Resources and Conservation  
**Ms Deepti Roy**, Executive-Brands, Pursuing MA (Economics), PGD in Strategic Communications, B Sc (Industrial Microbiology)  
**Mr Sanjay Negi**, Executive-Communication and Knowledge Management, BA  
**Mr Raju Yadav**, Assistant Computer Operator, BA

## Former CMS Environment Team Members

**Dr S M Nair**, Advisor (2009-2010)  
**Ms Mou Biswas**, Project Manager (2006-2007)  
**Ms K Kapithra**, Logistic Manager (2006-2007)  
**Ms Munazza Bilal**, Researcher (2008-2009)  
**Ms Pratishka Gogia**, Researcher (2009-2010)  
**Mr Shantanu Das**, Researcher (2008-2009)  
**Mr Ajay Singh Rawat**, Assistant Computer Operator (2009-2010)

## Consultants

**Mr Amlendu Bikash Paul** (Wash Specialist)  
**Ms Bijaya Sharma**, Editor  
**Prof C R Babu** (Restoration Ecology)  
**Dr Dilip Biswas** (Former Chairperson, CPCB)  
**Dr Duke Ghosh** (Climate Change and Economist)  
**Ms Leema Rosalind** (Environmental Education and Outreach)  
**Prof Murari Lal** (Regional and Local Climate Change and Adaptation)  
**Ms Payal B Malur**, (Environmental Outreach)  
**Mr Sanjeev Sharma** (Environmental Management and International Development cooperation)  
**Ms Seema Bhatt** (Biodiversity, Livelihoods and Ecotourism)  
**Dr Sukumar Devotta** (Environmental Engineering and EIA, Former Director, NEERI)  
**Dr Sumana Bhattacharya** (Climate Change Adaptation)  
**Mr Tapan Chowdhury** (Water and Sanitation and Disaster Management)

## Internship

**Ms Rosalie Sangenitto**, School of Communication, Northwestern University, Illinois, USA  
**Ms Akanksha Soray**, Chandigarh



“ I would like to thank you and the CMS Environment team for producing a very good final report for the Sanitation Supply Chain Study in Rajasthan. We had some learnings along the way, and the final report captures your study extremely well. So well that the Principal Secretary PHED Rajasthan is eager to support the recommendations you propose.”

-Kathryn Harries, MEngSc, PGCert (WEDC), Water and Environmental Sanitation Specialist, State Office for Rajasthan, UNICEF India



## CMS Communication

Enhancing Behaviour & Social Change

THEMATIC TEAMS

**E**ngaged in studying and analysing the communication and media environment, the CMS Communication team aims at strategic use of media and communication tools for effective execution of development programmes. This process takes the form of independent research, technological diffusion & ICT use studies, publications, policy consultation events and creating platforms for experts and stakeholder interactions.

This team has developed extensive expertise in supporting development communication initiatives in India as a Research Support Partner. It specialises in suggesting innovative methodologies to measure direct and indirect impact of communication campaigns and provide evidence based midterm corrections in interventions.

In the time span of 2007-11, CMS Communication has been engaged in 36 projects of diverse scale. The fact that this team has often played a key role in the evolution of communication and media strategies for leading National and International organisations; is a testimony to its expertise and concerns.

“ Thank you for being a real research support partner, who has challenged us, supported us and understood our limitations and potential. I am sure we will work together in the future... ”

-*Sonali Khan, Country Director-India, Breakthrough*

### AREAS OF EXPERTISE

- Monitoring & Impact Evaluation
  - Development Campaigns & Public Service Messages
  - Entertainment Education
- Communication Strategies
- Analysing Content and Cataloguing IEC Materials
- Pre-testing Creatives and Storylines

### AREAS OF WORK

#### **Development:**

Child Rights and Survival, Child Protection, Gender, Hygiene and Hand wash, Information Communication Technologies (ICT), Life Skills, Minorities, Panchayati Raj Institutions, Power, Rural Development, Violence Against Women, Water and Sanitation

#### **Education:**

Right to Education, Girl's Education, Sarva Shiksha Abhiyan-(SSA)

#### **Health:**

Abortion, Adolescent Health, Child Health, HIV/AIDS (Stigma & Discrimination and PPTCT), Immunisation, Family Welfare, Maternal Mortality, Nutrition, Public Health, Tobacco, Vector Borne Diseases (TB, Malaria, Leprosy)



# CMS Communication - Significant Contribution

An all women's team with young dedicated enthusiastic researchers, CMS Communication has made remarkable contribution in the field of development communication in the country.



## ❖ Supporting Development Communication Initiative through Research

CMS Communication team has been playing a critical role of being the Research Support for communication programmes. Starting from formative research for identifying the issue, baseline study for benchmarking the knowledge attitude and practices on the indicators around the issue; monitoring the progress through periodic evaluation of the campaign to measuring its impact on the benchmark indicators through end line evaluations.

Using **innovative qualitative and quantitative research methodologies** the CMS Communication team has been successfully **documenting the impact** of development communication endeavours **specifically the Entertainment-education (EE) in India**. The critical observations made by the CMS Communication team have helped the Partners make necessary changes in their strategy, design, funding, format which has shown positive results and outcomes.

For example, for the UNICEF initiative "Kyunki jeena isi ka naam hai...", CMS Communication was involved in providing audience feedback as inputs towards improving dialogue, cast and script. The strategy to introduce an interactive format of reading out selected audience letters on the show was also based on CMS inputs. This critical decision recognised the involvement of audience and drastically increased the fan mail.

CMS Communication conducted Rapid Audience Assessments of the *Bell Bajao* Campaign on Domestic Violence. Based on these assessments, CMS Communication suggested to Breakthrough a more interactive and strategic use of funds to have larger impact through Video vans.

## ❖ Pretesting before final production of communication materials

CMS Communication team has signed a **long term association (LTA) contract with UNICEF India** and has been assigned to take up Pre-testing of development communication material in its concept stage, rough cut or scrap stage among the target audience. The appeal, comprehension, relevance and do-ability of the materials are tested before the target audience. Based on this feedback, relevant changes are made in the materials before final production. Pre-testing of materials is not only limited to public service messaging or spots but also involves pre-testing of story boards, episodes of serials and radio programmes meant for children.

This LTA contract has given CMS Communication an opportunity to work extensively on *Govt. of India Campaigns on Age of marriage, Salt iodisation, Safe water, HINI, Polio Ravivaar, Hand washing with soap and Men using toilet, etc.*

## ❖ Working with children

UNICEF developed an **innovative and engaging radio programme** to communicate with children in rural schools, their educators, parents and community leaders. The radio based **entertainment-education show aimed to enhance knowledge and learning among children addresses cross-cutting issues like gender equity and rights of the girl child**. CMS Communication was involved in interacting with children since its conception. The observations made by the children on the programme during its pre-testing were interesting and the production agency applied them while developing the future episodes. Rounds of effectiveness study was conducted by CMS to gauge the influence of the programme on children and the situation of logistics where the team interacted with 4500 students of rural schools from 9 districts of Uttar Pradesh.

CMS Communication also conducted **impact evaluation of Gali Gali Sim Sim, the India version of Sesame Street of the US**. It was a **first of its kind study** where children in the age group of 6-8 year were interacted to collect their perception about the characters, components, and format of the programme. To understand the impact of such programme on children below the age six of the parents of the kids were interviewed. The suggestion that evolved from the survey helped the Partners to change the timing of the show to reach out to more children of that age.

## ❖ Review of communication strategies, materials, episodes and IEC initiatives

CMS Communication team reviewed communication strategies and materials of major vector borne diseases of India, HIV/AIDS and other developmental issues and suggested Communication strategies for better reach and impact, making optimal use of the available resources.

Content analysis of episodes of television and radio programmes, Entertainment Education (EE) serials, news and materials is one of the team's expertises. The Communication team has developed unique methodologies and successfully used them for comprehensive analysis of content. The team has language experts who are experienced in conducting content analysis.

Analysis of content and formats of different programmes done by CMS has helped the Partners in restructuring their programme format for making it popular, entertaining and educative. The findings from "Content Analysis of episodes of *Kyunki Jeena Isi ka Naam Hai...the EE Soap*" have guided the episode scriptwriters to maintain the balance of EE in the serial, to understand what works with the audience and what impacts the audience most.

## ❖ Media Monitoring of Development issues

Going beyond the conventional method of quantitatively analysing news CMS Communication team offered customised services to government and bilateral agencies. Through qualitative

analysis of print & television news, CMS Communication team has tracked portrayal of development issues, their coverage patterns, formats and innovations. The analysis has helped the government and other agencies to design their media advocacy initiatives.

**A pioneering work of the communication team is documenting 'Media Response to HIV in Six countries of Asia' including Cambodia, India, Indonesia, Laos, Thailand and Vietnam; conducted on behalf of Commission on AIDS.**

CMS's analysis of 'How HIV gets maximum coverage in news' helped UNICEF design their 360° Media Advocacy Campaign in four states of Rajasthan, Madhya Pradesh, Orissa and West Bengal on Maternal Mortality Reduction issues.

## ❖ Policy Studies and Regulatory Inputs

CMS Communication team members have been regularly providing inputs and feedback to several communication and media related policy issues to the various ministries and international bodies.

- CMS reviewed the **Tobacco Advertising, Promotion and Sponsorship (TAPS) in South & South East Asian Countries and their compliance to WHO Framework Convention on Tobacco Control (FCTC)**. The first of its kind study in striving to identify the FCTC compliance of TAPS regulations in South & South East Asia and the challenges and opportunities thereof was conducted by CMS for Health Bridge. The **study covered 10 countries** from South & South East Asia-Bangladesh, Bhutan, India, Indonesia, Maldives, Myanmar, Nepal, Pakistan, Sri Lanka and Thailand.

- CMS also wrote an *analytical paper* for the Standing Committee of Copyright and Related Rights, **World Intellectual Property Organisation (WIPO) Geneva** on '*Socio Economic dimensions of the Unauthorised Use of Signals*'

- CMS was represented in the Committee created by the Ministry of Information and Broadcasting for **drafting the Guidelines for Self Regulation in Broadcasting Sector and the Content Certification Rules**.

- CMS also organises international level debates and brings out publication on regulatory issues in Indian Media.



## PARTNERS

### Government:

Ministry of Health and Family Welfare; National Commission of Minorities; National AIDS Control organisation (NACO), Prasar Bharati, Central Leprosy Division, Ministry of Health (MoH), Central TB (MoH), Ministry of Rural Development (MRD)

### Bilateral/Multilateral:

Commission on AIDS in Asia, UNAIDS, UNICEF (Regional Office for South Asia (ROSA) & India), UNICEF Office for Uttar Pradesh (UNICEF UP) & Andhra Pradesh (UNICEF AP)

### State Government:

Andaman & Nicobar State AIDS Control Society, Andhra Pradesh State AIDS Control Society (APSACS), Kerala State AIDS Control Society (KSACS)

### Non-Government:

Breakthrough; Public Health Foundation of India (PHFI); Public Service Broadcasting Trust (PSBT); Health Bridge; Centre for Equity and Inclusion (CEQUIN)

### Creative & Advertising Agencies:

IN TV, Miditech Pvt. Limited; Mudra; Sesame Workshop India Ltd., DDB health and Lifestyle, Ogilvy & Mather, Futures Group, JWT (Thomson Social), RKSWMY BBDO

### International Associations and Agencies:

INTERNEWS, World Vision India

“UNICEF appreciates the commitment and dedication of the Communication team that worked on the assignments and produced the high quality studies. We especially appreciate your technical competence, able leadership and clear communication with us in order for the assignments to be completed on time and with high quality”

-Ms. Alka Malhotra;  
Communication for Development  
Specialist, UNICEF





## Future Plans

CMS Communication team plans to provide objective research support to development communication initiatives in the country. Special interest of this team continue to be meaningful entertainment education for children and adults on issues like health, education, hygiene, rights and survival and other development issues.

### List of Projects during 2007-11

April 2007-March 2008	
Impact Assessment of "Sur-Bahar" Radio Programme, Sponsored by the Ministry of Health & Family Welfare, 2007-08.	<i>Ministry of Health and Family Welfare, Government of India</i>
Concurrent Monitoring of Television News Channels for Analysing the Coverage of Issues and Concerns of Minorities, 2007-08.	<i>National Commission for Minorities</i>
Evaluation of IEC activities under National Leprosy Eradication Programme (NLEP), 2007-08.	<i>Ministry of health and Family Welfare, Central Leprosy Division</i>
Pilot Assignment for Benchmarking Media Response to HIV in Asia, 2007-08.	<i>Commission on AIDS in Asia</i>
Baseline Survey before launch of "Bell Bajao" Multi Media Campaign on Domestic Violence and HIV/AIDS, 2007-08.	<i>Breakthrough</i>
April 2008-March 2009	
Impact Evaluation of Anti-tobacco campaign, 2008-09.	<i>Public Health Foundation of India (PHFI)</i>
Impact Assessment of films on four different issues namely Child Sex Abuse, Maternal Mortality, Gender & Sexuality and Sex Selective Abortion, 2008-09.	<i>Public Service Broadcasting Trust (PSBT)</i>
Impact Evaluation study on Flagship Programmes by Prasar Bharati (Doordarshan and All India Radio) across all states in India with a sample size of 12,800 respondents, 2008-09.	<i>Prasar Bharati</i>
Intervention Assessment & Concurrent Monitoring for the 'Facts for Life' Entertainment-Education Drama Serial 'Kyunki Jeena Issi ka Naam Hai' (Phase-1), 2008-09.	<i>UNICEF</i>
Pre-test of TVC's and radio spots on Polio Ravivaar, (National Immunisation Campaign in North India) in Uttar Pradesh for UNICEF, 2008-09.	<i>UNICEF</i>
Pre-test of HIV/AIDS treatment track on Stigma and discrimination, 2008-09.	<i>Miditech Pvt. Limited</i>
Round 1 Rapid Audience Survey among audience of 'Bell Bajao Campaign,' 2008-09.	<i>Breakthrough</i>
Media Monitoring on Six Key Issues of Health, Nutrition, Water and Environmental Sanitation, Girls' Education, Corporal Punishment and HIV/AIDS discrimination, 2008-09.	<i>UNICEF</i>
Tobacco Advertising, Promotion and Sponsorship Across South and South East Asia-Challenges and Opportunities, 2008-09.	<i>Health Bridge</i>
April 2009-March 2010	
Intervention Assessment & Concurrent Monitoring for the 'Facts for Life' Entertainment-Education Drama Serial 'Kyunki Jeena Issi ka Naam Hai' (Phase-2), 2009-10.	<i>UNICEF</i>
Baseline Survey for CEQUIN campaign on 'Make Delhi Safe for Women,' 2009-10.	<i>CEQUIN</i>
Pre-test of TV spots on 'Men Use Toilet,' 2009-10.	<i>UNICEF</i>
Pre-test of two creative options on 'Hand Washing with Soap,' 2009-10.	<i>UNICEF</i>
Pre-test of TVC's on 'Protection of Water Sources,' 2009-10.	<i>UNICEF</i>
Midterm Evaluation of Facts For Life (FFL) TV Drama 'Kyunki Jeena Isi Ka Naam Hai,' 2009-10.	<i>UNICEF</i>
Pre-test of Creative Materials on H1N1, 2009-10.	<i>UNICEF</i>
Pre-test of TV spots on 'Age of Marriage,' 2009-10.	<i>MUDRA</i>
Six rounds of Pre-test 'Meena ki Duniya' Radio programme Episodes, 2009-10.	<i>UNICEF</i>
Baseline Study before the broadcast of 'Meena Ki Duniya' Radio Programme in Uttar Pradesh, 2009-10.	<i>UNICEF UP</i>

Pre-test of TV spots on 'Use of Various Contraceptive Methods,' 2009-10.	<i>Futures Group</i>
Round 2 Rapid Audience Survey among audience of 'Bell Bajao Campaign,' 2009-10.	<i>Breakthrough TV</i>
'Access, utilisation and quality of services for the Prevention of Parent to Child Transmission (PPTCT) of HIV in India-2009	<i>NACP III Mid Term Review, NACO</i>
Pre-test of 42 interactive Facts For Life (FFL) Videos 'Ammaji Kehti hai,' 2009-10.	<i>IN TV</i>
Intervention Assessment & Concurrent Monitoring for the 'Facts for Life' Entertainment-Education Drama Serial 'Kyunki Jeena Issi ka Naam Hai' (Phase-3), 2010-11.	<i>UNICEF</i>
Intervention Assessment / Concurrent Monitoring for the 'Facts for Life' Entertainment-Education Drama in Telugu 'Idey Mana Jeevitam Lakshayam,' 2010-11.	<i>UNICEF Andhra Pradesh</i>
'Galli Galli Sim Sim' impact study, 2010-11.	<i>Sesame Workshop India Office</i>
Round 1 & 2 Effectiveness Study of Meena Ki Duniya Radio Programme in Uttar Pradesh, 2010-11.	<i>UNICEF UP</i>
Designing and pretest of Pre and Post session evaluation tools for 42 interactive FFL videos 'Ammaji Kehti hai' 2010-11.	<i>UNICEF</i>
Pre-test of Facilitators' Guidebook and Video Guide for implementing Ammaji Kehti Hai videos, 2010-11.	<i>IN TV</i>
End line Survey of "Bell Bajao" Multi Media Campaign on Domestic Violence and HIV/AIDS, 2010-11.	<i>Breakthrough</i>
Pre-test of AB Polio materials, 2010-11.	<i>UNICEF</i>
Pre-test of 10 Kyunki... Theme based Mini Movies, 2010-11.	<i>UNICEF</i>

### CMS Communication Team Members

**Ms Paramita Dasgupta**, Team Leader, M Plan, MSC (Geography)  
**Ms Kalpana Bindu**, Senior Research Manager, MJMC  
**Ms Suranjana Bhaduri**, Senior Research Executive, MA (Sociology), B.Ed  
**Ms Deepmala**, Research Executive, MMC  
**Ms Gayatri Baruah**, Research Executive, MMC  
**Ms Tulsi Gaur**, Research Executive, MA (Psychology)

### Consultants

**Mr. S Narendra**, Development Communication Specialist (Former Information Advisor to Prime Minister, Principal Advisor-Planning Commission, Executive Director-RKSWAMY BBDO)  
**Ms. Adite Banerjee** (Journalist and Research Analyst)

### Former CMS Communication team members

**Ms. Jaya Ghosh**, Researcher (May 2005-November 2008)  
**Ms. Preetibanya Pattanaik**, Researcher (Jan 2009-Feb 11)  
**Ms. Arijita Pal**, Researcher (Dec 2007-February 2008)  
**Mr. V. Manikandan**, Research Executive (Jan 2009-March 2009)  
**Ms. Ambika Bamesai**, Freelance Consultant, (Oct 2007-Aug 08)  
**Ms Chandramallika**, Research Assistant (Feb11-May 11)  
**Ms. Mamta Saha**, Research Assistant, (Feb 11-July 11)

### Internship

**Ms. Devaki Nambiar**, doctoral student at the Johns Hopkins Bloomberg School of Public Health (Baltimore, MD, USA) under the guidance of Paramita Dasgupta of CMS Communication did her research on 'Youth attitudes towards HIV/AIDS in India' as a part of fulfilling her requirements for William S. Fulbright scholarship, 2007  
**Ms. Preeti Deka** from Take One School of Mass Communication has completed her three months internship with CMS Communication team as part of her curriculum for MMC, 2009  
**Mr. Bishwendu Bhattacharjee**, from Dept. of Journalism and Mass Communication, Tripura University did his three months Internship on 'Communication Research' in 2010



Release Function of

## TII - CMS India Corruption Study - 2007

by

### Shri M. Hamid Ansari

Hon'ble Vice President of India

28 JUNE 2007



### CMS Transparency

Towards Responsive Governance

The CMS Transparency team focuses on issues of good governance, raising awareness about the Right to Information Act (RTI) and empowering citizens to benefit from the legislation. Path breaking initiatives such as the Citizens' Charter, performance appraisal and social auditing, national annual corruption survey, the Zero-level Corruption Initiative in partnership with the CVC, and creation of forums for discussing electoral and judicial reforms have earned the team praise at the national and international levels.

The team has helped in establishing links with civil society groups and designing campaigns for RTI to further social objectives like transparency in elections, exposing corruption and improving civic services.

Senior CMS functionaries have been involved in the RTI movement much before the RTI Act was legislated. The engagement with RTI Act is far from over for CMS, as it is constantly tracking RTI's implementation and designing campaigns to create awareness about RTI.



“ Over a decade, Centre for Media Studies (CMS) has been doing pioneering research which has deepened our understanding of corruption in various sectors and regions in India over time. Where we relied on anecdotal evidence and conjectures for decades, CMS has been supplying us hard data and quantitative evidence. What is more conscious effort has been made to appreciate the nuances in a complex phenomenon of corruption, rather than indulging in sensationalism and head-line grabbing. For instance, CMS research has established clearly the regional and sectorial variations, and also captured the changing trends and shifting ”

...Excerpts from Foreword by **Dr Jayaprakash Narain**, President, Loksatta Party, for India Corruption Study 2010

#### AREAS OF EXPERTISE

- Performance Appraisal and Evaluations
- Integrity Indicators
- Annual India Corruption Studies
- Transparency Review
- Election Studies and Public Opinion

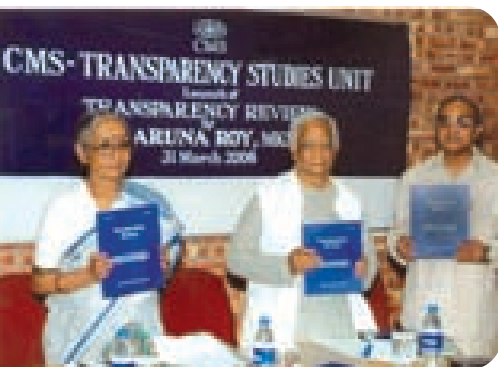
#### AREAS OF WORK

- Right to Information
- Political and Judicial Reforms
- Good Governance
- Accountability Standards
- Social Audits
- Citizen Charter
- Corruption



# CMS Transparency - Significant Contribution

This committed team has been providing significant database and momentum to create an responsive governance system in our country.



“ The poor fight against corruption, and become victims of the arbitrary use of power. This seventh edition of studies undertaken by CMS (the first came out in 2000) has come at a time when a big campaign has raised its voice against corruption. But this report represents a large section of India, very specifically the poor, the subjects of Bharat who seldom find space in Indian media...”

**-Ms. Aruna Roy,**  
Renowned Social Activist,  
President, MKS

## ❖ India Corruption Studies (ICS)

### ICS 2010

India Corruption Study the seventh edition and the fourth rounds of studies in the last five years on corruption concerning citizens availing public services and fourth round in the last five years. The 2010 round covered around 10,000 households in rural areas of twelve major states from different geographical regions of India. The four public services covered in this round were public distribution system (PDS), school education (up to class 12th), water supply services and hospital services. These are the services the government claims giving high priority. To brought out a comparative picture, the present report has compared with ICS 2005 round data of only rural households of the eleven states, covered during the round. Tripura was not visited during ICS 2005. This round of CMS India Corruption Study (2010) brings out that compulsions of corruption are not confined to urban or “deep pockets”. The rural and the poor are as much affected of the menace.

### ICS 2007

Unlike earlier annual surveys of CMS on corruption in public services, this 2007 round focused on BPL households, mostly in rural India. The coverage of this study include all parts of the country. The study, like the earlier ones was based on CMS PEE model that covered 22,728 BPL households availing the 11 selected public services during a year. The services covered include: Public Distribution System (PDS), Hospitals, School Education (up to class XII), Electricity, Water supply, National Rural Employment Guarantee Scheme (NREGS), Land Records/ Registration, Forests, Housing, Banking and Police. The study did not include operational irregularities in the system and corruption that does not involve citizens directly. This India Corruption Study 2007 was designed and conducted by CMS in collaboration with the Transparency International India (TII).

### PEE model

A unique feature of CMS methodology has been to recognise that corruption has two sides, each sustaining the other and reinventing itself. One is perception the dimension which is relatively easy to talk about and the second is actual experience of corruption. Perception and experience are often two separate issues requiring separate, but parallel efforts. This model has brought out “the gap” between “Perception” and “Experience”. The other aspect is “Estimation” of total money involved in corruption. It is arguably another tool to sensitise the nation about its seriousness so that corruption is not seen as “high-return-low-risk activity”. This is the “CMS PEE model”-P for perception, E for experience and E for estimation.

### ❖ Tracking Corruption Coverage in Media

With the help of the CMS Media Lab, this team has been studying the trend in coverage of corruption issues in our news media. This study involves analysis of primetime (7-11 pm) coverage of corruption in front pages of six newspapers (3 English and 3 Hindi), six news channels (4 Hindi and 2 English) and AIR news. Two monographs and numerous media reports covered the findings of this on-going study.

The 2010 monograph brought out how coverage of corruption in news media of the country has gone up significantly since 2008. This is in the case of all forms of news media-news channels, news dailies and AIR News. The time devoted for coverage of corruption was much more than the time they devote for coverage of health, education-even put together.

The second, monograph in 2011 confirmed that, despite increase in the coverage, “petty corruption involving vulnerable sections of people” is yet to become a concern of the news media. The priority is on scams and scandals rather than for systematic issues and correctives that need to be pursued. The far off and grassroots level corruption hardly figured.

In the last five years, corruption has become a priority of news media. It was less than one percent in 2005/2008. In 2011, it was well over eight percent of prime time and six percent of front pages. But on days of Anna’s fast that coverage overall went up to over 60 percent of prime time of news channels and mostly live coverage.

### ❖ Electoral Reforms

CMS conducted the first ever-empirical study on cash for vote phenomena in 2008. This data is based on a sample of 18,000 voters from 19 states, further validated with micro level survey in individual constituencies. The study did not cover other inducements or freebies like liquor or in kind. Only Assembly and Lok Sabha elections have been covered.

This CMS study showed the, money for votes is not limited to the poor or rural voters but is a national phenomena spread across rural-urban, rich-poor, different age groups and irrespective of educational levels. The menace was found lower in the Left Front ruled States of Kerala, Tripura and West Bengal than in other States. And it was higher in Tamil Nadu, Karnataka and Andhra Pradesh, where more than 40 percent of voters had received cash for their vote in the polls held in the last 10 years. Even in Delhi, 25 percent of voters received money for their vote. CMS intends to take the study forward in the coming general elections.

### ❖Catalysing RTI implementation

CMS has been actively tracking and monitoring RTI implementation in the country. Regular studies and field interactions with RTI Activists across the country has resulted in regular writings in media and the Transparency Review journal. CMS has also been consulting with the Information Commissioners and also actively participating in Annual Convocations to share concerns on effective RTI implementation.

### Transparency Review

This Journal was initiated by Shri Ajit Bhattacharjea (eminent journalist and former editor TOI, IE & HT) who was also the founder editor since its inception in March 2006. The first issue was released by Ms Aruna Roy (founder MKSS) at CMS Office. This bimonthly journal covers and tracks issues related to RTI implementation and other such accountability concerns in governance. Since February 2011, this journal is being edited by Dr N Bhaskara Rao (Chairman CMS). All 31 issues are available on CMS website.

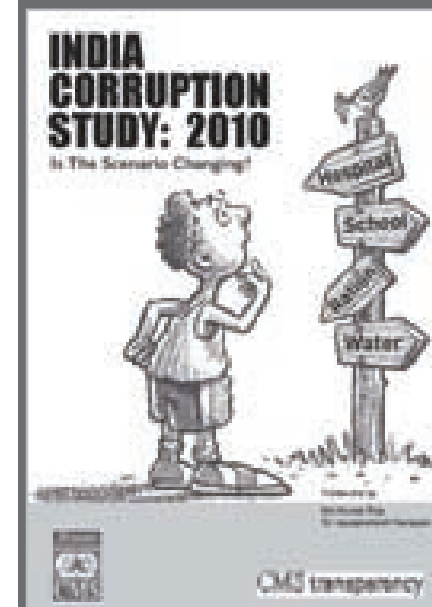
### ❖ Convention on Accountability

CMS Survey was on of the participants from 12 states at the fourth national annual RTI Convention, organised by Chief Information Commission had some interesting findings. ‘Among the civil society, activists and media, only 13 percent thought that their state’s government was serious about RTI implementation.’ The survey brings out that we have a long way to go before the Act becomes universally implemented and a new information regime is established in the country.

Dr N. Bhaskar Rao, Chairman of CMS, drew the attention of the Convention to the many problems faced by the poor, in getting justice and accessing basic services.

### ❖ Research Projects

- **India Corruption Study 2010**  
CMS in-house study  
Coverage: Around 10000 households in 12 States
- **India Corruption Study 2009**  
CMS in-house study  
Coverage: Around 27000 households in 19 States
- **India Corruption Study 2007 with focus on BPL households, 2007-2008**  
**Partner:** Transparency International India  
**Coverage:** More than 22000 households spread across 31 States/UTs



“ The best corruption studies are those by Centre for Media Studies (CMS transparency), focussing on public services, with a general emphasis on BPL and the rural sector. These studies cover experiences of bribe giving and estimates of bribes too...”

**-Bibek Debroy,**  
Renowned Social Activist,  
President, MKS

### CMS Transparency Core Team Members

**Dr. N Bhaskara Rao,** Team Leader  
**Mr Ajit Bhattacharjea (2005-11)** Advisor  
**Mr Alok Srivastava,** Co-ordinator



## CMS Survey

Field Based Scientific Studies

CMS infrastructure and professional strengths include dedicated and experienced survey research teams with capabilities to undertake large-scale field surveys across the country. The field set up has time-tested procedures to assure prompt and reliable fieldwork, which is verified and validated.

Special emphasis is given to ethical and quality issues by CMS. It has constituted an Institutional Review Board (CMS-IRB), registered to the Division of Assurance and Quality Improvement in the Office for Human Research Protections (OHRP), USA, to give technical support to research organisations towards maintaining the ethical standards in research on human subjects. CMS is also registered to give Federal Wide Assurance (FWA) for the Protection of Human Subjects for International (Non-U.S.) Institutions.

“ CMS deserves profound appreciation for conducting this nationwide study meticulously, with vigour and within tight time schedules and transparently all through. The unique methodology specially developed by CMS for this study, based on their annual surveys on corruption involving common citizen, helped enhance the scope of the study much beyond numbers. ”

*-Admiral R. H. Tahiliani,  
Chairman, Transparency International India*

### AREAS OF EXPERTISE

- Qualitative Research
- Quantitative Research
- Participatory Research
- Observatory Research



# CMS Survey - Significant Contribution

CMS has a nation-wide network of professionals for undertaking extensive research studies. CMS also works with many institutions in different parts of the country on some projects on a collaborative basis. These systems and arrangements allows CMS to draw upon their expertise in specialised areas, wherever necessary and to undertake field based research surveys in quick, time bound and cost effective manner.



## ❖ Field Network

- All India CMS network includes core professionals in various disciplines, supervisory staff and subject specialists at its New Delhi & Hyderabad office. Further, state level organisations have also networked with CMS for field support. CMS has field investigators in about every strategic urban and rural location, working on project basis. This rich pool of human resources enables CMS to undertake time bound micro and macro studies capable of catering to the multifarious needs of a variety of Partners.
- The in-depth understanding about the geography, rural areas and field situations and the availability of experienced human resources are some of the key advantages of CMS for proposing to undertake large scale sample studies. With the growing experience of conducting such research studies CMS attaches enormous importance to the Study Ethics, Quality Management and Time Management issues. These are now in-built in the system of CMS's Research Approach.

## ❖ Methodologies

CMS uses a combination of qualitative and quantitative research methods, analytical tools and tracking and feedback studies that are customised to meet partners' needs. Today, it's social audit and action research methodologies as well as media content analysis methods are considered as standards in research techniques.

The 3 S (*Size of Sample, Spread of Sample and Selection Criteria*) and PEE (*Perception, Experience and Estimation*) are some **unique study methods** that have emerged as a result of CMS approach to study complex and dynamic issues.

## ❖ Significant Surveys

- Karnataka Assembly Opinion Poll, (224 constituencies) December 2011
- Goa Assembly Opinion Poll, (40 constituencies) December 2011
- Punjab Assembly Opinion Poll, (68 constituencies) December 2011
- Himachal Assembly Opinion Poll (68 constituencies) July 2011
- Uttarakhand Assembly Opinion Poll, (70 constituencies) July 2011
- Punjab Assembly Opinion Poll (118 constituencies) July 2011
- Assam Assembly Opinion Poll (126 constituencies) February 2011
- Kerala Assembly Opinion Poll (140 constituencies) December 2010
- Puducherry Assembly Opinion Poll (30 constituencies) February 2011
- Punjab Assembly Opinion Poll (117 constituencies) December 2010
- Jharkhand Assembly Opinion Poll August 2009
- Maharashtra Assembly Opinion Poll August 2009
- Haryana Assembly Opinion Poll August 2009
- Arunachal Pradesh Assembly Opinion Poll, August 2009
- Punjab Lok Sabha Opinion Poll November 2008
- Lok Sabha Opinion Poll Round 2 (20 States, LS 65) November-December 2008

- Delhi Assembly Opinion Poll September 2008
- Karnataka Assembly By-Election Opinion Poll September 2008
- Rajasthan Assembly Opinion Poll (Round 2) July 2008
- Chhattisgarh Assembly Opinion Poll (Round 2) July 2008
- Madhya Pradesh Assembly Opinion Poll (Round 2) July 2008
- Lok Sabha Opinion Poll Round 1 (20 States, LS 98) July-August 2008
- Kerala Lok Sabha Opinion Poll June 2008
- West Bengal Lok Sabha Opinion Poll June 2008
- Chhattisgarh Assembly Opinion Poll (Round 1) April 2008
- Madhya Pradesh Assembly Opinion Poll (Round 1) April 2008

- Punjab Lok Sabha Opinion Poll April 2008
- Punjab-Amritsar Assembly Opinion Poll April 2008
- Punjab-Majitha Assembly Opinion Poll April 2008
- Andhra Pradesh Assembly Opinion Poll March 2008
- Jammu & Kashmir Assembly Opinion Poll March 2008
- Rajasthan Assembly Opinion Poll (Round 1) March 2008
- Karnataka Assembly Opinion Poll January 2008
- Tripura Assembly Opinion Poll (Round 2) December 2007
- Himachal Pradesh Assembly Opinion Poll August 2007
- Rajasthan-Bhilwara Lok Sabha Opinion Poll August 2007
- Rajasthan-Ajmer Lok Sabha Opinion Poll August 2007
- Tripura Assembly Opinion Poll (Round 1) August 2007



“ CMS has rendered an excellent service to the ongoing debate on the issue of corruption in our country by coming up with their very timely and valuable study on corruption... Such reports based on field studies bring a degree of credibility. ”

**-N. Vittal, IAS (Retd.),**  
Central Vigilance Commissioner

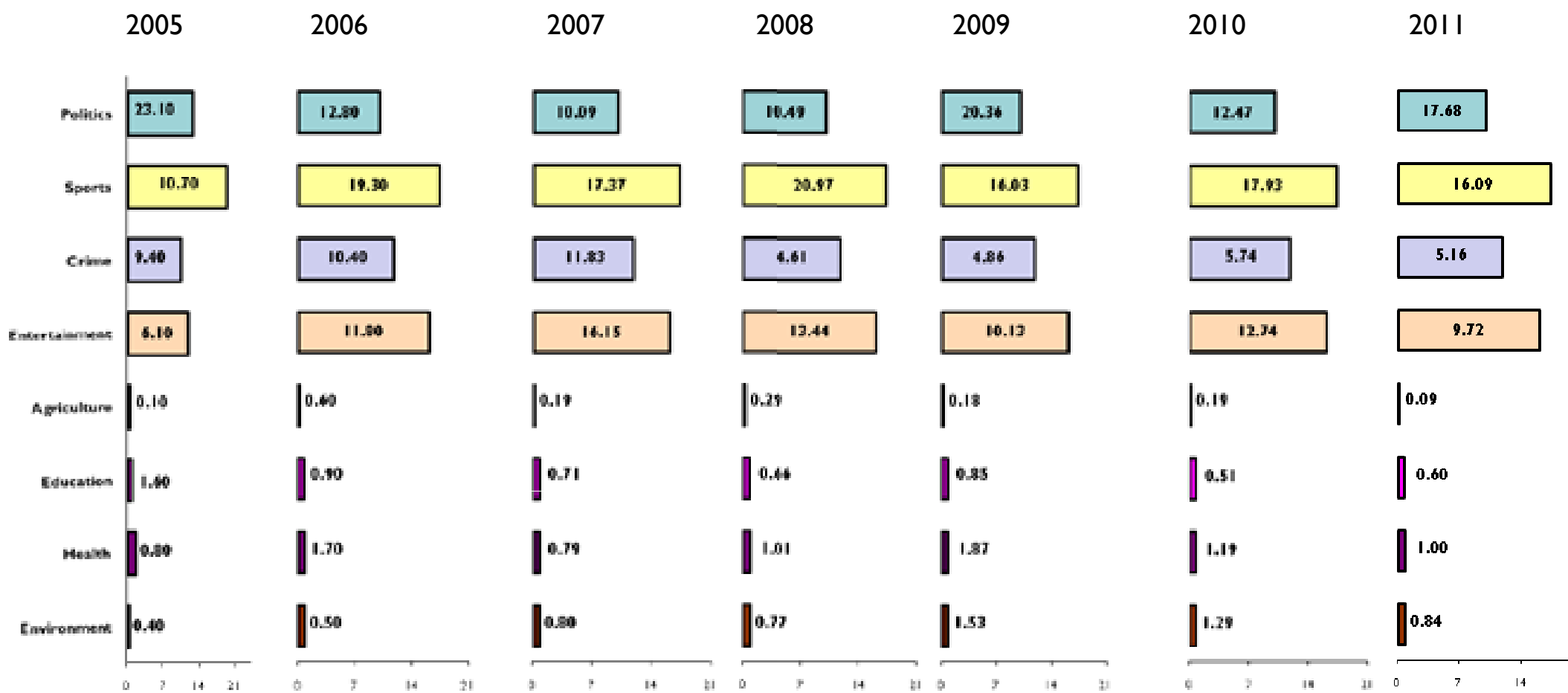
“ Food security for each individual is a right but the state policy should look for sustainable ways to ensure food sufficiency for all individuals... all development programmes should converge to provide livelihood options for the available workforce. ”

**-Alok Srivastava, Team Leader, CMS social**

## CMS Survey Core Team Members

- Mr. Narender Bhatt**, Sr. Manager, BA
- Mr. Ajay Singh**, Dy. Manager, B.Sc
- Mr. Jitender Prasad**, Sr. Executive, BA
- Gopesh Kumar**, Field Executive, BA
- Vikash Tewatia**, Field Executive, BA
- Ashish Pandey**, Field Executive, MA
- Shivesh Kumar**, Field Executive, MA
- Pawan Kumar**, Field Executive, BA
- Subhash Kumar**, Field Executive, BA
- Sanjay Kumar**, Field Executive, BA
- Rajendra Kumar Panikar**, Field Executive, M.Com

## TV News Trends 2005-2011



Figures are % of News Time

Figures are based on Prime Time (7-11 PM) Coverage of 6 National News Channels

Source: CMS Media Lab



### CMS Media Lab

Monitoring Trends & Empowering Media

CMS has the distinction of setting up of, the first Media Lab in India that studies trends in both electronic and print media along with developing strategies, which meet the needs of the media world.

It possesses technologies, expertise and experience for studying 24x7 news channels. CMS Media Lab has developed methodologies for customising research products for the needs of media, advertising and marketing communities. It also organises regular debates and brings out publications on ethical and regulatory issues in Indian Media.

CMS Media Lab Coordinator, **Mr. Prabhakar Kumar** is a **standing member of the Scrutiny Committee that reviews the violations of television channels recorded by the Electronic Media Monitoring Centre (EMMC)** under the Ministry of Information and Broadcasting.

“ The long-overdue proposal to have an independent authority to oversee the broadcasting sector—one that has been under consideration on the request of Parliament, the Supreme Court and various civil society groups for nearly two decades now—must be revived. We have no independent body looking into content implications for our society. ”

-P.N. Vasanti, Director CMS,  
Mint Column titled, "Digitisation: Need for a regulator."

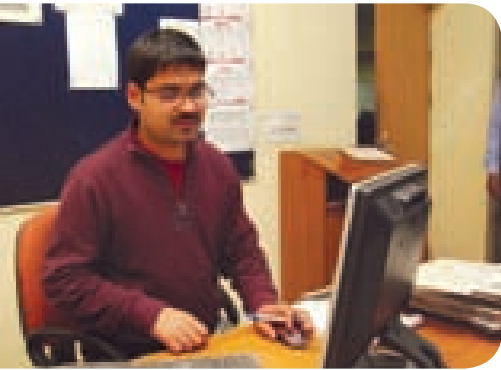
#### AREA OF EXPERTISE

- Media Content Monitoring & Analysis
- Monitoring NEWS Media Trends
- Analysis of Advertisements
- Content Planning & Audit
- Telecast Certification



# CMS Media Lab - Significant Contribution

Robust and rigorous methodologies ensure that the CMS Media Lab's research conform to the highest standards of reliability and transparency. The Lab's studies provide vital insights to policymakers, media companies and key stakeholders.



“On an average, more than 5,000 violations are recorded in a month by the Electronic Media Monitoring Centre and less than 10 cases are taken up with broadcasters.”

-P.N. Vasanti, Director CMS, Mint Column titled, "Revamped media policy needed."

## ❖ Significant Studies

The significant experimentation undertaken by the CMS Media Lab over the last few years has helped it remain at the forefront of issues that truly matter — thematic studies such as media coverage of maternal mortality reduction issues, HIV/AIDS and farmers' suicides among other pertinent issues.

- Coverage of Anna Hazare in News Media 2011
- Coverage of Corruption in TV News 2011
- Coverage of Indonesian PM in TV News 2011

## ❖ Developmental Issues

- Coverage of 2G scam in TV news channels-2010
- Front page priorities of national newspapers (English and Hindi language)-2010
- Coverage of corruption in TV news-2010
- Ayodhya verdict coverage by TV news channels-2010
- Coverage of SAARC countries in TV news and newspapers, 2008
- Analysis of priorities of AIR news-2010
- TV news trends & market-2010
- Prime Time Priorities of TV news-2010
- Ad trends in TV news-2010
- Coverage of Bhopal Gas tragedy verdict & Kasab's verdict-2010
- Coverage of climate change in news media-2010
- Coverage of CWG scam in news media-2010
- Prime Time (7 to 11 PM) coverage of US President Barack Obama's Visit to India-2010
- Front page priorities of national newspapers (English and Hindi language)-2009
- Coverage of Mumbai attack-2008

- Coverage of Aarushi murder case in TV News channels-2008
- Coverage of political parties on front page of national newspapers-2008
- A report on coverage of agriculture in TV news-2008
- Front page priorities of national newspapers (English and Hindi language)-2008
- Analysis of Climate Change and related items ("Eenadu, Andhra Jyothy and "Vaartha") for the period of three months, 2010
- Translation of 246 articles and news items on climate change and related items for Potsdam Institute for Climate Impact Research (PIK), German University. 2010
- Coverage American President Barack Obama's visit to India in Telugu News Channels, November 2010.
- Coverage of Copenhagen summit in Telugu News Channels, December 2009
- Coverage in Telugu News channels on the controversy over YSR's death (January 2011).
- Coverage of IPL Controversy in Telugu News Channels (April 2011).
- Coverage on the Common Wealth Games in Telugu TV News Channels (October 2010)
- Coverage of Entertainment component in Telugu News Channels 2011 .

## Public Health

- An in-depth analysis of health issues in TV news-2008
- An analysis of health related coverage of both print and electronic media for Health Management and Research Institute (HMRI) 2009-10.

## Analysis of Lok Sabha Elections

- Coverage of Lok Sabha election in news media-2009
- Campaign coverage of Political Parties in Telugu Electronic Media-2009.
- Telugu newspapers (Eenadu, Andhra Jyothy and Sakshi) analysis of 2009 Loksabha Elections

## ❖ Current Focus & Initiatives

- Tracking news media with special focus on Elections, Public Policy, Health, Education, Agriculture, Corruption and other contemporary issues
- Awards for Media (Focused on social and developmental issues )
- Creating a platform for people working on social and developmental issues to get attention in media (recognising their work through awards and providing interaction opportunities with media)
- A website/ portal on Social & development resources
- Advocacy for more coherent and relevant media policies/ practices
- Collaboration with universities/ institutes for interdisciplinary media research



“A holistic approach and external support can deepen the media's coverage of, and impact on, corrupt practices”

-P.N. Vasanti, Director CMS, Mint Column titled, "Breaking news: corruption."



## CMS Media Lab Team Members

- Mr. Prabhakar Kumar**, Coordinator, PG Diploma in Radio & TV Journalism
- Mr. Abison Paul**, Research Executive, MA in Communication Studies
- Mr. Anil Kumar**, Research Executive, BA (History Hons.)
- Mr. Krishna Rao**, Regional Director, Hyderabad
- Ms. Vasundhara**, Research Executive, Hyderabad
- Ms. Aishwarya**, Research Assistant, Hyderabad

## Former Team Members

- Ms. Elora Barua** (2009)
- Ms. Indira Akoijam** (2008-10)
- Mr. Jayant Bormudoj** (2008-10)
- Ms. Juri Hazarika** (2008-09)
- Mr. Naresh Sharma** (2009-11)
- Mr. Nitesh Goenka** (2007-10)
- Mr. Ritesh Pathak** (2007-09)
- Mr. Yogesh Kumar** (2009-11)
- Ms. Deepmala Dutta** (2008-09)

## PARTNERS

- WHO
- UNICEF
- Sahara Network
- AIR
- DD
- Zee Group



**CMS Academy**  
Nurturing Talent & Concerns

CMS Academy is a **training** and **resource** centre committed to implementing **value based, practical Professional Development Programmes (PDPs)** that ensure successful careers. The Academy was inaugurated on 15<sup>th</sup> September 2007 with a vision to develop innovative capacity building programmes to promote equitable development and responsive governance.

It's research based Professional Development Programmes specifically focus on **innovation and enhancing quality standards of the education system** in the country. Programmes are designed to ensure existing systems of the country are strengthened by the Academy's **collaborative initiatives**. Keeping in mind this vision, CMS Academy has developed the following objectives and areas of expertise.

**FUNCTIONAL TEAMS**

“ CMS now is a well established body with almost fifty full time professionals and a number of field projects. Its futures-oriented CMS Academy is a new approach to human resource development ”

*-B. G. Deshmukh, IAS (Retd.),  
Former Cabinet Secretary, Govt. of India & former Principal Secretary  
to the Prime Minister of India*

**OBJECTIVES**

- Use **knowledge based training** to address **emerging national challenges**
- Promote **innovation** through **value based education**
- Develop **quality standards** by generating a resource on **curriculum, trainers and systems**

**AREAS OF EXPERTISE**

- Design and Conduct Capacity Building Programmes
- Develop Modules and Course Curriculum
- Faculty / Teacher Development



# CMS Academy

CMS Academy has Professional Development Programmes for both aspiring and working professionals. Earlier, it has conducted over 50 programmes; build capacities of more than 1000 professionals and 200 field level functionaries, developed Behaviour Change Communication (BCC) and Reproductive Child Health modules and created network of more than 400 civil society organisations.



## ❖ Significant Projects:

CMS Academy initiated a series of activities for professionals in media, communication and environment sector.

### Pioneering Conference

CMS Academy partnered with the Public Diplomacy division of the Ministry of External Affairs, GOI to organise the **first ever conference on "Public Diplomacy in the Information Age"** in New Delhi in 2010. The conference aimed at a better understanding of how public diplomacy in the new millennium has gone beyond traditional diplomacy and its role and relevance in the changing communication and media scenario. It was an event that was attended by several renowned people and over 200 eminent journalists from across the globe. The Foreign Secretary Nirupama Rao and Member of Parliament and former minister Shashi Tharoor addressed the audience. In her talk, Rao emphasised on the need to engage public diplomacy to project the right image of India and to focus on the country's outreach in various countries.

### Innovative Awards

CMS Academy constituted the **CMS Academy Awards for Telugu Media** in 2007 and has been giving annual awards to outstanding work in Telugu television. This was a unique effort to show how human values, societal concerns and professional standards could be upheld, without succumbing to market forces and yet be commercially viable. These awards were initiated to encourage responsible programming in the broadcasting sector. (pic)

### International Collaborations

The Academy has recently signed an **MOU with Stirling University** to roll out **Online Communication courses** for both working and aspiring professionals. CMS has also **signed MOU's with International partners** like **Annenberg School for Communication**

**University of Southern California, USA; Stirling University, Scotland; InHolland University, Netherlands; Ohio University, USA and Academy for Educational Development (AED), Washington USA** to do innovative research and capacity building projects.

### Strategic Communication Diploma

CMS Academy also initiated one year post graduate diploma course in **Strategic Communication** during academic year 2009-2010 and 2010-2011. The programme trained professionals to conceptualise, plan and execute complex, integrated communications campaigns and programmes with latest media technologies. This unique programme provided interdisciplinary education in media, communications, humanities, marketing & management.

### Media Discourse on Climate Change

Three days **International Federation of Environmental Journalists (IFEJ) Congress** was organised in 2009 in collaboration with CMS Environment. The theme was "Bridging North-South Differences in Reporting Climate Change: Journalists' Role in Reaching an Ambitious Agreement at COP15 in Copenhagen". More than 100 environmental journalists from industrial and developing countries were able to air their viewpoints on this controversial issue and most crucial global problem. The congress was followed by a six-day field trip of 40 journalists to Leh that offered journalists an opportunity to film, photograph and write on Himalayan glacier melting. Two more field trips were organised to orient the journalists to climate change adaptation measures in drought-prone and flood-prone areas in the country.

### Capacity Building on Green Filmmaking

Capacity building workshops were also organised for **Youth on Filmmaking** by CMS Environment team. These were a series of workshops held by eminent

film makers at Shimla, Hyderabad, Ahmedabad, Delhi, Agartala, Shillong, Port Blair, Patna, Thiruvanthapuram, Bhopal, Coimbatore, Ranchi, Leh and New Delhi. Nearly 400 aspiring young filmmakers participated in honing their skills on filmmaking.

### Capacity Enhancement of Teachers

Teachers are the change makers of society and enhancing their knowledge would result in empowering an entire future generation. To achieve this, several initiatives were undertaken by the CMS Environment team by organising Primers on low carbon practices for teachers in Shimla, Hyderabad, Port Blair, Shillong, Thiruvananthapuram, Bhubaneswar, Patna, Ahmedabad, Lucknow and Delhi. More than 250 teachers have been engaged through this process.

### Media Orientation Workshops

The Academy organised a series of workshops on sustainable transport

system issues like fuel efficiency, non-motorised transport (NMT) and Ahmedabad BRT in collaboration with CMS Environment team. It was the first such attempt in the country to have a focused discussion on these topics in print media. More than 20 experts from different parts of the country and institutions such as IIT, ARAI, ITDP brainstormed at the workshops.

### Communication Workshops at BIMTECH

CMS Academy conducted workshops on its '**Communication for Career Development**' programme at Birla Institute of Management Technology (BIMTECH); a leading MBA college of India. **Communication for Career Development** workshops provide 'training' to enable students to use enhanced communication skills **confidently** for seeking a job and developing a successful career. The workshops enabled the students to get clarity on their career vision and goals. It also trained them in learning success principles.



## CMS Academy Team Members

**Ms. P. N. Vasanti**, Director  
**Ms. Salma Veeraraghav**, Associate Director  
**Ms. Shrinkha Sahai**, Lecturer  
**Mr. Om Gupta**, Dean (2009-10)  
**Ms. Ashima Gureja**, Lecturer (2009-2011)

### Visiting Faculty

**Ms. Yuki Azaad**, Institute of Home Economics  
**Ms. Shaweta Anand**, Senior Feature Writer, Hard News Media Private Limited  
**Mr. Vinay Shankar**, Assistant Professor, Guru Gobind Singh Indraprastha University, Delhi  
**Ms. Anandhi Balachandran**, English language and Communication Skills Teacher  
**Prof. R. L. Chawla**, Associate professor, Centre for Canadian, US & Latin American Studies, JNU  
**Mr. Faisal Sohail**, Creative Director, News link Services Ltd.  
**Mr. Srimoy Patra**, Director, Multi Vision Digital Systems  
**Mr. Sivarama Krishnan**, CEO, APS Advertising Agencies  
**Ms. Poonam Gautam**, PR Consultant, Hotel Grand  
**Ms. Jaishri Jethwaney**, Professor, Indian Institute of Mass Communication  
**Mr. Sanjeev Kumar**, Public Health and Communication Specialist  
**Mr. Abhishek Kumar**, Project Director, MDRA  
**Mr. Vikas Goswami**, Lead CSR, Microsoft Corporation (India) Pvt. Ltd.  
**Ms. Prerna Bindra**, Environment Journalist  
**Mr. Ramesh Thakur**, Marketing Expert  
**Mr. Rajkumar Jha**, National Creative Director Ogilvy Action  
**Mr. Varun Chaudhury**, Publicist, Penguin Books  
**Ms. Madhu Nag**, Senior Editor, DD  
**Ms. Love Eerani**, Designing Newspaper, Printing Press  
**Ms. Deepa Menon**, Head, PVR NEST,  
**Ms. Smita Bharti**, Executive Director, Sakshi-NGO,  
**Mr. Zaved Nafis Rehman**, Coordinator-Street Project, Butterflies  
**Ms. Jyoti Ghosh**, Manager-EIDU, Centre for Science and Environment  
**Ms. Aarti Khosla**, Communications and Campaigns Manager, WWF-India  
**Mr. Rajeev Shukla**, Managing Partner-Resonance Consulting  
**Mr. Rajiv Kumar**, DD  
**Ms. Madhu Sharma**, Organisational Communication and Marketing Communication.

“ I am sure with such impressive credentials; CMS Academy too would now distinguish itself with its unique features and prepare a new generation of futuristic activists for global opportunities. ”

-Abid Hussain,  
Former Indian Ambassador to USA



## CMS Advocacy

Innovative Engagements & Strategies

CMS believes that research is not an end in itself and therefore takes up research findings on issues of national concern to share and engage with all concerned stakeholders. CMS Advocacy creates forums by organising conferences, workshops, seminars, symposiums, eco-tours, exhibitions, etc to raise debates and discussions on various policy issues.

During 2007-11, CMS Advocacy team created several innovative engagements with various stakeholders to facilitate greater social and environmental responsibility. A series of awards, workshops and seminars were organised to engage in issues like girl child education, female foeticide, educational reforms, media regulation issues, environment conservation, disability, right to information, social audit, entertainment education, corruption, etc.

“ I celebrate the leadership of India in calling for the first global conference in Asia on Communication for Social Development. Many previous international events on this topic have taken place in western world, including the World Congress of Communication for Development (WCCD) in Rome, in 2006. This seems to be the first opportunity to turn things around, allowing the global South to facilitate the interactions. This conference will help to develop if further, on the basis of strengthening South-to South exchanges. ”

*-Mr. Alfonso Gumucio-Dagron, Managing Director, Communication for Social Change Consortium; Sharing his views in CMS Symbols, India's pioneering global conclave.*

### AREAS OF EXPERTISE

- Workshops, Seminars & Symposiums
- Publications
- Felicitations/ Awards
- Corporate Social Responsibility Programmes
- Film Festivals & Competitions



# CMS Advocacy

The Advocacy programmes engaged a large number of, educational institutions, civil society groups, media institutions and policy makers to bring diverse issues to attention.



## ❖ Forums and Events

### Conference

- Conference on 'Public Diplomacy in the Information Age', December 10-11, 2010, Le Meridien Hotel, New Delhi, Public Diplomacy Division, Ministry of External Affairs, Govt. of India [www.pdconference.in](http://www.pdconference.in)
- 'Integrating Biodiversity and Development Conference: A Call for Development Cooperation', October 05, 2010, Thiruvananthapuram

### Congress

- Congress of International Federation of Environmental Journalists (IFEJ) on the theme: "Bridging North-South Differences in Reporting Climate Change: Journalists' Role in Reaching an Agreement at COP15 in Copenhagen", October 28-30, 2009, India Habitat Centre, New Delhi  
**Partner:** Royal Embassy of Denmark, Oxfam, American Centre, Climate Works, Royal Norwegian Embassy, Sida, WWF India

### Summit

- Summit on Climate Change, September 13, 2007, India Habitat Centre, New Delhi  
**Partners:** Swiss Agency for Development and Cooperation (SDC), Ministry of Environment and Forests and HSBC

### Seminars

- Seminar on Ecotourism-Relevance for India, Experiences, Challenges and Future Prospects, October 31, 2009, India Habitat Centre, New Delhi  
**Partners:** UNESCO, Royal Norwegian Embassy, Ministry of Environment and Forests
- Seminar on Communicating Climate Change (supported by UKIERI Research Awards, British Council),

October 30, 2009, India Habitat Centre, New Delhi

- Seminar on Climate Change, February 5, 2009, Bhartiya Vidya Bhavan, Hyderabad
- Seminar on Climate Change, January 17, 2009, World Unity Convention Centre, Lucknow
- Seminar on Climate Change, December 6, 2008, S M Joshi Hall, Pune
- Seminar on Climate Change, November 11, 2008, Forest Auditorium, Ranchi
- Seminar on Climate Change, October 18, 2008, State Forest Service College, Coimbatore
- Seminar on Climate Change, September 27, 2008, Nazrul Kalakshetra, Agartala
- Seminar on State of Indian Rivers, September 14, 2007, India Habitat Centre, New Delhi
- A meet on Judicial Accountability, CMS and Administrative Staff College of India, Hyderabad, June 2007

### Symposiums

- Symposium on Challenges in Conserving Natural Heritage, October 30, 2009, India Habitat Centre, New Delhi
- Symposia on Water for All, January 16, 2009, World Unity Convention Centre, Lucknow
- Symposia on Conservation and Livelihood Security, December 7, 2008, S M Joshi Hall, Pune
- Symposia on Conservation and Livelihood Security, November 12, 2008, Forest Auditorium, Ranchi
- Symposia on Conservation and Livelihood Security, October 19, 2008, State Forest Service College, Coimbatore
- Symposia on Conservation and Livelihood Security, October 16, 2008, Swaraj Bhawan, Bhopal
- Symposia on Conservation and Livelihood Security, September 28, 2008, Nazrul Kalakshetra, Agartala

- Symposia on Water for All, September 26, 2008, Nazrul Kalakshetra, Agartala
- Symposium: Conservation of High Altitude Wetlands, September 12, 2008, Leh Auditorium, Leh
- Two years of RTI Implementation in AP: A Review, CMS & Social Audit Council on Information Right, Hyderabad, November 2007
- CMS Symbols-International Symposia on Communication for Social Development, 2007 SN School, University of Hyderabad.

### Workshops

- CMS Environment Low Carbon Practices Primer Workshop for Teachers, January 21, 2011, Gujarat Vidyapith, Ahmedabad
- Green Filmmaking Workshop for Youth, January 20-21, 2011, Indroda Nature Park and GEER Foundation and Gujarat Vidyapith, Ahmedabad
- Green Filmmaking Workshop for Youth, January 12-13, 2011, Sanjay Gandhi Biological Park and A N College, Patna
- CMS Environment Low Carbon Practices Primer Workshop for Teachers, January 10, 2011, A N College, Patna
- CMS Environment Low Carbon Practices Primer Workshop for Teachers, December 3, 2010, RMNH, Bhubaneswar
- CMS Environment Workshop on Animation for Conservation, October 07, 2010, Toonz Academy, Toonz Animation studio, Thiruvananthapuram
- CMS Environment Low Carbon Practices Primer Workshop for Teachers, October 6, 2010, Trans Towers, Thiruvananthapuram
- Green Filmmaking Workshop for Youth, October 5-6, 2010, Carbian Cove and Govt. Tagore College of Education, Port Blair
- CMS Environment Low Carbon Practices Primer Workshop for Teachers, October 4, 2010, Government Tagore College of Education, Middle Point, Port Blair
- Regional Media Workshop on Reporting Climate Change, September 3, 2010, State Central Library, Shillong
- Green Filmmaking Workshops for



Youth, September 2-3, 2010, Sacred Grove Forest and Martin Luther Christian University, Shillong

- CMS Environment Low Carbon Practices Primer Workshop for Teachers, September 2, 2010, State Central Library, Shillong
- Workshop on Demystifying Climate Change, August 13, 2010, Bharatiya Vidya Bhavan, Hyderabad
- CMS Environment Low Carbon Practices Primer Workshop for Teachers, August 12, 2010, Bharatiya Vidya Bhavan, Hyderabad
- Green Filmmaking Workshops for Youth, August 10-11, KBR Park and JNA & FAU College of Fine Arts, Hyderabad
- Green Filmmaking Workshops for Youth, July 4, 2010, Mall Road and Gaeity Theatre, Shimla
- CMS Environment Low Carbon Practices Primer Workshop for Teachers, July 3, 2010, Gaiety Theatre, Shimla
- Workshop on Media and Your Film, October 31, 2009, India Habitat Centre, New Delhi
- Climate Change Primer-A Workshop for Teachers, October 31, 2009, India Habitat Centre, New Delhi
- Workshop on Confronting Climate Change-Towards Carbon Neutral Indian Cities, October 29 and 30, 2009, India Habitat Centre, New Delhi  
**Partner:** Ministry of Environment

**CMS Symbols** is India's pioneering global conclave to create a dialogue forum for development planners, implementers, communication practitioners, scholars and researchers in South Asia. The forum facilitated sharing of experiences and exchanging ideas while providing a platform for promoting best practices in communication and research at an international level.

CMS Symbols Symposia was organised from November 1-3, 2007 at Hyderabad in collaboration with S N School of Performing Arts, Fine Arts and communication, University of Hyderabad. Representatives from 11 countries participated in the symposium.



“CMS has now become a brand name in the field of media research with many pioneering and innovative initiatives like Vatavaran Festival, public opinion surveys, analysis of right to information movement and on social development.”

**-B. G. Deshmukh, IAS (Retd.),**  
Former Cabinet Secretary, Govt. of India  
& former Principal Secretary to the  
Prime Minister of India

and Forests, Sida, American Centre, Association of Municipal and Development Authorities, Bhagidari-Delhi Govt, UNESCO and Ministry of Housing and Urban Poverty Alleviation

- Computer/ Assisted Reporting-A Workshop on using the Internet, Search Engines and Excel (2003) for Journalists, October 28-30, 2009, India Habitat Centre, New Delhi
- Workshop for Media on Delhi's Bus Rapid Transit System (supported by ClimateWorks, USA), October 29, 2009, India Habitat Centre, New Delhi
- Workshop on Green Wardrobe, October 29, 2009, India Habitat Centre, New Delhi
- Workshop for Children, October 28, 2009, India Habitat Centre, New Delhi
- Workshop on Animation for Conservation, October 27, 2009, India Habitat Centre, New Delhi
- Workshop on Green Filmmaking, February 6, 2009, Bhartiya Vidya Bhavan, Hyderabad
- Workshop : Towards Green Schools-Eco-friendly Practices, January 15, 2009, World Unity Convention Centre, Lucknow
- Workshop on the theme "Language trends in Telugu Electronic Media", Hyderabad, December 11 & 12, 2008.
- Workshop: Animation for Conservation, December 5, 2008, S M Joshi Hall, Pune
- Workshop on Green Filmmaking, November 11, 2008, Forest Auditorium, Ranchi
- Workshop on Green Filmmaking, October 19, 2008, State Forest Service College, Coimbatore
- Workshop on Filmmaking for Wildlife Conservation, October 16, 2008, Swaraj Bhawan, Bhopal
- Workshop on Wildlife Filmmaking, September 28, 2008, Nazrul Kalakshetra, Agartala
- Nature Photography Workshop, September 16, 2007, India Habitat Centre, New Delhi
- Towards Green Schools-Eco friendly practices, September 15, 2007, India Habitat Centre, New Delhi
- Animation for Conservation workshop, September 15, 2007, India Habitat Centre, New Delhi
- Shoot Wildlife: Filmmaking Workshop, September 14, 2007, India Habitat Centre, New Delhi

- Evolving Green Tales for Silver Screen Workshop, September 14, 2007, India Habitat Centre, New Delhi

### Panel Discussions

- A Roundtable Discussion on Lokpal Bill, Loksatta and CMS, April, 2011
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, January 19, 2011, CEPT University, Ahmedabad
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, January 12, 2011, A N College, Patna
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, December 3, 2010, RMNH, Bhubaneswar
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, October 6, 2010, CARI Auditorium, Garacharma, Port Blair
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, October 4, 2010, Trans Towers, Thiruvananthapuram
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, September 1, 2010, State Central Library, Shillong
- A discussion on "Maoist Impasse: The Way Forward", Centre for New Perspective and CMS, September 2010
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, August 12, 2010, University of Hyderabad, Hyderabad
- Panel Discussion on Animal Conservation: Man-Animal Conflict-Shimla, July 03, 2010, Gaiety Theatre, Shimla
- A meet on "Paid News: Way Forward", India International Centre, May 2010
- Panel discussion on Nature and Materials by Arch I, October 29, 2009, India Habitat Centre, New Delhi
- A discussion on "Whether India should have a national policy on media?" January 2009
- A debate and Seminar "Does Media Need a Lakshman Rekha?" November 2008
- Environmental Concerns of Ladakh: A Panel Discussion of Children, September 13, 2008, Leh Auditorium, Leh

- Panel Discussion on Conservation and Livelihoods, September 15, 2007, India Habitat Centre, New Delhi
- Panel Discussion on Coining New Policies for Wildlife Filmmaking in Protected Areas, September 15, 2007, India Habitat Centre, New Delhi
- Panel Discussion on Films for Campaigns and Advocacy, September 13, 2007, India Habitat Centre, New Delhi
- Panel Discussion on Netting the Future: Films and Film Festivals through YouTube, Yahoo n Google Videos Open Forums, September 13, 2007, India Habitat Centre, New Delhi

### Open Forums

- Open Forum on Environment Films for Children: Why Scarcity?, September 14, 2007, India Habitat Centre, New Delhi
- Open Forum on Blue Chip Films or Conservation Films: Documentary Films on TV Channels: Is there any way ahead?, September 13, 2007, India Habitat Centre, New Delhi
- Meet on Judicial Accountability, June 20, 2007, ASCI Hyderabad
- A review meet on "Two years of RTI Implementation in AP", Social Audit Council on Information Right, November 23, 2007, Press Club, Hyderabad.
- "Implementation of RTI Act, 2005" Social Audit Council on Information Right (SACIR), Dec 13, 2008, Hyderabad

### Nature Conservation Education Tours

- Manglajodi and Wetland Research Station, Dec 01, 2010, Bhubaneswar  
**Partner:** Wild Orissa
- Neyyar Wildlife Sanctuary, October 5, 2010, Thiruvananthapuram  
**Partner:** Department of Forest
- Chidiyatapu, October 3, 2010, Port Blair  
**Partner:** Department of Science and Technology
- Mawphlong Sacred Grove, Bio Resource Development Centre and Shillong Science Centre, August 28, 2010 Shillong  
**Partner:** State Council of Science, Technology and Environment

- Musi River, August 9, 2010, Hyderabad  
**Partner:** Forum for Better Hyderabad
- Shimla Catchment Area, July 3, 2010, Shimla  
**Partner:** Department of Forest, Himachal Pradesh
- Indroda Nature Park, January 20, 2010, Ahmedabad  
**Partner:** GEER Foundation
- Father Athikal's Farm, January 13, 2010, Patna  
**Partner:** Taru Mitra
- Eco-trip to Green Buildings, October 31, 2009
- IFEJ Congress Delegates Glaciers Trip, October 31, 2009-November 5, 2009, Leh
- IFEJ Congress Flood Prone Area Trip, October 31, 2009-November 3, 2009, Gorakhpur, Uttar Pradesh
- IFEJ Congress Drought Prone Area Trip, October 31, 2009-November 3, 2009, Anantapur, Andhra Pradesh
- Dulapalli Forest, Ranga Reddy District, AP Forest Academy, February 2, 2009, Hyderabad
- Regional Science Centre and Botanical Gardens, January 11, 2009, Lucknow, National Botanical Research Institute, Lucknow
- Sinhad Valley, Pune for butterflies, birds and biodiversity, December 4, 2008, Pune
- Kodanad, Nilgiris for bio-diversity, October 12, 2008, Coimbatore
- Melaghar forest for Joint Forest Management, September 25, 2008, Agartala

### Exhibitions

- Climate Change Exhibition, January 18, 2011, Sheth C N College of Fine Arts, Ahmedabad
- Climate Change Exhibition, September 1-3, 2010, State Central Library, Shillong
- Climate Change Exhibition, July 2-3, 2010, Gaiety Theatre, Shimla
- Exhibition on Climate Change, October 27-31, 2009, India Habitat Centre, New Delhi
- Exhibition on Architecture for Humanity by Arch I (supported by Dutch Embassy, India), October 27-31, 2009, India Habitat Centre, New Delhi







- Photography Exhibition on Biodiversity of India and Tiger the Predator, December 5-7, 2008, Pune
- Photography Exhibition on Biodiversity of Tamil Nadu, October 17-19, 2008, Coimbatore
- Exhibition on Ecotoons, September 12-16, 2007, India Habitat Centre, New Delhi
- Exhibition on Climate Change (exclusive 14 Exhibits on Climate Change with focus on Agartala, Bhopal, Coimbatore, Hyderabad, Leh, Lucknow, Pune and Ranchi, 2008)
- Exhibition of paintings, clay models and wastecraft, Hyderabad

### Competitions

- Painting Competition on the theme "Climate Change", February 2, 2009, Bhartiya Vidya Bhavan, Hyderabad
- Painting Competition on the theme "Climate Change", January 11, 2009, World Unity Convention Centre, Lucknow
- Painting Competition on the theme "Climate Change", December 5-7, 2008, Balgandharva Rang Mandir, Pune
- Painting Competition on the theme "Climate Change", November 10, 2008, Forest Auditorium, Ranchi
- Painting Competition on the theme "Climate Change", October 15, 2008, RMHN, Bhopal
- Painting Competition on the theme "Climate Change", October 12, 2008, G D Matriculation Higher Secondary School, Coimbatore
- Poster Competition on the theme "Energy" and "Heritage", September 23-24, 2008, Nazrul Kalakshetra, Agartala
- Painting Competition on the theme "Climate Change", September 23-24, 2008, Nazrul Kalakshetra, Agartala
- Painting Competition on the theme "Biodiversity of Ladakh", September 9, 2008, Lamdon Model Sr. Secondary School, Leh

### Green Games on Climate Change

- Green Tambola-Environmental Games on Climate Change, October 27, 2009, India Habitat Centre, New Delhi
- Board Game Designing Competition on Climate Change, January 17, 2009, World Unity Convention Centre, Lucknow

- Board Game Show on Climate Change, January 16, 2009, World Unity Convention Centre, Lucknow

### Energy Conservation Marathon

- Energy Conservation Marathon, October 7, 2010, Thiruvananthapuram
- Energy Conservation Marathon, October 2, 2010, Port Blair
- Energy Conservation Marathon, August 28, 2010, Shillong
- Energy Conservation Marathon, August 8, 2010, Hyderabad
- Energy Conservation Marathon, June 30, 2010, Shimla

### ❖ Awards

#### CMS VATAVARAN Awards

Initiated by the CMS Environment team, the coveted CMS VATAVARAN Awards are keenly contested between highly accomplished and creative filmmakers of India and abroad. The award for best environment and wildlife films includes a cash worth ₹25,000 to ₹150,000, a citation and a trophy. A total of 35 awards, worth ₹20 lakhs were presented in 25 categories in 2009 and 31 awards worth ₹14 lakhs were presented in 18 categories in 2007. The award winners have been selected through very rigorous and transparent process. The selection has been done after three rounds of evaluation in which more than 100 eminent personalities from different sectors dedicated their valuable time and expertise.

**CMS VATAVARAN's highest honour Prithvi Ratna Award** is conferred on a filmmaker for his/ her significant contribution over the years in highlighting environment and wildlife concerns through films. The Prithvi Ratna award for the year 2007 was presented to eminent wildlife filmmaker Mr Shekar Dattatri and in 2009 to highly experienced environment and development filmmaker Mr Krishnendu Bose.

International bodies such as the United Nations Environment Programme (UNEP), bilateral organisations such as the Embassy of Norway, Embassy of Netherlands, public sector entities like the Canara Bank, and prominent corporate bodies such as HSBC India

and Thermax Limited were associated with the coveted CMS VATAVARAN Awards in 2007 and 2009.

### CMS Young Environment Journalist Awards

Initiated in the year 2007 by CMS Environment team, the awards are for excellence in environmental journalism. The awards are presented to two journalists who have done exemplary investigative and inspired reporting on environmental issues. These biennial awards are a countrywide recognition of two journalists (21-35 years of age) who have made a significant contribution in either the print or electronic media to an understanding of the nation's environmental problems. The winners of the Awards include Bahar Dutt (CNN-IBN) and Amarjyoti Borah (Freelancer) in 2007 and Aarti Dhar (The Hindu) and Pierre Fitter (NEWSX) in 2009. The award money for each was ₹50,000. Forum of Environmental Journalists of India (FEJI) and TVE Asia Pacific has been the supporting partners for these honours. [www.cmsvatavaran.org](http://www.cmsvatavaran.org)

### UNICEF Awards for Gender Sensitive Programmes in Telugu TV Channels

UNICEF collaborated with CMS in implementing this intervention of awarding the most gender-sensitive Telugu channels. **The purpose of the intervention was to sensitise and generate awareness amongst Telugu television channels on issues related to girl child and also to create a platform where television media can be recognised and rewarded for their efforts in covering these issues.**

The CMS office in Delhi and its regional office in Hyderabad worked systematically to streamline the entire process of the UNICEF Awards initiative by setting up a jury, monitoring of television programmes, providing television professionals with data support and reviewing their programmes as per UNICEF objectives. CMS Hyderabad Media Lab tracked and monitored the 18 Telugu television channels during Prime Time for two months. A media consultation was specifically organised with the 18 participating Television channels, script

writers, civil society members and the government to sensitise them on issues negatively impacting the girl child. This was done to aid the media in their efforts to bring about positive change among people on the issue of women empowerment.

The media monitoring, successive media consultation workshops, jury meetings and media advisories culminated in a gala award ceremony and presentation of the report on the initiative in Hyderabad. Deputy Speaker of Andhra Pradesh Assembly, Shri N Manohar, who presented the awards alongside silver screen doyen Akkineni Nageswara Rao, shared his idea of instituting an award for legislators who were proactive in the Assembly on women's issues. **This award has helped UNICEF and CMS to advocate on issues such as child marriage, girl child labour, girl child education, etc.**

### UNFPA-CMS Art for Social Change Awards

The UNFPA-CMS Art for Social Change painting competition provided a unique platform to reach out to the young minds, and use the language of colours and canvas to make strong statements about the worth of the girl child. This nationwide competition aimed at generating public discourse on the positive portrayal of daughters and women to raise awareness, stimulate discussions, influence positive attitudes among upcoming artists and culminate in positive action.

This initiative on the theme of, "Delighting in Daughters" led to **474 paintings** being received from students of **56 premier fine art colleges** from 22 states of the country. These paintings were evaluated by an **eminent jury led by renowned painter Ms. Anjolie Ela Menon**. Each of these paintings stands testimony to a movement that has begun amongst the young people to address the abhorrent issue of sex selection.

An immediate remarkable outcome of the orientation was more men (61%) than women (39%) participated in celebrating the girl child and women's empowerment. This held true even among the nominated paintings-where 37 paintings (67%) were by men and 18 (33%) were by women.



“ I find the films competing in the 4th CMS VATAVARAN are of extremely high standards and the jury had huge amount of difficulty in selecting the winner. ”

**-Shri Shyam Benegal,**  
Eminent Filmmaker and  
Jury Chairperson CMS VATAVARAN.



“Success in reducing, and eventually eliminating the abhorrent practice of sex selection, will be a sure sign of improving gender equality, and an improving social health of country.”

-Nesim Tumkaya, UNFPA Representative

CMS assessed the co-relation between student orientation and its impact on their paintings. The results were quite interesting. All the top three awards had gone to students of the colleges where CMS conducted an orientation through a presentation, data and elaborate discussions about the competition and the theme. **This proves that with constant and positive reinforcement, the message of delighting in daughters can be driven home.**

This new initiative has led to a database of art colleges all across India. This is unprecedented since no directory, website or any other comprehensive source of information existed on art colleges across the country. **Today, CMS is the only organisation that has authenticated and validated information about art colleges and institutions in India.**

#### Green Heroes Awards

The CMS Environment team initiated the Green Heroes awards in the year 2010 for individuals who have been doing remarkable work in the field of environmental conservation in their or adopted local city, town, district or village. The awardees were chosen through nominations from diverse backgrounds ranging from academics, research, filmmaking, journalism, environment education, grassroots activities, etc. **The objective behind the award was to acknowledge and recognise the work being done at the grassroots level by individuals so that it can act as a source of inspiration to others and to encourage people to come forward for the cause of environment.**

CMS and its partners identified and felicitated individuals who have made significant contributions in the field of waste management in fragile ecological regions, environment educators, filmmakers, cave conservationists, foresters, agricultural scientists, ornithologists, organic farmers, community mobilisers, environmental journalists, and practitioners of traditional conservation methods amongst others. [www.cmsvatavaran.org](http://www.cmsvatavaran.org)

The Green Heroes who were selected and felicitated in 2010 were from Shimla, Hyderabad Shillong, Port Blair and Bhubaneswar. In all, 38 people were awarded by eminent people like Shri Ranjit Shekhar Mooshahary, Hon'ble Governor of Meghalaya; Shri Vivek Rae, Chief Secretary, Andaman & Nicobar Administration; Shri Thakur Gulab Singh, Minister for Public Works Department, Govt. of Himachal Pradesh; Shri N Kiran Kumar Reddy, Hon'ble Speaker, Andhra Pradesh Legislative Assembly; Shri Debi Prasad Mishra, Hon'ble Minister of Higher Education, Tourism and Culture, Govt. of Orissa; Shri Binoy Vishwam, Hon'ble Minister for Forests, Kerala and eminent film maker Shri Adoor Gopalakrishnan.

#### CMS Academy Awards for Telugu News

CMS Academy Awards for Telugu News Bulletins/Channels is a unique effort started in 2007 to show how human values, societal concerns and professional standards could be upheld, without succumbing to market forces and yet being commercially viable. These awards were initiated to encourage responsible programming in the broadcasting sector. Chief Guest, Padma Bhushan Shyam Benegal; Special Guest, Shri. Raju Narisetti, Editor Mint; were some of the eminent people who presided in the award ceremony introduced for the first time in Andhra Pradesh.

These experimental awards rigorously followed a methodology which reflects the public concerns and the power of TV. Broadly, a four pronged effort was made for selecting the awardees for 2008, as in the case of 2007. This four phased methodology included content analysis of news bulletins/channels, a household survey, focus group discussion with experts and considerations by a seven member jury of eminent people.

#### Role Model Awards

On completion of the first 10 years, CMS organised 14 national orations under the theme of “Challenges and Opportunities of New Millennium:

Communication Colloquium Series”, at the National Museum, Janpath, New Delhi. Each lecture was delivered by an eminent personality of the country, like **Dr M S Swaminathan, Dr V Kurien and Dr Ela Bhatt**. CMS took this opportunity of these National Lectures to honour person who delivered these lectures as ‘Role Models’ of India.



On completion of 20 years, now, CMS is organising another series of national lectures on “Analysing and Envisioning India”. This time the citizens of the country are getting an opportunity to listen to 20 path breaking Role Models who are talking about the most neglected aspects of our development endeavours. Some of the eminent speakers include **Dr Nandan Nilekani**, Chairperson, Unique Identification Authority of India (UIDAI); **Sh Mani Shankar Aiyar**, Member of Parliament; **Shri Wajahat Habibullah**, Chief Information Commissioner, and **Justice (Retd) Rajindar Sachar**, Former Chief Justice of Delhi High Court.

“I would like to congratulate CMS for organising this National Lecture Series on, “Analysing and Envisioning India” and bringing to the fore issues which are crucial for the future development of the country.”

-Prof. P.V. Indiresan, Former Director, IIT Madras

#### CMS Advocacy Team Members

- Mr. Ashwini Sinha**, Deputy Director, MBA, BA Hons (Economics)
- Mr. Narender Yadav**, Senior Manager-Communication and Knowledge Management, MA (History), PGDM Advertising and PR
- Mr. Regi V John**, Senior Manager-Administration, MA, PGDPM, DCA
- Ms. Priya Verma**, Senior Project Manager, MBA, B Com
- Mr. Amrendra Kumar Pathak**, Senior Manager, IT, MCA
- Mr. Dipendra Bansh Mishra**, Dy. Manager-IT, MCA
- Mr. Avinash Ujjwal**, Senior Research Executive, Pursuing MA, PGD TV Prod and Electronic Journalism
- Ms. Deepti Roy**, Executive-Brands, Pursuing MA (Economics), PGD in Strategic Communications, B Sc (Industrial Microbiology)
- Mr. Sanjay Negi**, Executive-Communication and Knowledge Management, BA







## Operation Teams Creating Resource Base

CMS Operation teams are the resource base of all our research, advocacy and capacity building endeavours. It manages four critical operations of the organisation including:

- CMS Knowledge Centre
- IT & Systems
- Electronic Data Processing (EDP)
- Administration, Human Resource & Accounts

With a dedicated team of 25 people these departments ensure CMS can execute large scale national and international projects with remarkable efficiency.

“ I would like to congratulate the office bearers-present and past, of Centre for Media Studies for their dedicated service to the nation over the last twenty years. The pioneering initiatives of CMS in several areas of development, opinion research, environment, corruption and transparency studies and in the broader area of social development is truly commendable. ”

*-Dr. Narendra Jadhav,  
Member, Planning Commission, Government of India*

### AREAS OF EXPERTISE

- Data Entry Programming
- Data Validation and Analysis
- MIS Creation
- Software Development
- Website Designing and Development
- Information & Resource Management
- Facilities, Maintenance & Management

# CMS Operation

The CMS Operation team endeavours to create innovative systems that ensure customised and enhanced delivery of services. Infrastructure development and management of all the three campuses of CMS is also done efficiently by these teams



## ❖ CMS Knowledge Centre

As a research organisation, CMS has been in the business of creating and sharing knowledge that is required for policy and strategy decisions. We have consistently focused on sharing internally and externally this body of knowledge through regular seminars, publications and articles.

The CMS Knowledge Centre will further consolidate and streamline this endeavour by creating more avenues for sharing using new IT tools. It will create better systems and means for documentation and retrieval of CMS work through a knowledge management system.

This team will also be responsible for better presentation, designing and editing of content. For external communication and sharing, this team will create more internet based information tools. The team will also develop and strengthen the media relations.

### *The Prof Everett M Rogers Knowledge Centre*

The centre has over 5000 books and reference reports like Economic Surveys, CMIE, Human Development Reports National Family Health Survey of Census of India, NSO, NSS, and the Election Commission. It subscribes to a large number of national and regional dailies, magazines and varied journals. Scanning, documentation and analysis of content is done on a daily basis. The centre is more a "knowledge management centre" where one could access any reference publication or work online from anywhere on any subject. CMS is in the process of becoming a member of various on-line library networks.

### *Audio-Video Resource Centre*

The CMS Audio Visual Resource Centre (AVRC) is a state-of-the-art archive of documentaries, films and audio spots on environment and developmental

issues. It also archives the master copies of the audio visual resources produced by the Ministry of Environment and Forests (MoEF), Govt. of India.

The centre collects, collates and archives these valuable resources held by dispersed organisations and individuals with an objective to disseminate the materials to connoisseurs, TV Channels, concerned organisations, educators, schools, laypersons etc. all over the country. The CMS AVRC computerised catalogue is available on our website [www.cmsindia.org/cmsavrc](http://www.cmsindia.org/cmsavrc).

CMS AVRC has dedicated space at RESEARCH HOUSE, Saket Community Centre, New Delhi housing over 3,000 films. The AVRC is accessible to schools, colleges, researchers and others during the office hours. The facility includes DVD players, Plasma TV sets, a computerised catalogue of films. Special arrangements are made, as and when required, for viewing the films which are available in Betacam and DVCAM formats.

## ❖ IT & Systems

CMS IT team performs a variety of functions that ranges from installing applications to designing complex computer networks, information databases as well as management and administration of entire systems. IT team also helps in integration of other technologies such as the use of cell phones, televisions etc.

CMS uses leased line for internet connectivity. CMS Research House is fully Wi-fi enabled with 2 mbps leased line. CMS IT team manages 12 websites of the organisation.

CMS IT Team is equipped with latest infrastructure facility like 4 IBM Xeon servers, 1 Watchguard firewall, 4 managed Switches, 65 desktops, 20 laptops, 2 HP colour printers, 3 b/w printers, 2 NAS, 3 DVRs, 2 scanners, 1 Fax, 11 portable HDD's etc.

## ❖ Electronic Data Processing (EDP)

The electronic data processing team specialises in providing data entry, data clean, validation and analysis required for large scale quantitative and qualitative data.

## ❖ Administration, Human Resource and Accounts

The Administration, Human Resource and Account's team supports and maintains the systems and resource requirements of various teams so that all the teams run their operations smoothly to run smoothly.

## ❖ Significant Contributions

- Created **OrangeHR** for efficient management of Human Resource processes.
- Created special **MIS for the World Food Programme**.
- Created **13 websites** for highlighting various CMS Teams and endeavours.
- Organised **live streaming** of the first ever conference on "Public Diplomacy in the Information Age" in New Delhi which was accessed by more than thousand people.

- Efficiently **managed remote servers** for web hosting and e-mail services.
  - Drafted an **HR Manual** which includes comprehensive policies on all aspects of HR and systems.
  - Standardisation of recruitment processes.
  - Developed **360 degree appraisal system** used twice a year.
  - Organised staff welfare activities like sports meet, picnics and festival parties.
  - The Administration team has developed and maintained the New Delhi and Noida Campus.
  - It has established effective relationships with external agencies/ authorities like MCD, DDA, Noida Authority, Electricity Board and the local police to ensure smooth operations.
  - Designing, building and operationalising the new 35000 sq.ft build up area of the Noida Campus spread over one and half acres of land.
  - Developed project base accounting systems.
  - Created incentives/bonus remuneration system.
- Efficiently handled large scale National projects like India Corruption studies, Election Studies, Child Labour evaluations and Food security assessments.



## Operation Team Members

- Mr. Regi.V. John**, Team Head, HR, Administration & Accounts, MA, PGDPM, DCA
- Ms. P N Vasanti**, Team Head, Knowledge Centre, MBA, MA
- Mr. Amrendra Kumar Pathak**, Team Head, IT, MCA
- Mr. Sukant Kumar Sahoo**, Team Head, Accounts, MBA, B.Com
- Mr. Dipendra Bansh Mishra**, Dy. Manager-IT, MCA
- Mr. Narender Yadav**, Senior Manager-Communication and Knowledge Management, MA, PGD PR
- Mr. Gaurav Bhatia**, Executive-IT, BCA
- Mr. Sundara Rao**, Dy. Manager-EDP, MA, DCA
- Mr. Rajkumar**, Dy. Manager-EDP, BA
- Ms. Kanchan Singh Prasad**, Computer Operator, BA, BLIS
- Mr. Rohit Kumar**, Computer Operator, BA
- Mr. Raju Yadav**, Asst Computer Operator
- Mr. Naveen Singh**, Asst Computer Operator
- Mr. Anand A. Jha**, Senior Executive-Communication and Knowledge Management, MLIS
- Ms. Sheetal Arora**, Front Office Executive, BA
- Mr. Ravinder Singh**, Electrician
- Mr. Dharampal**, Office Assistant
- Mr. Lal Singh**, Office Assistant
- Mr. Dayal Singh**, office Assistant
- Ms. Rajamani**, Office Assistant

“ I would like to congratulate CMS for the completion of 20 years. It is important to acknowledge it because in our current context independent public issue focused institutions are needed in larger number and greater capabilities. And the fact that not only CMS has lived to see its 20 years but has done exceedingly well on issues of transparency, media accountability and a host of other issues is the testimony of the fact that leadership of the institution as well as those who are actively involved in it continue to share vision for larger public goal.”

**-Dr. Rajesh Tandon,**  
President & Co-Founder PRIA





## Publications

### Leading with Research Insights

CMS has brought out over 100 publications including monographs, reports and books based on its research findings on issues of national concern. CMS is committed to communicating the results of its work and disseminating its expertise and research experiences. In the coming years, CMS would focus on making its publications to have a wider reach through CMS Cart, a new e-commerce initiative.

“ I know how challenging it is to build and sustain an independent research body at national level. Whatever areas of development you have chosen, CMS has made a mark. No wonder CMS research today is credible, its findings and publications are viewed seriously. ”

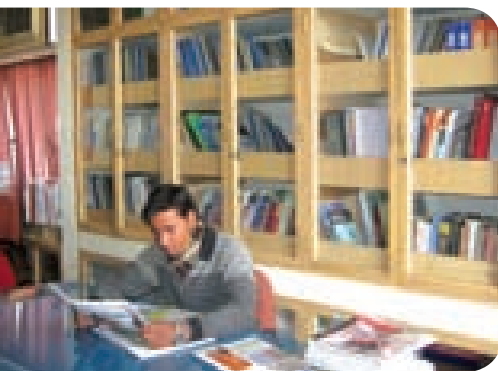
-Abid Hussain, Former Indian Ambassador to USA

### CMS Cart:

CMS Cart is an initiative dedicated to the sale of products and services of CMS and its partners. Some of the popular products include Books, Videos, Exhibitions, Corporate Films Screenings, Eco-tours, Films for Broadcasting, Footages, Workshops, Training Programmes, Environmental Games, Professional Courses, Cloth Bags, T-Shirts and many such articles. The resources, thus generated, will be used to further the cause equitable and sustainable development by CMS and its partners. [www.cmscart.in](http://www.cmscart.in)

# CMS Publications

CMS speaks at various forums on issues ranging from environmental concerns to HIV/ AIDS, Broadcast Bill to election analysis, Right to Information to corruption studies. Its critical research is regularly referred by policymakers, media and corporates. The Centre has been articulating its vital concerns from important platforms by presenting papers and engaging in debates and discussions, which are widely covered by the media.



## ❖ Articles and Research papers

- Vasanti, P N (2011)** Media in India needs to be more ethical, responsible. *Vidura*, 3(4), 11-13.
- Srivastava, Alok (2011)** Television shows "child labour in a new form?" *Vidura*, 3(3), 11-13.
- Rao, N B and P N Vasanti (2011)** Media and corporate bodies: challenges and opportunities. *Vidura*, 3(2), 04-08.
- Tomar, Alka, Yogendra Singh and Anjana Chowdhary (2010):** "Suitable Tree Species for Pollution Abatement" in *Disaster Management (Natural Disasters)*, Vol I, Ch 11 (New Delhi: APH Publishing Corporation), 283-296
- Tomar, Alka, Suman Phogat and Agatha Christy (2010):** "Heavy Metals: their Behaviour in Soils and Toxicity to Flora and Fauna" in *Disaster Management (Environmental Disasters)*, Vol II, Ch 9 (New Delhi: APH Publishing Corporation) 281-326
- Tomar, Alka and Yogendra Singh (2010):** "Micro-organisms in Assessment and Mitigation of Water Pollution" in *Disaster Management (Environmental Disasters)*, Vol II, Ch 11 (New Delhi: APH Publishing Corporation) 337-362
- Tomar, Alka (2010)** "Noise Pollution: A Public Health Hazard" in *Disaster Management (Manmade Disasters)*, Vol III, Ch 6, (New Delhi: APH Publishing Corporation) 183-202
- Tomar, Alka and Hamir Singh Rathore (2010):** "Scope and Limitation of Neem Products and other Botanicals in Plants Protection: A Perspective" in Leo M L Nollet and Hamir Singh Rathore (ed), *Handbook of Pesticides-Methods of Pesticide Residues Analysis*, Ch 4 (New York: CRC Press, Taylor and Francis Group), 67-92
- Tomar, Alka (2010):** "Strategies and Technological Measures to cope up with Vulnerability to Drought" in *Natural and Manmade Disasters, Vol 1*, Ch 3 (New Delhi: M D Publications Pvt Ltd), 43-82
- Tomar, Alka (2010):** "Alternate Energy Sources for Cleaner Environment" in *Natural and Manmade Disasters, Vol 1*, Ch 8 (New Delhi: M D Publications Pvt Ltd), 181-206
- Tomar, Alka (2010):** "Tracers techniques for Measurement of Radionuclides in Soils and Environment" in *Natural and Manmade Disasters Vol 1*, Ch 17 (New Delhi: M D Publications Pvt Ltd), 343-370
- Tomar, Alka (2010):** "Fate of Pesticides in Soil and their Residuals Effects" in *Natural and Manmade Disasters, Vol 1*, Ch 18 (New Delhi: M D Publications Pvt Ltd) 371-398
- Tomar, Alka (2009):** "Neem in Insect-Pest and Fertiliser Management" in *Neem: A Treatise*, Ch 28, (New Delhi: I K International Publishing House Pvt Ltd), 417-433
- Tomar, Alka (2009):** "Neem in Health and Cosmetics" in *Neem: A Treatise*, Ch 31 (New Delhi: I K International Publishing House Pvt Ltd), 461-485
- Tomar, Alka (2009):** "Neem: A Introduction" *Neem: A Treatise*, Ch 1 (New Delhi: I K International Publishing House Pvt Ltd), 3-19
- Tomar, Alka (2007):** "Ozone Layer Depletion and its Effect of on Environment and Human Health" in K A Rasure (ed), *Environment and Sustainable Development (Vol 1)*, Ch 11 (New Delhi: Serials Publications), 179-200

- Tomar, Alka (2007):** "Recycling of Organic Waste for Maintenance of Soil Fertility" in K A Rasure (ed), *Environment and Sustainable Development (Vol 1)*, Ch 10, (New Delhi: Serials Publications), 160-178
- Tomar, Alka (2010):** "Noise Pollution: A Public Health Hazard" in *Manmade Disaster*, Ch 6 (New Delhi: APS Publishing Corporation), 183-202
- Tomar, Alka (2007):** "Water Resources Management and Development: Certain Steps", *Water Resources Management and Development*, Ch 17, (Ludhiana: Kalyani Publishers), 272-284
- Tomar, Alka:** "Fate of Pesticides in Soil And their Residual Effects" in B B S Kapoor (ed) *Chapter on Soil Ecology*, (Bikaner: Madhu publications)
- Tomar, Alka (2007):** "Ground Water Pollution and its Health Hazards" *Air, Water and Soil Pollution*, Ch 24 (Ludhiana: Kalyani Publishers) 255-282
- Tomar, Alka and B B S Kapoor (2007):** "Organic Farming for Maintenance of Soil Fertility" *Emerging Trends in Soil Management*, Ch 8 (Madhu Publications), 137-162
- Tomar, Alka (2007):** "Environment and Tourism Ecological Considerations" *Sustainable Resources Management*, Vol II, Ch 9 (New Delhi: M D Publications Pvt Ltd), 267-289
- Tomar, Alka (2007):** "Water Councils/ Pani Panchayati for Equitable Sharing of Water" *Water Resources Management and Development*, Ch 36 (Ludhiana: Kalyani Publishers), 567-581
- Tomar, Alka and Choudhary K Ashok (2007):** "Water Pollution and its Management" in *Sustainable Resources Management*, Vol I, Ch 8, (New Delhi: M D Publications Pvt Ltd), 228-246
- Tomar, Alka (2007):** "Women as Sustainers of Natural Resources and Environment" in *Environmental Degradation and Protection*, Vol II, Ch 19 (New Delhi: M D Publications Pvt Ltd), 227-274
- Tomar, Alka (2007):** "Women and Security" *Environment and Sustainable Development*, Vol II, Ch 64 (New Delhi: Serials Publications), 790-806
- Tomar, Alka (2007):** "Management of Urban Waste for Restoration of Soil Fertility" in *Sustainable Resource Management*, Vol II, Ch 6, (New Delhi: M D Publications Pvt Ltd), 126-164
- Tomar, Alka (2007):** "Nitrate and fluoride toxicity of drinking water in Bikaner district of Rajasthan" *Air, water and soil pollution*, Ch 17 (Ludhiana: Kalyani Publishers), 182-187
- Tomar, Alka (2007):** "Watershed Development for Land and Water Management in Arid Ecosystem" in *Environmental Degradation and Protection*, Vol I, Ch 5, (New Delhi: M D Publications Pvt. Ltd) 144-187
- Tomar, Alka (2007):** "Mobility of Pesticides in Soils as Affected by Physico-Chemical Characteristics of Soils" *Air, Water and Soil Pollution*, Ch 27 (Ludhiana: Kalyani Publishers) 316-324
- Tomar, Alka (2007):** "Water Crisis: A Global Problem" *Water Resources Management and Development*, Ch 1 (Ludhiana: Kalyani Publishers) 1-25
- Tomar, Alka (2007):** "Movement of Water and Techniques for its Management" *Water Resources Management and Development*, Ch32 (Ludhiana: Kalyani Publishers) 493-506
- Tomar, Alka (2007)** "Acid Rains and its Harmful Effects" in *Environmental Degradation and Protection*, Vol I, Ch 2, (New Delhi: M D Publications Pvt Ltd), 38-77
- Tomar, Alka (2007):** "Radioactive Waste and their Impact on Human Health and Environment" in *Air, Water and Soil Pollution*, Ch 13 (Ludhiana: Kalyani Publishers), 22-140
- Mishra, Chitranjan (2009)** Contested Democracy in Thailand. *South Asia Politics*, 08(07), 15-17.
- Mishra, Chitranjan (2008)** Watershed as a sustainable strategy of livelihood: A study. *Kurukshetra*, (01), 35-38.
- Mishra, Chitranjan (2010)** "Engaging Community in Watershed Development Programme: A Study in selected villages of Western Orissa" in Archana Sinha (ed) *Sustaining Communities: Strategies for Sustainable Community Development* (New Delhi: Indian Social Institute), pp 152-167.



“ Given the crucial role that the media plays in the economy and in maintaining a healthy growth rate, the question of accountability is a significant one ”

-P.N. Vasanti, Director CMS, Mint Column titled, "Strengthening self-regulation."

“ In our country, The Persons with Disabilities (PWD) Act has been in place for around 15 years now, and yet, we have miles to go to claim inclusive development where differently-able population participate in the development process with equal rights and opportunities. CMS social's Monograph on Disability is a compilation of key findings based on secondary research review and Disability Audit. This is first of its kind of primary research study, conducted by CMS Social in Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh and Uttar Pradesh. ”

-P.N. Vasanti, Director CMS





“ This publication “Tracking Corruption” should serve as an important reference book for the effective implementation of RTI across the country. I congratulate CMS on this initiative and share their expectation that the forthcoming study on this series for 2006 will serve to strengthen all of us interested in empowering India’s citizenry and promoting good governance in the wake of RTI”

-Wajahat Habibullah,  
Chief Information Commissioner, CIC

## ❖ Workshops/ Conference Paper presented:

### Dr.N.Bhaskara Rao

- Presented a paper on “Six years of RTI-Harbinger of an era of transparency”, Conference on RTI and Citizen’s Charter, September 2011
- Presented on “Technology and Consumer Expectations: Research Perspective” at the INFOCOM-ASSOCHAM Media & Entertainment Forum, Kolkotta, February 2011
- Presented at the RTI Conference titled ‘Key Issues on Implementation, Impact on Transparency & Improvements in Public Service Delivery’ organised by AP Information Commission, Hyderabad, June 2010
- Participated as Panellist along with Admiral R. H. Tahiliani, Shri.P. S. Bawa, Shri. D. R. Kaarthikeyan on ‘Confronting Menace of Corruption’, organised by Foundation for Good Governance at India Habitat Centre, New Delhi, February 2010
- Presented on “60 Years of Indian Media: Role, Development and Challenges, How do we look at?” at Delhi Union of Journalists 60th anniversary launch seminar titled ‘Indian Press since Independence: Challenges, Pitfalls and Future Scenario,’ February 2009
- Presented on ‘Dimensions of Good Governance and Accountability’ at Lal Bahadur Shastri National Academy of Administration, Mussoorie, November 2008
- Invited by the Lok Sabha Speaker to present at the Second Round Table Discussion on “Strengthening Parliament Democracy,” November 2008
- Participated as a speaker at the ‘Promoting Voter Awareness, Vigilance & Participation for the Right every Wrong Conclave,’ at New Delhi, November 2008.
- Presented on ‘Social Accountability of Projects or Processes?’ at the World Bank Workshop, New Delhi, May 2008
- Participated as a speaker at the National Conference on Electoral Reforms, hosted by Association for Democratic Reforms (ADR) and UP Election Watch, Lucknow, August 2007
- Presented on “RTI for Social Change & Good Governance: Some Research Issues” with Mr.Alok Srivasatava in a Workshop on “The Right to Information Regime: Social Change and Governance,” Centre for Good Governance, Hyderabad, April 2007

### Mr. Alok Srivastava

- Presented a paper on *Evaluation in Turbulent Times: Key Challenges and First hand experiences in India*-Global Assembly of International Development Evaluation Associations (IDEAS) Amman (Jordan), April 2011.
- One of the panellists of Presidential Panel on “*Varied Faces of Evaluation in Conflict and Conflict-prone Territories*”, Global Assembly of International Development Evaluation Associations (IDEAS) Amman (Jordan), April 2011
- Participated in the Open eGovernance Forum (OeGF) for Developing Asia in Palawan, Philippines. November 2010
- Child labour...in a new form! Engage Media, Oct 20, 2010
- Mounting Exploitation of Child Labour, Transparency Review, June 2009
- Made a presentation on Evaluation Capacity Building in Global Assembly of International Development Evaluation Associations (IDEAS) held in Johannesburg, South Africa, March 2009.
- Made a presentation on Corruption in the Trucking Industry in India under World Bank New Delhi Seminar Series,2008
- The Inequity of Informal Payments for Health Care in India, a poster presentation, 2008
- Completed an online course on comprehensive Natural Disaster Risk Management Framework, conducted by World Bank Institute of Distance Learning
- Undertook a session on “Analysis of Qualitative Data by using NVivo8” in a training course organised by VV Giri National Labour Institute, Ministry of Labour and Employment, GOI, 2010
- Member in Consultant Group constituted by Directorate of Adult Education, Ministry of HRD, GOI for formulating guidelines for Evaluating Agencies undertaking Evaluation of Jan Shikshan Sansthan (JSS), 2009

### Ms.Paramita Dasgupta

- Presented Pretest findings of ‘Meena Ki Duniya’ among Producers, Writers, Directorate of Education, State Institute Education Training (SIET) Officers & District Institution of Education Training (DIET) Officers in Ideation workshop organised by UNICEF UP at Lucknow, March 2010.
- Shared the Baseline study findings of ‘Meena Ki Duniya’, an Entertainment Education Radio Programme, with UNICEF Officers, DIET Officers and District coordinators in DIET office, Directorate of Education Lucknow, July 2010.

- Presented ‘Campaign Evaluation: case study Bell Bajao’ in an Interactive Session on “Evaluating Campaigns-experiences of civil society institutions” at the Evaluation Conclave-an international consultation on Evaluation-New Delhi October 25-28, 2010. Organised by Sambodhi, IDRC and other agencies.
- ‘How Research feeds into the production of Serial Kyunki’ presented to the Cast of Kyunki at CMS Office, December, 2010.
- Presented on PPTCT study findings ‘National Conference on HIV/AIDS Research-Towards evidence policy linkages in HIV/AIDS research in India’ at India Habitat Centre, New Delhi, January 19-21, 2011.
- ‘What works and how with the audience’ in the Ideation Workshop with writers of Kyunki Entertainment Education Serial, UNICEF March 2011.
- Conducted a session on ‘Most Significant Change Technique’ among the participants of 8 countries across the world during the United Nations Trust Fund Programme and Evaluation Design Workshop to End Violence against Women at Mexico in August 2008.
- Presented Research techniques designed and applied for Monitoring and Evaluating of ‘Bell Bajao’ Domestic Violence Campaign and the findings from the Baseline Study, August 2008.
- Presented the ‘Formative Research’ Findings as a part of the Designing and Implementing an Impact Evaluation of ‘Safe Cities New Delhi Project’ (Phase II) at Cairo for Safe Cities Free of Violence against Women and Girls Global Programme, UN Women, July 2011

### Ms Alka Tomar

- Presentation on Environment Education Resources in 3rd Environment Educators’ Conference organised by TERI, New Delhi, October 27-29, 2010.
- Expert Presentation on Green Films: Learn, Understand, Act in Environment Leadership Training Programme, Agra, September 26, 2010.
- Alka Tomar, attended consultation meeting on “Rethink tourism in audience-towards building a base for sustainable tourism” organised by Equations and Indian National Trust for Art and Cultural Heritage at India International Centre, New Delhi, June 26, 2008.
- Jury of Dell Go Green Challenge Competition, August 2010
- Jury of TERI and Tetra Pak “Kabbad Se Juggad” Competition, 9 April 2010

### Mr Rohit Singh

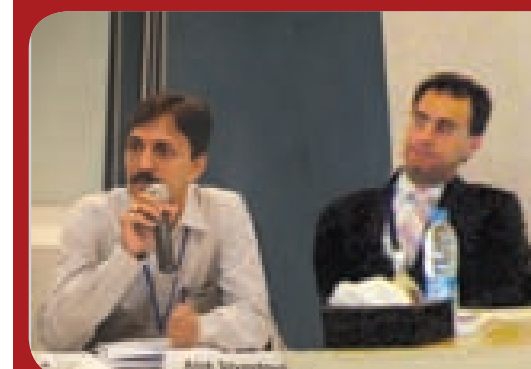
- Attended 4<sup>th</sup> International Conference on Environmental Education, organised by Centre for Environment Education, Ahmedabad, November 26-28, 2007.

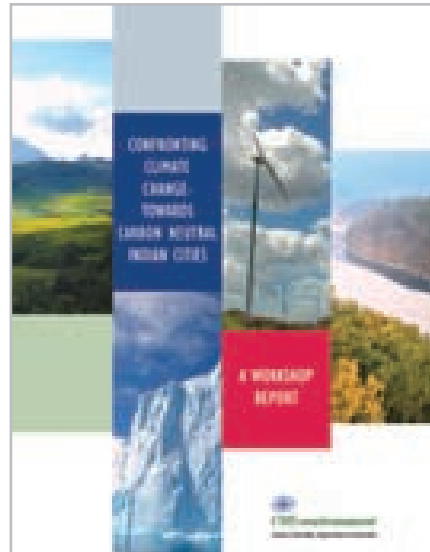
### Mr Anand A. Jha

- Presented on, “Marketing of Library and Information Services in Electronic Age.”, in the *National Conference on Digital Library Management and Challenges*, ACCMAN Institute of Management, Greater Noida, 2011
- Presented on, “Knowledge Management: An Emerging Concern”, in the *National Conference on Knowledge Management: Issues and Challenge*, at the Integrated Academy of Management and Technology (INMANTEC), Ghaziabad, 2011
- Presented on, “Librarian: Profession & Professional Ethics” in the *National Conference on Ethics and Beyond*, at the NSB International Centre for Management Excellence (NICME), New Delhi, 2011
- Presented on “Development Of Digital Libraries & Information Services” in the *UGC sponsored National Conference on Information Literacy Skills For Librarians In Digital Environment*, Aggarwal College, Ballabhgarh, 2011
- Contributed on “Professional ethics for 21st century Librarian” in the UGC sponsored *National Conference on Academic Librarianship in 21st Century : Challenges and Opportunities*, at Annasaheb Gundewar College, Nagpur, 2011
- Presented on “Digital Book Business and Their Future in Academic Libraries” in the *National Conference on Managing Libraries In New Information Environment*, Integrated Academy of Management and Technology (INMANTEC), Ghaziabad, 2011.
- Presented on “Importance of ICT for Modern Library & Information Services” in the *National Conference on ICT Impact On Knowledge And Information Management*, ACCMAN Institute of Management, Greater Noida, 2010

### Mr Amrendra Pathak

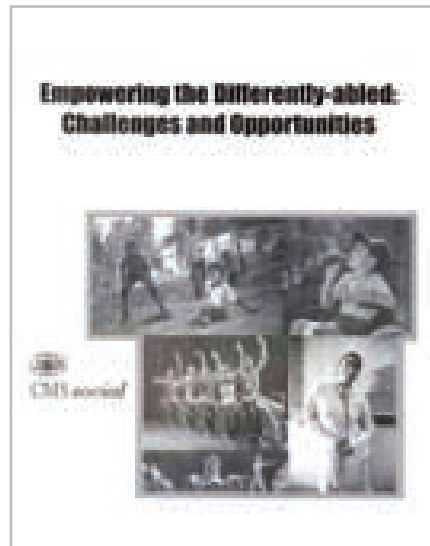
- Presented on “Future of ICT: Cloud Computing” in the National Conference on ICT, Impact on Knowledge and Information Management, ACCMAN Institute of Management, Greater Noida, 2010.





## ❖ Reports

- A Backgrounder Media Workshop on Fuel Efficiency, 2010
- A Comparative Scenario: India Corruption Study, 2002-09
- Challenges and Opportunities: Tobacco Advertising, Promotion and Sponsorship Across South Asia, 2009
- Knowledge, Attitude and Practice of Delhiites Towards The River Yamuna-A Research Report, 2009
- Symposium on Challenges in Conserving Natural Heritage-A Report, 2009
- Confronting Climate Change Towards Carbon Neutral Indian Cities-A Workshop Report, 2009
- Seminar on Ecotourism-Relevance for India, Experiences, Challenges and Future Prospects-A Report, 2009
- Young Strokes on Climate Change, 2009
- Jiye Jamuna-a 'Yatra' for a Deeper Understanding, 2008
- A Report on Conservation and Livelihoods Security, 2008
- A Comprehensive Report on the Climate Change Seminars in Agartala, Bhopal, Coimbatore, Hyderabad, Leh, Lucknow, Pune and Ranchi, 2008
- Environment Trends in News Channels 2005-2008
- "TII-CMS India Corruption Study 2007" with Focus on BPL Households: National Report, 2008.
- "TII-CMS India Corruption Study 2007" with Focus on BPL Households: Key Highlights, 2008.
- We Cause Global Warming-A Report on International Summit on Climate Change, 2007
- Conservation and Livelihoods Security-A Symposia Report, 2007
- States of the Rivers in India-A Seminar Report, 2007
- Delhi Voucher Project First Assessment Report, 2007
- CMS Symbols Symposia on Communication for Social Development, 2007



## ❖ Monographs

- Face of corruption in news media, ( 2011)
- India Corruption Study: 2010-Is the Scenario Changing? (2011)
- Street Children and Child Labour-The Challenge for RTE (2011)
- Why do TV News Bulletins Have To Be Always Cluttered? (2010)
- Empowering the Differently-abled: Challenges and Opportunities. (2010)
- India Corruption Study: 2002-09. (2010)
- Face of corruption in news media (2010)
- Copenhagen Summit-Coverage in Prominent Indian News Channels, (2009)
- Television Viewership Measurement-Dilemma and Challenges (2007)

### National Lecture Series Monographs

- Sustainable development: 20 years after Rio, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, August, New Delhi: Nehru Memorial and Museum Library, Prof M S Swaminathan, (2011).
- India the Unfinished Revolution, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, July, New Delhi: Nehru Memorial and Museum Library, Dr Karan Singh (2011).
- On Launching an Indian Inclusive Innovation Initiative, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, June, New Delhi: Nehru Memorial and Museum Library, Dr R A Mashelkar (2011).
- Social Justice Empowerment and Skill Development, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, May, New Delhi: Nehru Memorial and Museum Library, Dr Narendra Jadhav, (2011).



- Karnik, Dr Kiran (2011), Creating a Caring Compassionate Community, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, April, New Delhi: Nehru Memorial and Museum Library.
- Envisioning India-The Potential of Aadhar, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, February, New Delhi: Nehru Memorial and Museum Library, Nandan Nilekani (2011)
- Perspective into Democracy in Urban India, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, January, New Delhi: Nehru Memorial and Museum Library, K C Sivaramakrishnan (2011).
- Role and working of the Judiciary under the constitution, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, December, New Delhi: Nehru Memorial and Museum Library, Justice Rajindar Sachar, (2010).
- The Dilemma of Development and Democracy in India, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, November, New Delhi: Nehru Memorial and Museum Library, Mani Shankar Aiyar (2010).
- The Challenge of Population Stabilisation in India, Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, September, New Delhi: Nehru Memorial and Museum Library, Dr Ashish Bose, (2010).

## ❖ Books and Directories

An Indian Perspective: A Handbook of Poll Surveys in Media; Dr.N.Bhaskara Rao (2010)

"Prasara Bhashaga Telugu" a compilation of Telugu articles published by CMS and released on 13th October 2010.

Festival Directory of 5<sup>th</sup> Competitive Edition of CMS VATAVARAN: Environment and Wildlife Film Festival, 2009

Directory of Fine Arts Colleges in India, 2009

Directory of Environment and Wildlife Filmmakers, 2009

"Neem: A Treatise", Alka Tomar (New Delhi: I K International Publishing House Pvt Ltd), 2009.

Art Catalogue-The UNFPA-CMS Art for Social Change Awards, 2008

Festival Directory of 4<sup>th</sup> Competitive Edition of CMS VATAVARAN: Environment and Wildlife Film Festival, 2007

"Water Resources Management and Development", Alka Tomar (Ludhiana: Kalyani Publishers), 2007.

"Air, Water and Soil Pollution", Alka Tomar (Ludhiana: Kalyani Publishers), 2007.

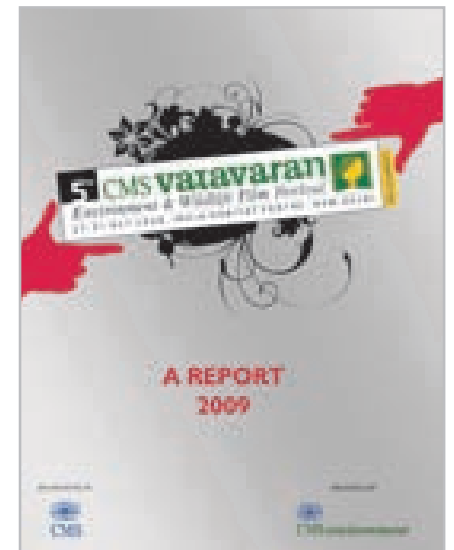
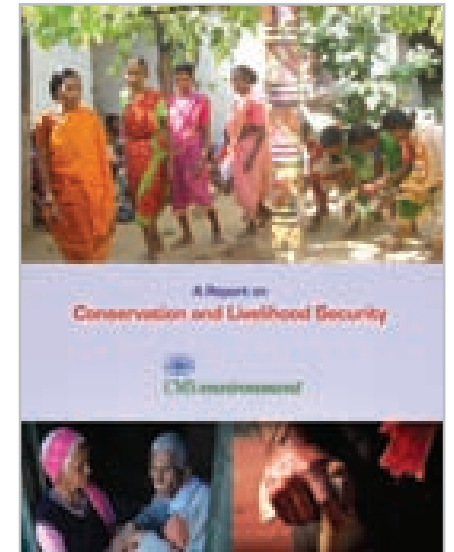
"Environmental Degradation and Protection, Vol I and II", Alka Tomar (New Delhi: M D Publications Pvt Ltd), 2007

"Sustainable Resource Management" Vol I and Vol II, Alka Tomar (New Delhi: M D Publications Pvt Ltd), 2007

Mumtaz Ahmed Translated a booklet on 'Healthy and Nutritive Foods' in Urdu from English for National Book Trust of India.

## ❖ Journals and Newsletters:

- **Transparency Review**-a bi-monthly journal
- **CMS Academy Convergence Newsletter**-a quarterly newsletter
- **Green Voice**-a quarterly newsletter on environment and media
- **CMS ENVIS Green Media**-a daily e-newsletter







## Media Presence

### Motivated to Make a Difference

The prolific media coverage reflects the significance of CMS programmes, it also helps to carry the CMS outlook far and wide by disseminating information and raising awareness on issues. CMS activities were covered in **486 articles published in the country's leading National and Regional newspapers** from 2007-11. **National Newspapers** that covered CMS activities included **25 leading media houses like The Times of India, Indian Express, The Hindu, The Hindustan Times, The Mint, The Business Standard, The Pioneer** etc. CMS initiatives were widely covered in **68 Regional Newspapers** also which includes **Dainik Bhaskar, Dainik Jagran, Eenadu, Andhra Jyoti, Sakshi** etc.

“ Given the current clutter and the omnipresent role the media plays in framing issues even today, any misuse in the current electoral scenario is a matter of grave concern ”

-P.N. Vasanti, Director CMS  
Mint Column titled, "Polls and media: keeping it fair."

**Ms.P.N. Vasanti, CMS Director** has participated in Television programmes in leading national channels like **NDTV, CNN-IBN, DOORDARSHAN, Lok Sabha TV, TV 9** to advocate on issues related to *Media ethics and regulation, Electoral Reforms, Education, Health, Women & Children*. The Director also **writes a fortnightly column on Media in Mint, the economic newspaper published by The Wallstreet Journal and Hindustan Times since 2008.**

**CMS Vatavaran** is a pioneering initiative in engaging media for promoting environmental issues. This event in 2009-10 had been **covered in 312 articles in the print media** including leading national and regional newspapers like The Times of India, The Hindu, The Indian Express, Dainik Bhaskar, Dainik Jagran, The Telegraph etc. **94 websites** have also featured this event and **25 leading Television channels** including CNN-IBN, Aaj Tak, Times Now, Zee News have also covered this event consistently for a decade now.

For detailed list of articles and CMS Media coverage please log on to [www.cmsindia.org](http://www.cmsindia.org)





# CORRUPTION UNDER LENS

## REVAMPED MEDIA POLICY NEEDED

### POLLS AND MEDIA: KEEPING IT FAIR

#### Broadcasting social change

#### Time for a new diplomacy

#### STRENGTHENING SELF-REGULATION

#### पीडीएस के भ्रष्टाचार पर आंखें मूंदे सरकार

#### Green films to vie for awards

#### It's time to get rid of the culture of secrecy

#### Vatavaran 2011 nominations

**FINE PRINT**  
PH. VASANT

**REVAMPED MEDIA POLICY NEEDED**  
Take this month, the government has been forced to rethink its media policy. The media has been a powerful force for change, but it needs to be reformed to be more effective. A new media policy is needed to ensure that the media is able to report on the government's activities without being censored or intimidated.

**POLLS AND MEDIA: KEEPING IT FAIR**  
The government has been accused of manipulating the media to influence the outcome of the elections. This is a serious concern, as it undermines the integrity of the democratic process. The media must be able to report on the government's activities without being influenced by the government.

**Broadcasting social change**  
The media has been a powerful force for social change, but it needs to be reformed to be more effective. A new media policy is needed to ensure that the media is able to report on the government's activities without being censored or intimidated.

**Time for a new diplomacy**  
The government has been accused of manipulating the media to influence the outcome of the elections. This is a serious concern, as it undermines the integrity of the democratic process. The media must be able to report on the government's activities without being influenced by the government.

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# Right to Education: Where is media's proactive role?

## Poll-Eve Public Opinion Surveys: The Indian Scene

### Adversarial media good for democracy

#### Television shows – child labour in a new form?

#### Poll campaigning or marketing a brand equity?

#### Maya ignores media

#### CMS finds – poll surveys influenced 10% voters

**Poll-Eve Public Opinion Surveys: The Indian Scene**  
by Dr. N. Bhaskara Rao  
The Bhaskara Rao Institute (BRI) has been conducting opinion polls since 1996. The institute has been a leading voice in the field of public opinion research in India. The institute's research has been used by the government and the media to understand the views of the Indian people.

**Adversarial media good for democracy**  
by N. Bhaskara Rao  
The media has been a powerful force for change, but it needs to be reformed to be more effective. A new media policy is needed to ensure that the media is able to report on the government's activities without being censored or intimidated.

**Television shows – child labour in a new form?**  
It is almost certain that the new television shows will be a form of child labour. The children will be working long hours and will be exposed to the same pressures and stresses as the adult workers. This is a serious concern, as it undermines the integrity of the democratic process.

**Poll campaigning or marketing a brand equity?**  
The government has been accused of manipulating the media to influence the outcome of the elections. This is a serious concern, as it undermines the integrity of the democratic process. The media must be able to report on the government's activities without being influenced by the government.

**Maya ignores media**  
Political parties spent Rs 700 crore  
The government has been accused of manipulating the media to influence the outcome of the elections. This is a serious concern, as it undermines the integrity of the democratic process. The media must be able to report on the government's activities without being influenced by the government.

**CMS finds – poll surveys influenced 10% voters**  
By OJA CORRESPONDENT  
New Delhi, Sept. 9: In the last three elections in Delhi, over 10 per cent more voters cast their vote in favour of the "winning party" indicated by opinion polls. These voters are over what that party would have otherwise got.





Every shade of green under the sun.



“ The efforts made by organisations like CMS and initiatives like CMS VATAVARAN in creating awareness on environmental issues are worth appreciation. ”

*-Shri Ranjit Shekhar Mooshahary, Hon'ble Governor of Meghalaya*



## Visitors to CMS Motivated to Make a Difference

Eminent national and international personalities have graced the portals of CMS from time to time, underscoring the standing and repute of CMS today on the global platform. CMS works with diverse stakeholders and therefore during 2007-11 CMS had engaged with a wide variety of professionals.

We have had the honour of **visits from International experts** like **Prof. Ernest James Willson III, Dean Annenberg School for Communications; Mr. Warren Feek, of the for Communication Initiative and Governor Leen Verbeek** from the Netherlands. The civil society and the Media also play a major role in all our initiatives. We have had distinguished visitors like **Admiral R.H.Tehiliani, Mr.Kuldip Nayyar, Mr.Pankaj Pachauri, Swami Agnivesh and Ms.Meera Sanyal**. These are some of the many eminent visitors to CMS.

We take this opportunity to **specially acknowledge all the visitors** who have graciously engaged with us.

# Visitors to CMS

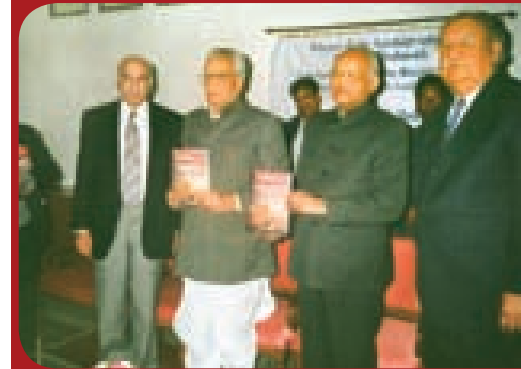


**Admiral (Retd) R H Tahiliani**, Chairperson, Transparency International India (TII)  
**Dr Ashok Kumar Ghosh**, Professor, Department of Environment and Water Management, A N College, Patna  
**Dr Bibhab Talukdar**, Secretary General, Aaranyak, Guwahati  
**Dr Fr Robert Athickal**, Coordinator, Tarumitra, Patna  
**Dr Jayaprakash Narayan**, Lok Satta  
**Dr K P Jayasankar**, Ph D, Professor and Chair, Centre for Media and Cultural Studies, TISS, Mumbai  
**Dr Matthew Hibberd**, Deputy Head of Department, Department of Film, Media and Journalism, University of Stirling, UK  
**Dr Nita Shah**, Head of Vulture Advocacy Programme; Coordinator Asia, IUCN Equid Specialist Group and Wildlife Biologist, Bombay Natural History Society, New Delhi  
**Dr Philip Seib**, Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California, USA  
**Dr Srikanta Kumar Panigrahi**, Director (Environment and Forests), Planning Commission and Chairperson of Indian Society of Remote Sensing (ISRS), Delhi Chapter, New Delhi.  
**Dr Syed Ainul Hussain**, Faculty-Landscape Level Planning & Management, Wildlife Institute of India (WII), Dehradun  
**Dr T V R S Sharma**, Head, Division of Field Crops, Central Agricultural Research Institute (CARI), Port Blair  
**Dr. Arvind Singhal**, Professor, University of Texas, USA  
**Dr. D R Kaarthikeyan**, former Director CBI  
**Dr. Murali Nair**, Detroit, Michigan, USA  
**Dr. S. K. Agarwal**, Vice President, TII  
**Governor Leen Verbeek**, Netherlands  
**Major Gen. (Retd.) Vinod Saighal**  
**Mr Lasse Bjørn Johannessen**, Deputy Head of Mission, Royal Norwegian Embassy  
**Mr A A Rao**, Director (EE & Media), Ministry of Environment and Forests (MoEF), Gol  
**Mr Biswajit Mohanty**, Secretary, Wildlife Society of Orissa, Odisha  
**Mr James Godsil**, Co-founder of Sweet Water Organics (SWO)  
**Mr Jayakumar C**, Member Trustee, Thanal, Kerala  
**Mr K Stalin**, Co-founder & Director, DRISHTI-Media, Arts & Human Rights, Ahmedabad  
**Mr M Vedakumar**, President, Forum for Better Hyderabad, Hyderabad  
**Mr Mangal D Negi**, Head of Department, Department of TV Production and Direction, Film and Television Institute of India (FTII) Pune  
**Mr Pallav Bagla**, Contributing Correspondent, Coverage of research and science policy in South Asia, Science Magazine, New Delhi  
**Mr Tapas Paul**, Head of the Department of Cinematography, Satyajit Ray Film and Television Institute, Kolkata  
**Mr. J K Lee**, South Korea Embassy  
**Mr. Kojiro Uchiyama**, Director, Japan Information Center, New Delhi  
**Mr. Mickey Kantor**, former Secretary of Commerce and US Trade Representative.  
**Mr. Sudhir Kumar**, Central Vigilance Commissioner, Gol  
**Mr. Sumit Chakravarty**, Editor Mainstream  
**Mr. Warren Feek and Ms. Adelaide**, Communication Initiative  
**Ms Ila Singh**, Senior Programme Officer-Press & Cultural Affairs, Embassy of the Netherlands, New Delhi  
**Ms Indira Mansingh**, Senior Advisor, Development Alternatives, New Delhi  
**Ms Lydia Barraza**, Assistant Cultural Affairs Officer  
**Ms Madhumita Biswas**, Joint Director (EI), ENVIS, Ministry of Environment and Forests (MoEF), Gol

“Data on health indicators of Tribal women population like their age at marriage needs to be discussed and looked into, as these are very much linked with the maternal mortality, infant mortality, gender equality and women empowerment. At the same time, the measures to be taken for improving health status of tribal population should give equal importance to their traditional systems of medicine for treatment of ailments. A special Tribal Health Plan might address the concerns of tribal population.”

*-CMS Social team's Suggestions on NATIONAL TRIBAL POLICY Draft (Ministry of Tribal Affairs, Government of India)*

**Ms Malini Thadani**, Head, Public Affairs Area Management Office, HSBC India  
**Ms Meera H Sanyal**, Country Executive-India and Chairperson ACES, The Royal Bank of Scotland N V (RBS)  
**Ms. Aileen Adams**, Fellow, Women and Public Policy Programme, Harvard (headed the office for victims of crime)  
**Ms. Heidi Schulman**, distinguished journalist  
**Ms. Ilse van Overveld**, Communications Department of the Dutch Ministry of Foreign Affairs, Netherlands  
**Ms. Maja Daruwala**, Director, CHRI  
**Ms. Margo Kooijman**, Director, PSO Netherlands  
**Ms. Mohini Giri**, President, Guild of Women  
**Ms. Monique Bouman**, Government of Netherlands  
**Ms. Rachna Burman**, Asst. VP-Corporate, Times Group  
**Ms. Ranjana Kumar**, Central Vigilance Commissioner, Gol  
**Ms. Sara M. Cohen**, Head of Press and Cultural Department, Embassy of The Netherlands, New Delhi  
**Mr. Niranjan Khatri**, General Manager-Quality Welcomenviron Initiatives, ITC Group of Hotels  
**Prof Anand Kumar**, Centre for the Study of Social Systems, Jawaharlal Nehru University (JNU), New Delhi  
**Prof Eytan Gilboa**, Director, Center for International Communication, Bar-Ilan University, Israel  
**Prof Mrinal Chatterjee**, Indian Institute of Mass Communication (IIMC) Dhenkanal  
**Prof Murari Lal**, Director and Chairperson, Climate, Energy and Sustainable Development Analysis Centre (CESDAC)  
**Prof Nicholas J Cull**, Professor of Public Diplomacy and Director, Masters Programme in Public Diplomacy, Annenberg School for Communication, University of Southern California (USC)  
**Prof. Carola Weil**, Associate Dean for Planning and Strategic Initiatives, Annenberg School for Communication, USA  
**Prof. Ernest James Wilson III**, Dean and Walter Annenberg Chair in Communication, Annenberg School for Communication, USA  
**Prof. Geoffrey Cowan**, Annenberg Family Chair in Communication Leadership and former dean USC Annenberg  
**Shri Alok Mehta**, Editor-in-Chief, Nai Dunia  
**Shri B G Deshmukh**, IAS (Retd), former Cabinet Secretary, Government of India  
**Shri B V Rao**, Editor, Governance Now  
**Shri Kuldip Nayyar**, Eminent Journalist  
**Shri Mohinder Pal**, Director, Himalayan Forest Research Institute, Shimla  
**Shri Pankaj Pachauri**, Managing Editor, NDTV  
**Shri Prashant Bhushan**, Senior Advocate  
**Shri Prityush Sinha**, Chief Central Vigilance Commissioner, Gol  
**Shri Ramesh Sharma**, Eminent Film Producer  
**Shri Satish Kumar Jacob**, former journalist, BBC  
**Shri Sudhir Mital**, Additional Secretary, Ministry of Corporate Affairs, Gol  
**Shri Sujit Banerjee**, Secretary, Central Vigilance Commission, Gol  
**Shri. (Col.) Dharmadhikari**, Transparency International India  
**Shri. Alok Swarup**, Vigilance Director, Delhi Development Authority (DDA)  
**Shri. Anil Padmanabhan**, Bureau Chief, Mint  
**Shri. N Innaiah**, Chairperson, Center for Inquiry India  
**Shri. N K Singh**, General Secretary, BEA  
**Shri. P L Sanjeev Reddy**, IAS (Retd), Former Director, Indian Institute of Public Administration (IIPA)  
**Shri. Raju Narisetti**, Managing Editor, Mint  
**Shri. Venkatesh Nayak**, Commonwealth Human Rights Initiative (CHRI)  
**Swamy Agnivesh**, Social Activist







“ A very vibrant and forward looking institution. The Chairman is very open to new ideas and innovations in the Media and its place in the governance of the country ”

-P.Talitemje Ao, CIC Nagaland



## CMS Partners

Partnership is one of the fundamental pillars of all CMS initiatives. We believe making a difference that is sustainable, is a journey of joining as many hands together as we can. CMS has worked with 162 International and National Partners to execute over 500 projects in two decades.

CMS gratefully acknowledges all the Partners for supporting its activities.

# CMS Partners

CMS works with diverse stakeholders therefore its partners include various **Ministries of the Government of India, Multilateral/ bilateral organisations, State Governments, Foundations/ Associations/ non-profit organisations/coalitions, Corporations, International Associations and Agencies, Media Organisations**



## ❖ Multilateral and Bilateral organisations

- Asian Development Bank (ADB)
- British Council and University of Stirling, UK
- Commissions for AIDS in Asia, UNAIDS
- Commonwealth of Learning (COL)
- Department of International Development (DFID)
- Embassy of India, Abu Dhabi
- Embassy of Netherlands
- Embassy of Sweden
- Embassy of Switzerland
- GIZ
- International Labour Organisation (ILO)
- Embassy of Japan
- Joint United Nations Program on HIV/AIDS (UNAIDS)
- Population Communication International (PCI)
- Royal Norwegian Embassy (RNE)
- Swedish International Development Cooperation Agency (Sida)
- Swiss Agency for Development and Cooperation (SDC)
- Transparency International India (TII)
- United Nations Children's Fund-Regional Office for South Asia (UNICEF-ROSA)
- United Nations Development Program (UNDP)
- United Nations Educational, Scientific and Cultural Organisation (UNESCO)
- United Nations International Children's Education Fund (UNICEF)
- United Nations International Children's Education Fund, Uttar Pradesh (UNICEF)
- United Nations Population Fund (UNFPA)
- United Nations World Food Programme (UNWFP)
- World Bank (WB)
- World Health Organisation (WHO)

## ❖ Governments of India and Autonomous Bodies

- Central Leprosy Division
- Central TB Division
- Department of Drinking Water Supply, Ministry of Rural Development, GoI
- Department of Sports and Youth Affair
- Department of Women and Child Development (DWCD)
- Directorate of Adult Education
- Directorate of Higher education
- Ministry of Agriculture
- Ministry of Environment and Forests (MoEF)
- Ministry of Health and Family Welfare (MoHFW)

- Ministry of Human Resources Development (MHRD)
- Ministry of Information and Broadcasting
- Ministry of Labour and Employment (MoLE)
- Ministry of Rural Development (MRD)
- Ministry of Science and Technology (MoST)
- Ministry of Social Justice and Empowerment (MoSJ&E)
- Tribal Development Division, Ministry of Tribal Welfare
- National ADIS Control Organisation (NACO)
- National AIDS Control Programme (NACP-3) Planning Team
- National Aluminium Company Limited
- National Commission for Minorities (NCM)
- National Commission for Women (NCW)
- National Council for Science & Technology Communication (NCSTC)
- National Vector Borne Disease Control & Eradication Programme (NVBDCP)
- Planning Commission
- Public Diplomacy Division, Ministry of External Affairs
- Telecom Regulatory Authority of India (TRAI)
- V. V Giri National Labour Institute (VVGNI)

## ❖ State Governments

- Agartala Municipal Council
- Ahmedabad Municipal Corporation (AMC)
- Andaman & Nicobar State AIDS Control Society (ANSACS)
- Andhra Pradesh Forest Department
- Andhra Pradesh National Green Corps (APNGC)
- Andhra Pradesh State AIDS Control Society (APSACS)
- Commissionerate of Family Welfare (CFW), Govt. of Andhra Pradesh
- Department of Environment & Forests, Govt. of Bihar
- Department of Environment and Forest, Govt. of Assam
- Department of Environment, Chandigarh Administration, UT
- Department of Environment, Government of NCT of Delhi
- Department of Environment, Government of Tamil Nadu
- Department of Forest & Environment, Govt. of Jharkhand
- Department of Information & Public Relations, Himachal Pradesh
- Department of Wildlife Protection, Jammu and Kashmir Govt
- Department of Environment and Forests, Government of NCT of Delhi
- Forest Department, Himachal Pradesh
- Gujarat Ecological Education and Research (GEER)
- Kerala State AIDS Control Society (KSACS)
- Kerala State Biodiversity Board
- Kerala State Council for Science, Technology and Environment (KSCSTE)
- Madhya Pradesh Ecotourism Development Board
- Maharashtra Pollution Control Board (MPCB)
- Meghalaya Non-Conventional and Rural Energy Development Agency
- Orissa Industrial Infrastructure Development Corporation
- Orissa State Pollution Control Board
- Punjab State Council for Science and Technology (PSCST)
- Satluj Jal Vidyut Nigam Ltd, Meghalaya
- State Council of Science, Technology and Environment (SCSTE), Meghalaya
- State Innovations for Family Planning Agency (SIFPSA)
- State Institute for Educational Management and Training (SIEMAT)
- Tripura State Pollution Control Board (TSPCB)
- Urban Affairs Department, Govt. of Meghalaya

“The India Corruption Study, 2002-09 conducted by the Centre for Media Studies highlights the trends in corruption across the country during the first decade of this century especially with regard to the delivery of basic services to the citizens by the government. This shows that without raising awareness among people and educating them against corruption combating any form of corruption would be difficult. The public should be empowered to say no to corruption.”

**-Pratyush Sinha,**  
Central Vigilance Commissioner,  
Government of India







“Films are an effective tool to bring about awareness in society however if we talk about environment & wildlife films, they not only create a connect between man and nature but also provide interesting information about environment.”

*-Shriela Dikshit, Chief Minister, New Delhi;  
Chief Guest, CMS VATAVARAN*

### ❖ Foundations, Associations, Non-profit Organisations, Coalitions

- Abu Dhabi Kerala Social Centre, Abu Dhabi
- Academy of Animation and Gaming (AAG), Noida,
- American Centre
- Aranyak, Guwahati
- Ashoka Trust for Research in Ecology and the Environment (ATREE), Bengaluru
- Asian Nature Conservation Foundation (ANCF), Bengaluru
- Association of Municipalities and Development Authorities (AMDA)
- C P R Environmental Education Centre (CPREE), Chennai
- CARE India
- Center for Development and Human Rights (CDHR)
- Centre for Science and Environment (CSE)
- CINEDELVE-A Film Society, Agartala
- Climate Consortium Denmark
- ClimateWorks Foundation
- Community Aid and Sponsorship Programme (CASP) Plan
- Council for Advancement of People's Action and Rural Technology (CAPART)
- Development Alternatives (DA)
- Drishtee Foundation, Delhi
- Eco-cine Film Festival, Brazil
- Greater Kashmir, Kashmir
- Hindustan Latex Family Planning Promotion Trust (HLFPPT), Noida
- India Social and Cultural Centre, Abu Dhabi
- Indicorps, Ahmedabad
- International Federation of Environmental Journalists (IFEJ)
- Manthan Yuva Sansthan, Ranchi
- National Centre for Promotion of Employment for Disabled People (NCPEDP)
- Oxfam India
- Peace Institute
- Population Foundation of India (PFI)
- Public Service Broadcasting Trust (PSBT)
- Shakti Foundation
- Society for Participatory Research in Asia (PRIA)
- University of Kashmir
- World Vision, Ahmedabad
- World Wide Fund for Nature (WWF)
- Young Explorers Track Innovators (YETI), Ahmedabad

### ❖ Corporations

- Canara Bank
- DSP Merrill Lynch Ltd
- Ford Foundation
- HP Labs
- HSBC Bank
- Indian Airlines
- ITC-WELCOMGROUP, New Delhi
- JK Paper Ltd, Bhubaneswar

- Microsoft Corporation (India) Pvt Ltd
- Oriental Bank of Commerce (OBC)
- TATA Consultancy Services (TCS)
- Thermax Ltd
- UAEXchange, Abu Dhabi
- Walt Disney India
- World Space Asia Private limited

### ❖ Media Organisations

- 94.3 My FM
- Aaj Tak
- Amrita TV
- Andhra Jyoti
- Asomiya Pratidin
- Doordarshan
- Gujarat Samachar
- Nav Duniya, Bhopal
- Outlook
- PBL Nazar, Ranchi
- Prasar Bharati
- Radio Choklate, Odisha
- Radio Mirchi
- Ranchi Express
- Sakaal Media Group, Pune
- Sambad, Odisha
- Star India Pvt Ltd
- The Hindu
- Tripura Info, Agartala
- TV9
- ZEE News

“I admire the efforts being made by the Centre for Media Studies (CMS) to scientifically analyse the media tendencies that are hindering the effective conveyance of the intended message. Hope the findings of the study conducted by the Centre would help evolve practices that would turn TV viewing into a much happier experience.”

*-Ramoji Rao, Chairman, Eenadu Group on CMS Study titled,  
“Why Do TV News Bulletins Have To Be Always Cluttered?”*





## Financial Summary

CMS is registered under the Societies Registration Act XXI of 1860 as a not for profit organisation. Our organisation is registered u/s 12A of the Income Tax Act, 1961 and getting the exemption under section 11 (1) (a) of Income Tax Act, 1961. It is also registered under FCRA Act, 1976, and under section 80G of the Income Tax Act, 1961.

CMS adopts all the accounting standards & audit procedure prescribed by the Institute of Chartered Accountant of India. In house internal control system is commensurate with the nature of activities carried by CMS. The Accounting system maintains separate ledger account for each project, in terms of amount received and its utilisation. Ms. P N Vasanti, Director, chairs the internal audit team. An independent external auditor is appointed each year. The financial transactions are audited by this external auditor, who gives an audit report in form No. 10B of the Income Tax Act, 1961.

“ CMS has always been very conscious not to be dependent on any donations. It has been able to generate its own resources from its various endeavours in research, advocacy and capacity development. ”

-Dr N Bhaskara Rao, Chairperson CMS

Balance sheet details*	FY 2007-08	FY 2008-09	FY 2009-10	FY 2010-2011
foreign grant	4,64,394	24,55,203	45,12,434	5,38,393
local grant & other income	3,46,03,376	4,74,43,320	6,55,36,859	6,82,36,752
<b>total income</b>	<b>3,50,67,770</b>	<b>4,98,98,523</b>	<b>7,00,49,293</b>	<b>6,87,75,145</b>
revenue expenses	3,24,86,970	2,90,68,960	5,28,28,444	5,30,60,103
capital expenses	17,85,000	2,91,51,816	2,92,49,934	1,45,61,744
<b>total expenditure</b>	<b>3,42,71,970</b>	<b>5,82,20,776</b>	<b>8,20,78,378</b>	<b>6,76,21,847</b>

(\*from Audited Statement of Accounts)



# CMS Professional Team



“ During these 20 years I had many occasions to interact with Dr.N.Bhaskara Rao and his team and every time I am impressed with the vitality and energy that they have. I congratulate you and your team for doing excellent work in the last two decades.”

*-Dr Karan Singh, Eminent Philosopher-Statesman; President, Indian Council for Cultural Relations*

**Dr. N. Bhaskara Rao**, MA (Sociology, Political Science & Social Work), PhD (Communication 1970)  
**Ms. P.N. Vasanti**, MA (Social Psychology), MBA  
**Dr. Suresh N. Kulkarni**, PhD (Economics), MA (Economics), Diploma (Statistics)  
**Ms. Alka Tomar**, Pursuing PhD, M.Sc. (Environmental Sciences)  
**Ms. Paramita Dasgupta**, Master of Planning, M.Sc (Geography)  
**Mr. Alok Srivastava**, PG (Rural Management), B.Sc.  
**Mr. Ashwini Sinha**, MBA, BA. Hons (Economics)  
**Ms. Salma**, MA (Psychology), MA (Mass Communication)  
**Mr. Prabhkar Kumar**, PGDEM,  
**Mr. Mumtaz Ahmed**, LLB, MA  
**Ms. Priya Verma**, pursuing MBA, B.Com  
**Mr. Narender Yadav**, MA.(History) PGDM Advertising & PR,  
**Ms. Snehal Shah**, BAMS, MA  
**Ms. Chandani Nair**, M.Phil (Public Health), MA (Social Work)  
**Ms. Debanand Mohanta**, MA (Social Science)  
**Ms. Kalpana Bindu**, MA (Mass Communication and Journalism)  
**Mr. Sundeep Srivastav**, Graduate, Diploma in Russian Language, Diploma in Theatre Arts  
**Mr. Gajendra Rai**, Pursuing MA (Sociology)  
**Mr. Rohit Singh**, M.Sc. (Environmental Sciences), Lead Auditor ISO 14001:2004, PG Diploma Environmental Law  
**Ms. Divya Sharma**, MSc, MBA, BSc  
**Ms. Suranjana Bhaduri**, MA., B.Ed  
**Ms. Deepmala Dutta**, MA (Mass Communication), MMC  
**Ms. Gayatri Baruah**, MA (Mass Communication), BSc  
**Mr. Avinash Ujjwal**, Pursuing MA, PGD TV Production and Electronic Journalism  
**Ms. Deepti Roy**, Pursuing MA (Economics), PGD in Strategic Communications, BSc  
**Mr. Vishwajeet Ghoshal**, Pursuing CS, BA (Economics)  
**Ms. Smita Mehtre**, MSc , PGD-Sustainable Management of Natural Resources and Conservation  
**Ms. Tulsi Gour** , MA Psychology (Environmental Education Specialisation)  
**Mr. Anil Kumar Pandey**, BA (History)  
**Mr. Abison**, MA (Communication Studies)  
**Mr. Anand Anjani Jha**, MLISc (Library and Information Science)  
**Mr. Sanjay Negi**, BA  
**Mr. Regi V John**, MA, PGDPM, DCA  
**Ms. Sheetal**, BA, Diploma in Computers  
**Mr. Sukanta Kumar Sahoo**, B.Com, MBA (Finance)  
**Mr. Amrendra Kumar Pathak**, MCA,  
**Mr. Dipendra Bansh Mishra**, MCA, MCP  
**Mr. Gaurav Bhatia**, BCA, Graduate  
**Mr. Sunder Rao**, MA, Diploma in Computers  
**Mr. Rajkumar**, BA  
**Mr. Kanchan Singh**, BA, BLIS  
**Mr. Rohit Kumar**, BA  
**Mr. Raju Yadav**, BAJM (Television and Video Editing)  
**Mr. Naveen Singh**, BA  
**Mr. Santosh**, BA, PGDCA, O Level  
**Mr. Narender Bhatt**, BA  
**Mr. Ajay Singh**, BSc  
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**Mr. Ravinder Singh**, Higher Secondary  
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Photos taken by the staff during fieldwork in India's remotest corners

A film still from 'Save Water Save Life' by Supriya Sakamuri



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