



CMS

www.cmsindia.org

REPORT
2011-13

MAKING A DIFFERENCE...

23 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
- Pre and post testing media material
- Communication Strategies
- Advocacy
- Capacity Building

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 analysis 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 the 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
- ✓ Pre Testing Media Material
- ✓ Documentation
- ✓ Opinion Polls

Advocacy

- ✓ Workshops, Seminars & Symposiums
- ✓ Publications
- ✓ Felicitations/Awards
- ✓ Corporate Social Responsibility Programmes
- ✓ Film Festivals & Competitions
- ✓ Innovative engagements with media and corporations

Capacity Building

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

Media Monitoring

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

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FROM THE CHAIRPERSON'S DESK

IT IS NOW 20 + 20 RESEARCH HOUSE!

CMS was founded in 1990-91, with an objective to make a difference in policy and practice that contributes to our vision of Equitable Growth and Responsive Governance.

The experience of now more than two decades of operations and research has certain insights but also a definitive philosophy, concern and commitment. 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. The concern is that research should help achieve national goals of equity and empower civil society, enable citizens and facilitate good governance.



This is how CMS has been functioning in the last 22 years as a national institute from its own professional 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 the beginning, hardly anyone expected CMS to survive with such priorities and rigid goals. Over these 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.

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.

All this has been possible because of shared concerns and dedicated efforts of dedicated professionals at CMS and of P N Vasanti, its Director. I am proud that an organization with such concerns, commitment and accomplishments in the country is able to operate on not-for-profit basis.

This Report provides an overview of CMS initiatives in the last two years (2011-12 and 2012-13). Hope it is able to stimulate more dialogue, concern and activities..

Dr. N Bhaskara Rao
Founder Chairperson, CMS



VISION

CMS endeavours to conduct path breaking **Research, Advocacy** and **Capacity Building** to facilitate 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.**

“ 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. ”

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

CMS at a Glance

Over the past 23 years, CMS has carved out a niche for itself as an inter-disciplinary professional body with a wide range of concerns and capabilities.



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.

❖ 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-**585 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 other 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 - India's Premier International Environment & Wildlife Film Festival and Forum
www.cmsvataran.org

CMS Symbols- A forum on Communication for Social Development
www.cmssymbols.cmsindia.org

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

India Corruption Study- Annual studies on 'People's Perception and Experience with 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 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 and 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.**

❖ Highlights

- CMS has worked with 46 **International and National partners** to execute over 85 **projects** in the last two years (2011-12 & 2012-13).
- CMS has advocated on critical themes like **girl child education, education reforms, media regulation issues, environment conservation, Right to Information, Social Audit, Entertainment Education, Corruption, Road Safety and Transparency** to promote equitable development and responsive governance in the country.
- **CMS was a collaborating partner in the 5th International Entertainment Education Conference -EES,** organised by Johns Hopkins Bloomberg School of Public Health, Centre for Communication Program, UTEP, Hollywood Health and Society, Centre for Human Progress and UNICEF in November 17-19, 2011, New Delhi. The other Collaborating partners were Media & Health, Soul City Institute and Make Art Stop Aids.
- **CMS has 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 developed a comprehensive Monitoring and Evaluation (M&E) Framework for UNICEF India Country Office's (ICO's) Advocacy and Communication (A&C) team. This exercise has been undertaken for the first time at the ICO level for A&C team. The primary goal of the M&E Framework is to ensure that the team is duly equipped with dynamic mechanism which will enable to systematically and scientifically capture results so that focus can be sharpened and strategies revised in order to ensure impact from advocacy and communication efforts on UNICEF's priority issues concerning children.
- CMS VATAVARAN is proud member of Green Films Network – an association of environmental film festivals worldwide. www.greenfilmnet.org.
- CMS VATAVARAN, had signed a collaboration agreement with the China International Animal & Nature Film Festival (“CIANFF”) for widening the reach and impact of environmental films. The partnership brought under one roof the filmmakers of both the Asian giants to network and exchange ideas.

Mr. Alok Srivastava, Team Leader CMS Social

- Presented a paper on 'Key Challenges in Evaluation-Sharing of First Hand Experiences' during the Global Assembly of **International Development Evaluation Associations (IDEAS) in Amman (Jordan)**, April 2011.
- Participated as a Resource Person for 'Designing of Instruments for Child Labour Identification Survey' during Training Workshop for Teaching Community of different universities and colleges in Uttar Pradesh, VV Giri National Labour Institute, Ministry of Labour and Employment, GOI 2012.
- Provided inputs during an e-discussion/consultation on 'National Food Security Bill from Gender Perspective' organized by UN Solution Exchange Community and UNDP, 2012.
- Submitted paper abstract on, "Ethical Challenges for Evaluation", at the Annual Conference of the American Evaluation Association, Evaluation 2012 (was accepted, but could not attend the conference).
- Is a **regular Resource Person** for the session on "Analysis of Qualitative Data by using NVivo8" in **VV Giri National Labour Institute, Ministry of Labour and Employment, GOI.**
- Is a member of the **Indian Sociological Society.**
- Participated as a Resource Person for a session on "Analysis of Qualitative Data by using Qualitative Software" in Institute for Studies on Industrial Development sponsored by ICSSR, 2013.

Ms. Alka Tomar, Director CMS Environment

- She is member of International Union for Conservation of Nature (IUCN) Commission on Education and Communication (CEC), 2013
- Was nominated and participated in a three week US Department of State supported, **International Visitors Leadership Programme (IVLP) on Climate Change and Clean Energy in Washington DC, San Francisco, New Orleans and Albany, USA, May 21 - June 08, 2012.**
- Addressed a press conference during **United Nations CBD COP- 11** on October 18, 2012 for releasing the following CMS Environment research studies:
 - CBD CoP Delegates Feedback Analysis, 2012



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.

*Registered under the Societies Registration Act, 1860



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.

- Knowledge, Attitude and Practice of common people about Biodiversity and CoP 11 to the CBD in 10 Indian cities, 2012
- Analysis of Hyderabad Media Coverage on Biodiversity Related Issues, 2012
- Gave a presentation to journalists on 'Analysis of Print Media Coverage on Green issues in Uttarakhand, Nov 2011 - April 2012' at Media Round Table on Reshaping the future of Environmental Journalism: Issues, Challenges and the Way Forward, July 31, 2012, Dehradun.
- Made a presentation on 'Career Opportunities in Environment Sector' to the Post Graduate students of School of Environment and Natural Sciences, Doon University.
- Is member of United Nations Solution Exchange Climate Change Committee Member, 2012
- Is member of United Nations Solution Exchange Water Committee Member, 2012
- Was jury member of Vasundhara Environment Awards, International Film Festival (IFFI), Govt of India, Goa, Dec 2011
- Was one of the international jury member of Online short film competition called Life. Nature.You. Make the Connection as part of WWF International's 50th Anniversary, Dec 2011
- **Ms. Alka Tomar, Director, Ms. Priya Verma, Festival Coordinator, Mr. Gajendra Rai, Project Manager and Ms. Deepti Roy, Project Executive** of CMS Environment Team were observers in **United Nations Convention on Biodiversity COP 11/ MOP 6** held at Hyderabad from Oct 1-19, 2012.
- Attended **UN Climate Change Conference (CoP 18/ CMP 8), the Qatar National Convention Centre, Doha, Qatar**, November 7 – December 2012.

Dr. Amit Rahul, Sr. Research Executive, CMS Social

- Attended the India NGO Awards 2010 Celebrating Success Rewarding Excellence, organised by Rockefeller Foundation and Resource Alliance, August 2011 at New Delhi.
- Attended a XXXVII All India Sociological Conference, Indian

- Sociological Society Diamond Jubilee celebrations, organised by Centre for the Study of Social Systems, Jawaharlal Nehru University on December 10-13, 2011 at New Delhi.
- Attended a SPSS Training conducted by SPSS South Asia, organised by Centre for Media Studies April 2012, New Delhi.
- Attended an Interactive Workshop of National Level Monitors, organised by **Ministry of Rural Development, Government of India**, October 25-26, 2012, New Delhi.

Ms. Chandni Nair, Sr. Research Executive, CMS Social

- Attended a conference on, "Gender, Sexuality & Development: Whose reality counts?," organised by **Praxis Institute for Participatory Practices**, March 13, 2012 at New Delhi.
- Attended a Seminar on, "Mapping the adverse consequences of sex selection and gender imbalance: Findings and policy implications," organised by **Rajiv Gandhi Institute for Contemporary Studies**, November 10, 2012 at New Delhi.
- Attended a Conference on, "Scaling up Best Practices in Maternal, New-born and Child Health and Nutrition: the Vistaar Project Experience," organised by IntraHealth on November 27, 2012 at New Delhi.

Mr. Debananda Mohanta, Research Executive, CMS Social

- Attended a Training on, "Project Management for Development Professional," organised by HSBC on August 28-30, 2012 at Gurgaon.
- Attended a SPSS Training conducted by SPSS South Asia, organised by Centre for Media Studies, April 2012, New Delhi.
- Participated in a Meeting on, "Falling Female Labour Force Participation Rates in India: Placing this Puzzle in a Global Perspective," organised by International Labour Organisation on January 10, 2013 at New Delhi.

Mr. Mumtaz Ahmed, Sr. Research Manager, CMS Social

- Attended the workshop titled, "Replicating Innovations in Rural Livelihoods," organised by Aga Khan Foundation & European Union, November 2012.

Ms. Paramita Dasgupta, Team Leader CMS Communication

- Presented the 'Formative Research Findings' as 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
- Participated as a Speaker in a special panel on the 'Role of Research' in UNICEF that produced the longest running EE soap in Doordarshan "Kyunki Jeena Isi ka Naam Hai" at the **5th International Entertainment Education Conference -EE5**, organised by Johns Hopkins Bloomberg School of Public Health, November 17-19, 2011, New Delhi.
- Was one of the panelists in the National Media Workshop on Road Safety organized by WHO, November 2012.
- Attended the Consultation on Social and Behavior Change (SBC) Interventions for Enhancing Child Survival in South Asia, January 29-30, 2013 organised by PCI, USAID, UNICEF

Ms. Kalpana Bindu, Sr. Research Manager, Ms. Deepmala Dutta, Sr. Research Executive, Ms. Gayatri Baruah, Research Executive

- Participated in the **5th International Entertainment Education Conference -EE5**, organised by Johns Hopkins Bloomberg School of Public Health, November 17-19, 2011, New Delhi

Ms. Garima Tiwari, and Mr. Abison Paul, Sr. Research Executive

- Attended the National Media Workshop on Road Safety organized by WHO, November 2012.

Ms. Priya Verma, Festival Coordinator, CMS Environment

- Was a special invitee in the inaugural session of Kirloskar Vasundhara International Film Festival' (KVIFF), February 19 – 26, 2012, Pune.

Mr. Sundeep Srivastav, Sr. Festival Manager, CMS Environment

- Was a special guest at the inauguration and panel discussion of Central Indian Highlands Wildlife Film Festival, CREW, January - February 2011, Bhopal.
- Gave a talk on Green Films at Eco-clubs Meet organised by **Department of Environment, Government of**

National Capital Territory (NCT) of Delhi, February 11 & 12, 2012, National Bal Bhawan, New Delhi.

Ms. P N Vasanti, Director CMS

- Chaired a research panel during the Golden Jubilee celebrations of Institute of Home Economics, October 31, 2011, New Delhi
- Co-moderated a session with Mr. **Douglas Storey** on Strengthening Practical Skills for Program Design and Impact: Making Theories and Data work for you! at the **5th International Entertainment Education Conference -EE5**, organised by Johns Hopkins Bloomberg School of Public Health, November 17-19, 2011, New Delhi
- Attended a conference on, "Strengthening Self Regulation of Advertising Content," November 17, 2011 Delhi
- Participated in the **Second CEOs Roundtable on Broadcast with Ms Ambika Soni, Hon'ble Minister of Information & Broadcasting**, December 14, 2011, New Delhi.
- Participated as a Key Speaker in, "The Second Annual Symposium on Media and New Technologies India International Centre," December 19-20, 2011 New Delhi.
- Participated as a Speaker in **DD News- Programme Charcha Mein** on February 18, 2012, New Delhi
- Was a speaker at a Book Release Function "Social Video- Tips and Tracks for Citizen Journalists" and participated in a discussion on "Harnessing Video for Social Change", March 2, 2012, New Delhi.
- Participated as a speaker in News Express program **Kaun Banayega Sarkar**, March 6, 2012, Delhi.
- Attended **Star Parivaar Awards-2012**, March 9, 2012, Mumbai.
- Participated in **FICCI FRAMES 2012**, March 14-16, 2012, Mumbai.
- Presented a Paper on, "Changing Role of Regulators: The case of Indian Broadcasting," in a two-day International Seminar on Media Trends titled '**Changing face of Indian media: What needs to be done**' on March 21-22, 2012 at Hyderabad.
- Participated in a workshop on, '**National Convention on Indian Higher Education - Vision for Quality, Autonomy & Accountability**,' at Lakshmi Pat Singhania, PHD House New Delhi, March 24-25, 2012.





- Participated as a speaker in DD News programme, “Charcha Mein- TV Mein Kya Hai Dirty,” May 5 2012, New Delhi
- Attended a Talk by Dr. Arvind Singhal on, “New Directions in Communication and Entertainment Education,” at Population Foundation of India (PFI), June 21, 2012, New Delhi.
- Participated as a panelist in ASSOCHAM Round Table on “Cross Media Ownership,” July 27, 2012, New Delhi.
- Was a Jury member in exchange4media News Broadcasting Awards (ENBA) 2012, August 8, 2012, New Delhi.
- Participated in a, “Round Table on Implementation of Digitization organized by CII,” August 30, 2012, New Delhi.
- Participated in FICCI’s 5th Global Skills Summit (GSS) 2012, September 6-7, 2012, New Delhi.
- Participated as a panelist in, ‘Release of White Paper on Self Regulation

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.*

“Film is a strong medium for environmental awareness. All the individuals working in the biological system knows that we can remain only if biodiversity is maintained. Through this festival (CMS VATAVARAN), we can develop a sort of awareness among our future citizens about this”..”

-Dr. Sudarsan Ghosh Dastidar,
Hon’ble Minister In-charge,
PWD and Environment Department, Govt of West Bengal

- in Advertising,’ October 10, 2012 organized by CII, New Delhi.
- Participated as a panelist in a Round Table Discussion on, ‘**Current Scenario of Television Audience Measurement (TAM) in India,**’ October 5, 2012, New Delhi.
- Participated as a panelist in ‘**Pitch Youth Marketing Summit & Awards 2012,**’ October 12 2012, New Delhi.
- Participated in, ‘**The Big Picture Summit,**’ October 29-30, 2012, New Delhi.
- Participated in the, ‘**PSO International Advisory Board Meeting as a Board Member,**’ November 19-24, 2012, Hague.
- Participated as a panelist in, ‘**CEOs Round Table on Radio,**’ December 21, 2012 organized by CII, New Delhi
- Chaired a panel on EE intervention during Consultation on Social and Behavior Change (SBC) Interventions for Enhancing Child Survival in South Asia, January 29-30, 2013 organised by PCI, USAID, UNICEF

Dr. N. Bhaskara Rao

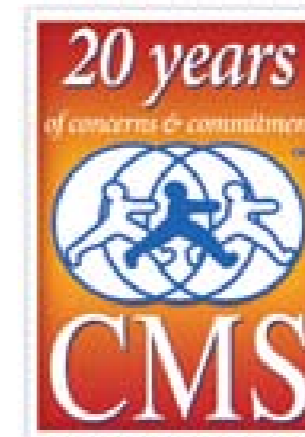
- **Dr. N. Bhaskara Rao, Chairperson CMS,** has taken the lead in initiating and tracking the **Right To Information (RTI) Act** implementation in the country. He has also pioneered **Social Audit and Citizens Charter** concept for better accountability and transparency in governance.
- **Dr. N. Bhaskara Rao, Chairperson CMS** 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).*
- **Dr. N. Bhaskara Rao’s** book **Poll survey in Media an Indian perspective** released by Dr. Shashi Tharoor, Hon’ble Minister of State (HRD), Government of India, Dr G V G Krishnamurthy, *former Chief Election Commissioner of India,* Shri H S Brahma, *Election Commissioner of India,* Shri. Krishna Prasad, *Editor Outlook,* Dr. S Venkat Narayan, *former Editor, India Today* and Ms. Seema Mustafa, *Senior Journalist* on 22nd November 2012.
- The book “**Unleashing the power of news channels**”, by Dr. N Bhaskara Rao was launched at Hyderabad Book Fair on 17 December 2012.



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 and Lok Sabha TV,* to advocate on issues related to **Media Ethics and Regulation, Electoral Reforms, Education, and Women & Children issues.**
- **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. (2009- 2012)
- **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,** was a Member of the Committee to Evaluate the Software Schemes of Doordarshan, **by Ministry of Information & Broadcasting, GoI. (2013)**
- **Ms. P. N. Vasanti, Director CMS,** was made a Member of the **Consumer Complaints Council (CCC) of the Advertising Standards Council of India (2013 - 2015).**
- **Ms. P. N. Vasanti, Director CMS,** was a Member of the **Expert Group on Content in the Sam Pitroda Committee on Prasar Bharati. (2013)**





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. ”

*-Justice 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

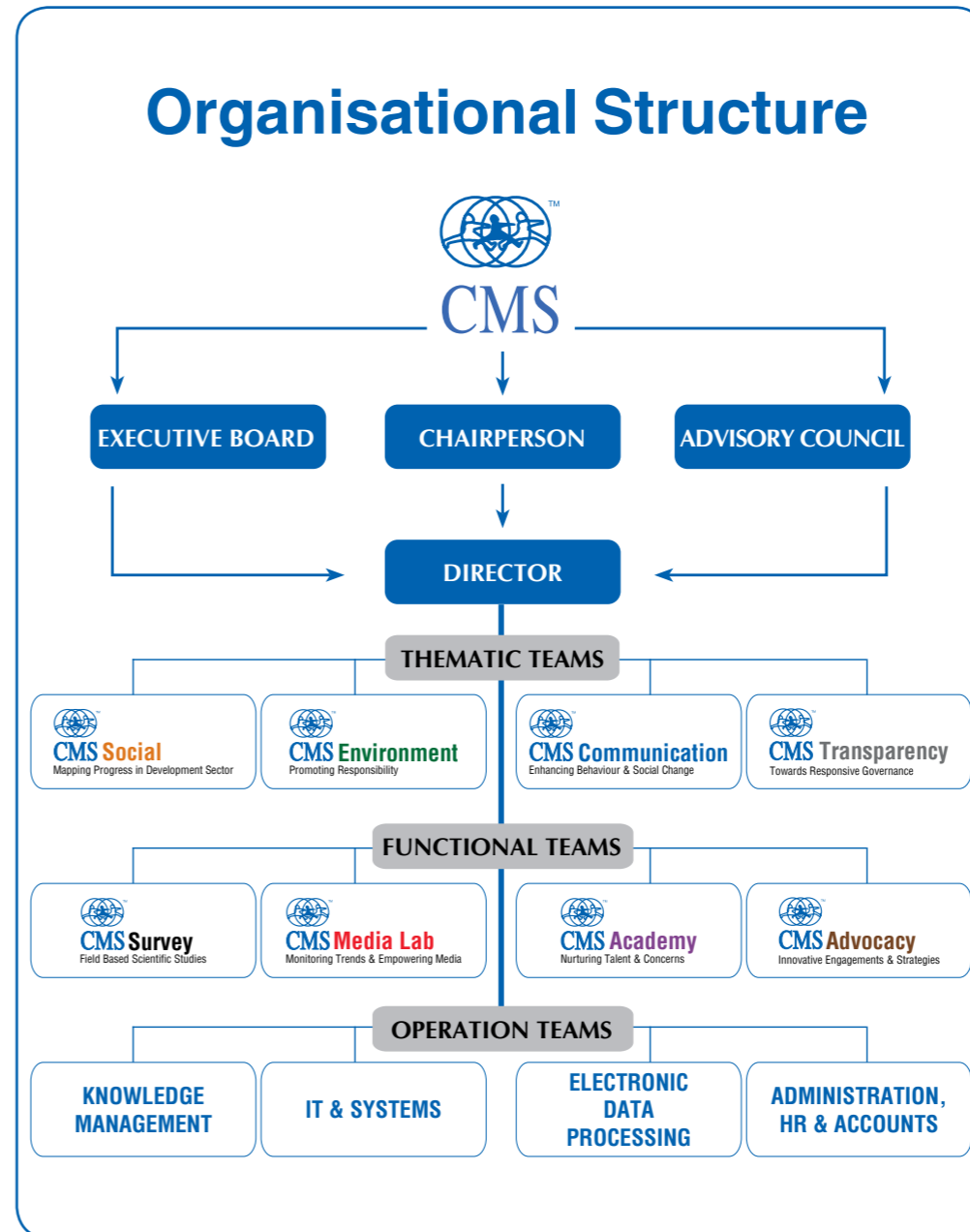
- Dr. N. Bhaskara Rao, Internationally known social scientist, media expert & psephologist.
- Ms. P. N. Vasanti, Social Psychologist, and Media Researcher
- Dr. Shanti Swarup Medasani, Scientist
- Ms. N. Bharati, Development Consultant
- Dr. G. Lakshmi Kumari, National Scientist and former Sr. Professor, NIHFV
- Shri. Vinod Vaish, IAS (Retd.), former Secretary, Dept of Telecom, GoI
- Prof. M. K. Premi, Demographer, former Sr. Professor, JNU

CMS-Advisory Council

- Justice P. N. Bhagwati, former Chief Justice of India
- Shri. N. Vittal, IAS (Retd.), former Chief Vigilance Commissioner (CVC), GoI
- 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, Sr. Journalist, former Editor, India Today
- Shri. S. Naveen, Psephologist and Market Researcher
- Shri. S. D. Saxena, former Director (Finance), BSNL

“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*





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 2011-2013, CMS Social worked on **19 projects** on issues such as, education, health & nutrition, agriculture, livestock and rural development 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 ”

-Mr. 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.



“Rename the food security bill as National Food and Nutritional Security Bill, as the focus should not only be to provide food but nutritive food. The quality of food grains will be equally important as quantity of the food grains. In the name of food security, rotten grains should not be distributed. Further, encourage distribution and promotion of cereals other than rice and wheat.”

—Mr. Alok Srivastava, CMS Social Team Leader's inputs during e-discussion followed by Consultation meet on 'National Food Security Bill from Gender Perspective' organized by UN Solution Exchange Community and UNDP, 2012.

❖ Survey of Families with Severe Acute Malnourished (SAM) Children in Madhya Pradesh Nutrition Programme

In March-April 2011, CMS Social team conducted a *baseline study for the World Food Programme (WFP)-supported Madhya Pradesh Nutrition Project*. This study aims at improving food security and nutrition, particularly among women and children in Madhya Pradesh (MP). A major component of the research project was 'Profiling of Families' of Severe Acute Malnourished (SAM) children spread across more than 750 villages in three districts of MP. The database created is dynamic and will be updated periodically to include families of newly identified SAM children. The State Government Departments of Madhya Pradesh are using this database to reach out to these families through sponsored development programme such as Public Distribution System (PDS), housing, social security and employment schemes among others. **This project is enabling the Government to effectively work towards economic inclusion of families with SAM children** by especially focusing on reducing incidences of malnutrition among children and women.

❖ National Monitoring & Evaluation Consultant for Godhan Project, 2010-15

'Godhan' Project implemented by BAIF Research Foundation aims to develop and document a sustainable approach to comprehensive dairy development by using frozen semen technology. **This project will result in increase of income for 86,000 poor farmers in Bihar, Maharashtra and Uttar Pradesh.** A major component of these surveys

is that of measuring economic and social empowerment of women. CMS Social as Monitoring and Evaluation Consultant to the project is providing regular support to the Godhan project. Since the initiation of the project, CMS Social team has conducted baseline study and Rapid Assessment Survey to support the Project Management team in better implementation of the project. Additionally, **CMS Social has developed a unique scorecard known as the Poverty Index Tool to assess the economic status of families benefitted under the project.** The tool is user-friendly and could be replicated in other development projects aiming at inclusion of poor families.

❖ Assessment of ASHA Support System in Uttarakhand for Futures Group-ITAP Project

CMS Social team conducted an exhaustive assessment of the multi-tier support system established under National Rural Health Mission (NRHM) to support Accredited Social Health Activists (ASHAs) in better delivery of health services to the community. **The study, which used both qualitative and quantitative research approach, covered all 13 districts of Uttarakhand.** The study team interacted with senior government health department officials at all levels-state, district and block as well as Programme Management Unit set up for capacity building and monitoring the functioning of ASHAs. Quantitative surveys with ASHAs and group discussions with community members were also conducted to assess the ground situation. **The findings and recommendations of the study aimed at helping the policy makers in improving the Support System.** For the CMS Social research team, it was a

challenging task to complete the study in record time and required extensively travelling in the rough mountainous terrains of Uttarakhand to visit villages and blocks that are very remote, with poor communication and conveyance facilities.

❖ Mid-term Assessment of OCP Foundation-Agriculture Extension Services Project, Karnataka

An agriculture extension services (AES) project implemented by Indian Society of Agribusiness Professionals (ISAP) in technical partnership with National Institute for Agronomic Research (INRA), Morocco was reviewed by CMS Social. **The intervention aims to improve the production and intensity of pigeon pea crop by maintaining and improving the quality of crop as well as enhancing the knowledge, skills and resources of farmers, improving their income and livelihood conditions.** CMS Social assessment focused on socio-economic change in the beneficiaries' families as well as the change in their awareness and practices related to cropping and marketing practices related to pigeon pea.

❖ A Research Study on Migration-Threat to Polio Eradication

With India being declared as a polio-free nation, the study undertaken for UNICEF was a timely one to understand the threat migration poses on India's status. Towards this, the study assessed the immunization status of children aged 0-5 years belonging to migrant families in 5 non-endemic studies. The study also assessed the families/parents' knowledge, attitudes and practices related to vaccines administered against preventable diseases including polio as part of Routine Immunization. Four major



categories of migrants namely, slum dwellers, construction workers, brick kiln workers and nomads were studied. **The study findings will be used to improve the service provision as well as to make better communication strategies.**

This study was a huge challenge because of the highly mobile nature of the target group.

❖ Changing Young Women's Knowledge, Attitude and Skills on Sexual and Reproductive Health issues through Community-Level Intervention in two districts of Jharkhand, India: A Baseline Survey

CMS Social undertook a study on sexual and reproductive health among married women and unmarried girls in the age group of 15-23 years. It was a challenge for the team to discuss aspects of sexual and reproductive health and make the young girls and women share a part of their private lives. The survey team was trained to be sensitive to protect the dignity and privacy of the participants. One of the tools used was a sealed envelope in which they were asked to reveal certain aspects of their sexual life.

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

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

PARTNERS

Government:

VV 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

Health & Nutrition

- Profiling of Families of Severe Acute Malnourished (SAM) Children in 3 districts of Madhya Pradesh, 2011, UN World Food Programme
- Baseline survey on 'Changing Young Women's Knowledge, Attitude and Skills on Sexual and Reproductive Health issues through Community-level Intervention in two districts of Jharkhand', 2012, Ipas India.
- A Research Study on Migration threat to polio eradication in Maharashtra, Punjab, Haryana, Delhi and West Bengal, 2012, UNICEF.
- Assessing community awareness on legal aspects & access to safe abortion services in two selected blocks of Maharashtra: A follow-up evaluation study, 2012, Ipas India
- Assessment of ASHA Support System in Uttarakhand, 2011, Futures Group
- Baseline survey for Madhya Pradesh Nutrition Programme, 2011, UN World Food Programme
- Profiling of Families of Severe Acute Malnourished (SAM) Children in 3 districts of Madhya Pradesh, 2011, UN World Food Programme
- Longitudinal follow-up of post-training service provision: A longitudinal survey of CAC-trained providers trained during FY08-FY10 in Maharashtra, Madhya Pradesh, Bihar, Jharkhand, Uttarakhand, 2011, Ipas India

Agriculture, Livestock, Rural Development

- Evaluation of 8 rural development programmes of MoRD, in 3 districts of Nagaland (Phase II), 2012-2013, Ministry of Rural Development, Government of India
- Rapid Assessment Survey for BAIF Livestock Development Programme "Godhan" in Maharashtra, UP, Bihar, 2012-2013, BAIF Development Research Foundation, Pune
- Evaluation of 8 rural development programmes of MoRD, in 2 districts of Uttar Pradesh (Phase I) and 3 districts of Nagaland (Phase II), 2012-2013, Ministry of Rural Development, Government of India
- Mid-term assessment of OCP-Agriculture Extension Services project in Karnataka, OCP Foundation, Morocco, 2012
- Baseline Survey for BAIF Livestock Development Programme "Godhan" in Maharashtra, UP, Bihar, 2011-2012, BAIF Development Research Foundation, Pune

Education

- Evaluation of State Resource Centres in Odisha, 2012, Directorate of Adult Education, Ministry of HRD, Government of India
- Evaluation of State Resource Centres in Chhattisgarh, 2012, Directorate of Adult Education, Ministry of HRD, Government of India
- Evaluation of Jan Shikshan Sansthan in Aligarh district of Uttar Pradesh, 2011-12, Directorate of Adult Education, Ministry of HRD, Government of India
- Evaluation of Jan Shikshan Sansthan in Kaushambi district of Uttar Pradesh, 2011-12, Directorate of Adult Education, Ministry of HRD, Government of India
- Evaluation of Jan Shikshan Sansthan in Sonbhadra district of Uttar Pradesh, 2011-12, Directorate of Adult Education, Ministry of HRD, Government of India
- Evaluation of Jan Shikshan Sansthan in Etawah district of Uttar Pradesh, 2011-12, Directorate of Adult Education, Ministry of HRD, Government of India
- Evaluation of Jan Shikshan Sansthan in Orai district of Uttar Pradesh, 2011-12, Directorate of Adult Education, Ministry of HRD, Government of India

CMS Social Team Members

- Mr. Alok Srivastava**, Team Leader- CMS Social, PGD (Rural Development and Management).
- Mr. Mumtaz Ahmed**, Sr. Research Manager, MA (Sociology & History), LLB
- Ms. Kirti Warvadekar**, Sr. Research Manager, BSc (Statistics, Maths & Eco), MSc (Statistics), MA (Population Studies), Dpl. in Computer Concepts & Application
- Dr. Amit Rahul**, Sr. Research Executive, PhD, M Phil, MA (Sociology)
- Ms. Chandni Nair**, Sr. Research Executive, M Phil (Public Health). MA (Social Work), PG Dpl (Human Rights), Certificate (Health & Human Rights)
- Mr. Debanand Mohanta**, Research Executive, MA (Political Science)

“CMS has been a trusted partner of WFP for many years working in partnership by undertaking assessments and evaluations of WFP supported projects. I would like to specifically mention a very professional approach towards a good quality research and evaluation support by CMS Social during the comprehensive socio-economic baseline assessment (of MP Nutrition Programme). In addition to socio-demographic data, the assessment included anthropometric assessments along with anaemia estimation. I appreciate their systems of supervisory mechanisms and partnerships with laboratories and other stakeholders in place to ensure quality, not only in data collection and analysis but also overall presentation and understanding. CMS also undertook profiling of families with severely malnourished child for WFP supported MP Nutrition project which included collection and compilation of information on several indicators and had potential to use this data for a very detailed micro-planning.”

-Ms Pradnya Paithankar
Programme Officer (M&E-VAM),
UN World Food Programme.





CMS Environment

Promoting Responsibility

THEMATIC TEAMS

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 journey in 2011-2013. The team's 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
- 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.”

-Ms. Mamita Bora Thakkar, WASH Specialist, UNICEF

Youth and Climate Change – Dissemination of Research Findings: Three – four academic research papers have been the outcome of the UKIERI study on youth and climate change. The academic papers have been presented in international conferences and top ranking international peer-reviewed journals & books. The research results were presented in Bournemouth University, UK; LUISS, Rome; Vietnam National University, HCMC; Pontifical Gregorian University, Rome; University of Sydney, Australia; James Madison Centre of Princeton University; University of Lugano, Switzerland, 4th European Communication Conference (ECERA), Istanbul, Turkey and International Association for Media and Communication Research conference (IAMCR). The finding has led to discourse on climate change communication, environment communication and science communication scholars.

Film Festival in United Nations CBD COP 11/ MOP 6: The CMS Environment in association with Ministry of Environment and Forests, Govt of India and National Biodiversity Authority (NBA), India hosted the International Biodiversity Film Festival for the delegates of CBD COP 11/ MOP 6 for the first time in UN Conference of Parties on Biodiversity meeting in Hyderabad. Approx. 27 hours of film programming was presented. Mainstreaming films and film festivals as an important medium for Communication, Education and Public Awareness (CEPA) was acknowledged by the UN Secretariat of the Convention on Biological Diversity & it would be a regular affair in future programmes and meetings of CBD COPs.

CMS Environment Team organized a Press Conference at United Nations Meet on Thursday, 18 Oct 2012 at the UN CBD COP 11, Hyderabad for

releasing its three research studies findings on (i) COP 11 delegates feedback; (ii) Knowledge, Attitude and Practice (KAP) on biodiversity and (iii) print media coverage on CBD COP. CMS Environment's study on biodiversity and COP -11 calls for 'intense and inclusive' public engagement in mainstreaming biodiversity. The random and independent survey among delegates was conducted by CMS Environment for their feedback on the plenary sessions, high level segments, side events, CEPA fair, exhibitions, delegate kits, venue, facilities, hospitality, delegate registration process and the overall experience. And the CMS Environment study on analysis of 636 print media coverage from July – Oct 9, 2012 was to understand the role of media in bringing the CBD convention agenda and related issues in the public and policy domain. <http://www.cbd.int/cop11/events/press-conferences/>

UN Reporting on Desertification: CMS Environment contributed to the preparation of 5th National Report for submission to the United Nations Convention to Combat Desertification (UNCCD) Secretariat. The Ministry of Environment and Forests is the nodal agency for this and is a prestigious reporting for India. All the relevant Ministries, Science and Technology Institutions, Civil Societies including CMS Environment have joined hands for this task.

The **International Visitor Leadership Program (IVLP)** is the US Department of State's premier professional exchange programme. Through short-term visits to the United States, current and emerging foreign leaders in a variety of fields experience this country firsthand and cultivate lasting relationships with their American counterparts. Professional meetings reflect the participants' professional interests and support the foreign policy goals

of the United States. Alka Tomar was one of the five participations from India chosen by the US Department of State for esteemed 2012 IVLP on climate change and clean energy. During her visit to Washington, San Francisco, Louisiana and New York, she deliberated with policy makers, corporates and civil societies on range of issues related to climate change and clean energy.

❖ CMS VATAVARAN

5th Travelling Edition of CMS VATAVARAN: Biodiversity Film Festival and Forum, 2012, Dehradun, Jaipur, Goa, Hyderabad and Kolkata

CMS VATAVARAN travelled to Dehradun, Goa, Hyderabad, Jaipur and Kolkata in 2012, with a programme built around the theme of biodiversity conservation. Hyderabad CMS VATAVARAN – Biodiversity Film Festival was organised as part of 11th Conference of the Parties (COP-11) to the Convention on Biological Diversity (CBD).

6th Competitive Edition of CMS VATAVARAN: Environment and Wildlife Film Festival and Forum, December 06-10, 2011, New Delhi.

The theme of the sixth edition of the CMS VATAVARAN competitive Film Festival was Biodiversity. The jury consisting of 37 members selected 68 films for nominations (51 Indian films 22 states & 17 international films from 27 countries) from 317 entries for the festival. 18 Indian Awards worth Rs 12.5 Lakhs and 9 International Awards in 10 Categories were awarded.

a. Biodiversity Film Festival, June 01 – 04, 2011, New Delhi

For the first time ever, CMS VATAVARAN hosted the Biodiversity Film Festival in the capital. The festival was hosted with more than 50 films for nearly 5000 people in five different venues and for five different set of audience. The prominent being Tihar Jail inmates, ITBP & Air Force officials and their families. The inaugural in PVR Plaza and special screenings for children at National Science Centre were very overwhelming

b. New Horizons: In 2012, over 250 best environment and wildlife films, of total 196 hours duration focusing on the biodiversity theme



and related environmental issues were screened in a span of 37 days for a diverse audience located in 51 venues spread across 5 cities i.e. Dehradun, Jaipur, Goa, Hyderabad and Kolkata. The 2012 Biodiversity Film Festival and forum demonstrates the magnitude of issues and the diversity of people approached to inculcate environment sensitivity.

- c. Niche and High Profile 2012 Festivals:** The hon'ble Governors in Dehradun & Goa, Chief Minister in Rajasthan, two prominent ministers in Kolkata has inaugurated the festivals in 2012 thus making this endeavour in Dehradun, Goa, Jaipur and Kolkata very niche & high profile. In fact, such a festival was hosted at **Raj Bhavan** in Dehradun for the first time. The who's who of the city attended it which has become a benchmark for future festivals.
- d. Mainstreaming jail inmates on biodiversity conservation discourse:** CMS VATAVARAN edutainment film packages-promoting best practices and responsibility among jail inmates were first initiated in 2011 for inmates of Tihar Jail. The programme comprised of environmental films (special package of films, ensuring that literacy is not a prerequisite for obtaining environmental education) followed by focused discussions. The same kind of programmes were organised in Dehradun, Jaipur and Goa jails. Around 3500

“Such efforts by CMS VATAVARAN especially through audio video medium are good for bringing awareness about climate and biodiversity among society.”

–Shri Ashok Gehlot, Hon'ble Chief Minister of Rajasthan



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 involving schools, with the initiation of the Disney signature programme “Friends for Change”.

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

inmates from 4 jails in 4 different cities were part of the screenings sessions and open forums that included range of regional and national biodiversity issues. These series of edutainment programmes were very successful as a means of augmenting their knowledge regarding conservation of local biodiversity. CMS VATAVARAN edutainment film packages for jail successfully redressed the imbalance between research and experience, expressing the benefit of including entertainment-education mediums such as films in behavioral development of the prisoners. It also helped in re-integration of prisoners into mainstream contemporary environmental issues.

- e. **New Audience of CMS VATAVARAN:** CMS VATAVARAN film for Police and Defence Personals were screened for the first time in 2011 in BSF, ITBP and Indian Air force auditoriums. More than 4000 police and defence personals have been engaged through CMS VATAVARAN film screenings and open forums held in BSF, ITBP, Indian Airforce, Police and Indian Army campuses in Dehradun, Jaipur, Goa and Kolkata. These programmes reinforced the integration of environmental considerations into the major domains of doctrine, training and education, personnel. Also it assisted in institutionalising environment education and best practices among their ladies clubs (AFWWA, AWWA etc), schools (Kendriya Vidyalaya, Army schools, Airforce schools etc) and Officers mess & clubs.
- f. **CMS VATAVARAN reaching far and wide in rural areas:** For the first time CMS VATAVARAN was also held in rural areas where in rural communities were engaged through audio visual medium. Special film packages were made for this target group and film screenings were followed by curiosity and sharing local knowledge. CMS VATAVARAN provided a platform for rural communities that have

no or distant access to wildlife cinema, showing a range of films in village schools and other venues. Overarching aim of the screenings was to enrich their existing traditional knowledge. Rural communities were contented to get exposed to contemporary environmental issues and technologies. Approximately 600 rural people were engaged in Jaipur and Dehradun through film screenings, open forums and biodiversity quiz.

- g. CMS VATAVARAN Media Roundtable brought two key actors - media and policy makers on one table for the first time to create a bi-lateral dialogues concerning future environmental roadmap for the state. The roundtable was organised in Dehradun, Jaipur and Goa to strengthen dialogue and partnership among media professionals and the government.

❖ Partners

Multilateral and Bilateral Organisations

Ministry of Environment and Forests, Gol
The Royal Norwegian Embassy, New Delhi
Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH; Natural Resource Management Programme
Department of Environment, Govt of NCT of Delhi
Kingdom of Netherlands
Panos South Asia
TVEAP
National Science Centre
BNHS
National Biodiversity Authority (NBA)
Oil and Natural Gas Corporation (ONGC)
Life Insurance Corporation of India (LIC)
Goa Science Centre

State Governments and Autonomous Bodies

Forest Department, Uttarakhand
Indian Council of Forestry Research and Education (ICFRE)
Uttarakhand State Council for Science and Technology

Department of Lifelong Learning, University of Rajasthan
Centre for Mass Communication, University of Rajasthan
RFBP-2
Department of Tourism, Goa
Entertainment Society of Goa
The International Centre Goa
Water Resources Department, Govt of Goa
Goa Tourism Development Corporation Limited, Govt of Goa
Environment Department, Govt of West Bengal
West Bengal Pollution Control Board
West Bengal Biodiversity Board

Civil Society Organisations and Foundations

Gaia People
Anjum Productions
Foundation for Ecological Society (FES)

Media Organisations

Zee News
Doordarshan
YouTube
Titli Trust
Radio Khushi
Radio Mirchi
ASTA Media Management Pvt Ltd

Corporate and PSUs

Indian Bank
Union Bank
Essar Foundation
SAIL
HPCL
Indian Oil
ITC Hotels -for a green world
Confederation of Indian Industry (CII)

Educational Institutions

Birla Edutech
Norwegian Film Institute
Doon University
Wildlife Institute of India
Indira Gandhi National Forest Academy
Central Academy for State Forest Services
The Doon School
The Asian School
Welham Boys' School
Welham Girls' School
Jaswant Modern Senior Secondary School
Guru Nanak 5th Centenary School
Massoriee

Shri Gurunanak Public Mahila Inter School, Kurbura
District Jail, Dehradun
Indo Tibetan Border Police (ITBP)
Purkal Youth Development Society
Marico Industries Ltd
Titan Industries Ltd
Bhartiya Vidya Bhavan Vidyashram Pratapnagar
India International School
Kanoria PG Mahila Mahavidyalya
S S Jain Subodh PG College
IIS University
Rajasthan Police Academy
Central Jail, Jaipur
Forest Training Institute
Pratham Rajasthan
HQ South Western Command, Indian Army
Gram Vikas Navyuvak Mandal Laporiya
Faculty of Life Science and Environment, Goa University
Centre for Environment Education (CEE)
Caritas
Centre for Social Justice and Peace
G S Amonkar Vidya Mandir
HQ 2 Signal Training Centre
Kendriya Vidyalaya , INS Mandovi
National Institute of Oceanography
Sub Jail, Sada
St. Xavier's College of Arts, Science and Commerce
Sharda Mandir School
Satyajit Ray Film and Television Institute
Surendranath College
Lady Brabourne College
Herambachandra College
Loreto Day School
Ashok Hall Girls Higher Secondary School

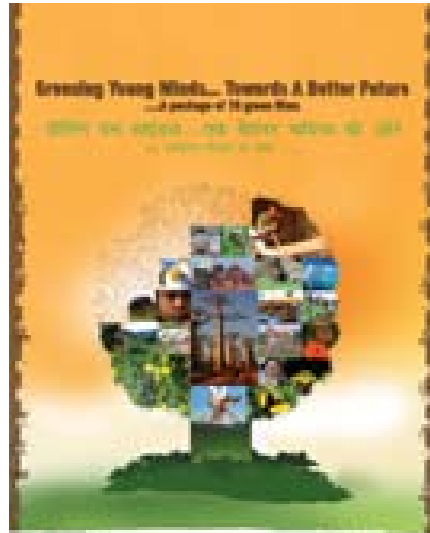
Exhibitors in 2011 CMS VATAVARAN

Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH; Natural Resource Management Programme
Indian Centre for Plastic in the Environment (ICPE)
Embrace Video
Syncline Films Pvt Ltd
World Wide Fund for Nature (WWF India)
Dusty Foot Productions
Geography and You
Kamrup Handicrafts
Sai Ji Enterprises



“ We must stop pillaging our natural resources and start preserving them now, rather than later. Initiatives like CMS VATAVARAN has been playing important role towards this ”

—HE Bharat Vir Wanchoo,
Hon'ble Governor of Goa



“ 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. ”

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

List of Projects	
‘Effectiveness of Plastic Bags Law in Delhi’ Study Areas- East, West, North, South, Central Delhi, January 2013	
Communicating Climate Change Research Dissemination, UKIERI, 2011 – 2013	UKIERI, British Council
Greening Young Minds... Towards A Better Future-A Package of TEN Green Films, 2010-13	Royal Norwegian Embassy, New Delhi
HSBC - GFC: Tree Plantation Project: Gurgaon and Hyderabad, 2011-13	HSBC Technologies
Knowledge, Attitude and Practice of common people about Biodiversity and CoP 11 to the CBD in 10 Indian cities, 2012	National Biodiversity Authority (NBA), MoEF
Analysis of Hyderabad Media Coverage on Biodiversity related Issues, 2012	Ministry of Environment and Forests, Gol
CBD CoP Delegates Feedback Analysis, 2012	Ministry of Environment and Forests, Gol
Indian Media in COP 17/ CMP 7, Durban, 2012	ENVIS Secretariat, Ministry of Environment and Forests, Gol
Green Skills and Green Jobs- Transforming Lives, 2012	UKIERI, British Council
Nirmal Gram Puraskar (NGP) Survey in Gujarat, 2011	Ministry of Rural Development, Gol
Analysis of Print Media Coverage on Green issues in Uttarakhand, 2011 – 2012	ENVIS Secretariat, Ministry of Environment and Forests, Gol
Nirmal Gram Puraskar (NGP) Survey in Uttarakhand, 2011	Ministry of Rural Development, Gol
Disney India Volunteers Day Programme, 2011	Disney India Volunteers
Knowledge Partner for My Earth My Duty Campaign of ZEE News, 2012	Zee News
CMS ENVIS Centre on Media and Environment 2011-2013 (www.cmsenvis.nic.in)	Ministry of Environment and Forests, Gol
HSBC Environment Week 2011	HSBC India
Communicating Climate Change in India and UK: A Reception Study (UKIERI), 2009 - 2012	UKIERI, British Council
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, 2011-12	Ministry of Environment and Forests, Gol
Tree Plantation Programme for FedEx, 2011-12	FedEx
Tree Plantation, 2011	United Way of Mumbai
Zee News Green Concert, 2011	Zee News

CMS Environment Team Members

Ms. Alka Tomar, Director-CMS Environment, MSc (Env. Science), Pursuing PhD (Stirling University)

Ms. Priya Verma Talwar, Festival Coordinator, BCom, PGDBM

Mr. Sundeep Srivastav, Sr. Festival Manager, BA, Dpl (Theater Art and Russian Language)

Ms. Yamini S Verma, Sr. Research Executive, PhD, MSc, BSc (Environmental Science)

Ms Sanjay Singh Negi, Festival Executive, BA

Ms. Preeti Kashyap, Assistant Executive - ENVIS, MA (Mass Comm, Advt & Journalism), BA, Dpl (Comp App 7 Web Designing)

Internship

Mr. Divakar Yadav, PG (Journalism)

Mr. Gyanendu Kumar Rai, MCA

Mr. Divakar Yadav, PG (Journalism)

Mr. Tau Malhotra, Science (PCMB)

Ms. Jeena Verma, BCom

Mr. Debadityo Sinha, MSc (Env. Science and Technology)

Mr. Jerry Warghese, MA (Mass Communication)

Former CMS Environment team members

Mr. Narender Yadav, Sr. Manager-Communication, PGD (Public Relations & Advertising); MA (Sociology) (July 2009-Dec 2011)

Ms. Riti Kushwaha, Project Manager, MSc (Natural Resources) (July 2011-Feb 2012)

Mr. Vishwajeet Ghoshal, Sr. Project Executive, BA (Economics); Certificate Course (Business Management) (Mar 2010-Mar 2012)

Mr. Rohit Singh, Project Manager, MSc (Env. Science) (Aug 2008-Apr 2012)

Mr. Avinash Ujjwal, Sr. Project Executive, MA, PGD (TV Production and Electronic Journalism) (Dec 2009-Nov 2012)

Mr. Gajendra Rai, Project Manager, PG (English) (Apr 2010-Jan 2013)

Mr. Rahul Nagar, Information Executive-ENVIS, B Tech (Bio Technology) (June 2012-Jan 2013)

Ms. Deepti Roy, Project Executive, BSc (Industrial Microbiology), MA, PG Diploma (Strategic Communication) (July 2010-June 2013)



“ It was a pleasure seeing you all in New Delhi between 18-19 November as a part of the Jury. I thoroughly enjoyed the interaction and would like to thank you very much for your support. I hope that we collectively made decisions that are not only appropriate but also progressive to encourage better placement of environmental issues within the public mainstream. ”

Dr. Balakrishna Pisupati, Chairman, National Biodiversity Authority.



CMS Communication

Enhancing Behaviour & Social Change

THEMATIC TEAMS

Engaged in studying and analysing the communication and media ecosystem, 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 2011-13, CMS Communication has been engaged in 18 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 organizations, 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... ”

-Ms. 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), Child Friendly Schools

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

A team of 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 providing 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 clients make necessary changes in their strategy, design, funding, format which has shown positive results and outcomes.

The team assessed the impact of a mobile game '9 Minutes' and a supporting video module on safe pregnancy and care produced by Half the Sky Movement Multimedia Communication Initiative (HTS) for FHI360. The pre/post surveys aimed to assess the magnitude of change before and after exposure to the 9 Minutes media products and between audiences. The post-tests also explored participants' perceptions of the products' acceptability. The FGDs allowed for further exploration of the meaning and understanding of issues raised through the products and allow for greater inclusion of audience perspectives. All participants were exposed to the 9 Minutes intervention in the context of the evaluation as distribution of the products had not yet begun for evaluation in a "real world" or program context. The participants

included currently married women of reproductive age (aged 18-44 years old), including: Currently pregnant women and women who intended to become pregnant within the next year and husbands of women of reproductive age, including husbands of pregnant women and husbands of women who intend to become pregnant within the next year. (<http://www.gamesforchange.org/g4cwp/wp-content/uploads/2013/03/Half-the-Sky-Mobile-Phone-Game-Evaluation.pdf>)

In another project, for FHI 360, Communication team conducted a study to see whether by exposing married women and men to a set of six videos dealing with family planning, self help groups, sex trafficking, girls education (family values), sex education and financial savings and participating in the post-video discussions results in positive measurable shifts in gender attitudes as measured by a series of gender attitude scales and impacts the audience in terms of their attitudes, knowledge, perceptions, and intentions to act. These two studies helped the team of HTS to plan their dissemination plan in India.

❖ 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.

During this period, the team had pretested TV and Radio Spots endorsed by Vidya Balan on construction and usage of toilets by using the concept of embarrassments, pride, and also health risks of open defecation. The study informed the Ministry that the spots do talk about the construction but has no messaging on usage in particular and suggested using the taglines like: "Yadi rehna hai nirog, to shouchalay ke karo prayog-Jahan Soch Wahan Shouchalaya" which emerged from the field test.

The team tested spots on 'Safe water handling' in Rajasthan and 'Contaminated Water' in Unnao districts of Uttar Pradesh for their appropriateness before production.

The team also supported the pretest of Mobisodes on 13 FFL Themes of UNICEF an adaptation of the video series of the 'Ammaji Kehti Hai' among the frontline workers and SHG women in Haryana Rajasthan and Uttar Pradesh. This innovative product was to ensure that the facilitators, frontline health workers (ASHAs) and other SHG women have the videos with life saving information handy on their mobile phone for easy viewing, easy access to information, and initiate discussion with community without having to worry about logistics of arranging a TV and DVD player. Apart from giving detailed feedback on the mobisodes, the study brought out users opinion about the duration of episodes, the significance of having HIV and other sensitive issues on a mobile which ensures private viewing, and their comfort level with the mobile technology.

❖ 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 school based **radio program of 15 minutes 'Meena Ki Duniya'** 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. 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 Upper Primary and KGBV schools from 20 districts of Uttar Pradesh.

While supporting the UNICEF Office and Directorate of Education of Andhra Pradesh, the team provided pre-test support and gave constructive feedback for the language version of *Meena Ki Duniya*. The effectiveness of the program *Meena Prapancham* the Telugu version of *Meena Ki Duniya* was also researched among 1344 students of 112 Upper Primary Schools and Higher Secondary Schools in 8 districts of AP.

In order to understand the potential of Meena (the cartoon character developed by UNICEF), vis-a-vis other popular animated characters in the context of merchandising products the Team visited 8 metropolitan and Class-I cities. Girls and boys of 4-6 and 7-9 years who are regular viewers of 'cartoon channels' and are regular consumers of licensed products were shown the Audio Video CDs of Meena Animated Series. The study looked into the understanding, appeal of Meena as an entertaining character and the resonance of the story / setting of the show amongst urban children. The study also tried to understand their likelihood of buying Meena Merchandise if they are available in the market.

❖ 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.

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*" produced by UNICEF



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:

FHI 360, WHO India, Commission on AIDS in Asia, UNWOMEN, UNAIDS, UNICEF (Regional Office for South Asia (ROSA) & India), UNICEF Office for Andhra Pradesh, Assam, Gujarat and Uttar Pradesh

State Government:

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

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), RKS WAMY 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.

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

Content analysis of episodes of television and radio programmes, Entertainment Education (EE) serials, news and materials is one of the team's expertise. 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.

For WHO, in their RS10 Project which is an initiative to increase road safety in ten target countries, CMS Communication carried out content analysis of reporting on road safety in 15 dailies from Hyderabad, Jalandhar and New Delhi with an objective to provide inputs for a road safety workshop with journalists and

establish a benchmark for a possible impact measurement study after the workshop.

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.

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

List of Projects during 2011-13	
Concurrent Monitoring of the Facts for Life Entertainment <i>– Education Drama Serial 'Kyunki Jeena Issi ka Naam Hai' by UNICEF Phase 4</i>	
Meena Effectiveness Study in 9 Districts of UP	– UNICEF
Pretest of TVC/ Radio spots on 'Toilet'	– MUDRA
Pretest of Meena Radio episodes	– UNICEF
Sampled Participant Satisfaction Survey "Ammaji Kehti Hai" Video Series <i>– UNICEF, UP (2 Rounds) Rajasthan (1 round)</i>	
Scoping study for UN Women Global Program, Safe Cities free of violence against women and girls in Delhi	– UNWOMEN
End line evaluation of UNICEF FFL drama serial 'Kyunki Jeena Issi ka Naam Hai'	– UNICEF
Meena Radio Effectiveness Study in Kasturba Gandhi Balika Vidyalayas (KGBVs) in 12 Districts of UP	– UNICEF
End line survey 'Meena ki Duniya' in Uttar Pradesh	– UNICEF
Pretest of 'Meena Prapancham' (Telugu version of Meena Ki Duniya) episodes in three regions of AP	– UNICEF
Sampled Participant Satisfaction Survey of "Ammaji Kehti Hai" Video Series in tea estates of Assam	– UNICEF
Pretesting Mobile Episodes (Mobisodes) of Facts for Life IPC videos	– UNICEF
Pretest of TVC and Radio Spots on Toilet Construction by Vidya Balan	– UNICEF
Pretest of TVC and Radio Scripts on sanitation and hygiene messages to be given by Vidya Balan	– UNICEF
Half the Sky Movement Communication Initiative for Women and Girls: An Evaluation of 9 Minutes Mobile Game and Video	– FHI 360, Washington
Half the Sky Movement Communication Initiative for Women and Girls: Impact assessment of six videos developed	– FHI 360, Washington

List of Projects during 2011-13	
Meena-Creating a more enabling environment for fundraising in India	– UNICEF India
Satisfaction survey amongst key stakeholders for Neo Natal Advocacy Campaign in Uttar Pradesh	– UNICEF-UP
Study of Knowledge, Attitude, Perceptions, Practices and Social Norms in Rural Gujarat on Sanitation and Hygiene – Formative Study	– UNICEF Gujarat
Content analysis of print media coverage on road safety issues	– World Health Organization (WHO) India

CMS Communication Team Members

- Ms. Paramita Dasgupta**, Team Leader-CMS Communication, MSc (Geography), Master of Planning
- Ms. Kalpana Bindu**, Sr. Research Manager, MA (Mass Communication & Journalism)
- Ms. Suranjana Bhaduri**, Sr. Research Executive, B Ed, MA, Certificate course in Research Methodology, Art Appreciation
- Mr. Abison P Anchalackal**, Sr. Research Executive, BA, MA in Communication Studies, Certificate Course in Counseling
- Ms. Garima Tiwari**, Sr. Research Executive, BA (Geography, Psychology), MA (Geography), MA (Mass Communication)
- Ms. Tulsi Gour**, Research Assistant, BA, MA (Psychology)
- Mr. Chattarpal Singh, Jr.** Research Executive, Journalism, Diploma (Final Cut, livemovie maker, Photoshop Zonar Photo Studio)

Internship

- Ms. Nupur Bhardwaj**, Pursing MSc (Development Communication and Extension)
- Ms. Juhi Sharma**, MSc (Development in Communication and Extension)
- Ms. Sakshi Sharma**, MSc (Development in Communication and Extension)
- Ms. Bhargavi Kashyap**, Master (Mass Communication)
- Ms. Preeti Kashyap**, BA, MSc (Mass Comm, Advt & Journalism), Dpl (Comp App 7 Web Designing)
- Mr. Sagar Mundhra**, PGD (Programme in Communication)
- Mr. Archita Moitra**, PGD (Programme in Communication)
- Ms. Divya Sharma**, Master (Mass Communication)

Former CMS Communication team members

- Ms. Gayatri Baruah**, Research Executive, Master (Mass Communication) (July 2009-Feb 2012)
- Ms. Deepmala Dutta**, Sr. Research Executive, Master (Mass Communication) (July 2009-June 2012)
- Ms. Nupur Bhardwaj**, Research Executive, MSc (Development, Communication and Extension) (Sep 2012-Nov 2012)

Consultant

- Ms. Deepmala Dutta** (September-December 2012)
- Ms. Gayatri Baruah** (September-October 2012)



POLL SURVEYS IN MEDIA

An Indian Perspective

Dr. N Bhaskara Rao

22 November, 2012

Deputy Speaker Hall, Constitution Club of India, Vithal Bhai Patal House, Rafi Marg, New Delhi

Book Release by

Dr. Shashi Tharoor

Hon. Member of State (HRD), Govt of India

Followed by a panel discussion

POLL SURVEYS IN MEDIA



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 sectoral variations, and also captured the changing trends and shifting ”

...Excerpts from Foreword by Dr. Jayaprakash Narain, President, Loksatta Party

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 a 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 2012

India Corruption Study is in the eighth edition and the fourth round of studies in the last five years on corruption concerning citizens availing public services. The 2012 round focused on urban slums in nine major cities across country. With growing slum population and increased allocations for transforming lives of slum dwellers, the present round focused on seven public services namely, public distribution system (PDS), Water Supply, Electricity, Health/Hospital, Housing, Police and Municipal services. To bring out a comparative picture, the present report has compared with ICS 2008 round data of only slum population of these cities. Municipal service was not covered during CMS-ICS 2008. This round of CMS India Corruption Study (2010) brings out that with expanding slums, the corruption level in public services is also showing upward trend.

PEE model

A unique feature of CMS methodology has been to recognize 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 sensitize 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 of bribe amount paid.

❖ Tracking Corruption Coverage in Media

With the help of the CMS Media Lab, since 2005, 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 has covered the findings of this on-going study.

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 of daily newspapers. But on days of Anna's fast, the overall coverage went up to over 60 percent of prime time of news channels and mostly live coverage. The trends of the year 2012 reflects that the coverage is decreasing (compared to 2011) despite the fact that volcano of corruption is still alive. The coverage of corruption in prime time of TV news has reduced from 5.94% in 2011 to 3.91% in 2012. Surprisingly, in the front page of newspapers, the coverage decreased drastically from 12.52% in 2011 to 4.96% in 2012. The decline in corruption of coverage in news media is mainly due to loss of power and pulls in recent public movements. Previous trends of corruption coverage demolished the myth that the media is staging a war against corruption. However, the fire of movements fuelled the coverage of corruption in news media to create a spectacle to compete for eyeballs.

❖ Electoral Reforms

CMS Transparency actively advocates for electoral reforms. The first ever-empirical study on cash for vote phenomena was

conducted by CMS Transparency team in 2008 covering a sample of 18,000 voters from 19 states. The study did not cover other inducements or freebies like liquor, blankets, television or sarees in kind. Moreover, the study focused only on Assembly and Lok Sabha elections and not local panchayat elections.

❖ Catalyzing 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 issues are available on the CMS website. (<http://cmsindia.org/?q=node/98>)

❖ Research Projects

• India Corruption Study 2012: Expanding Slums...Growing Corruption

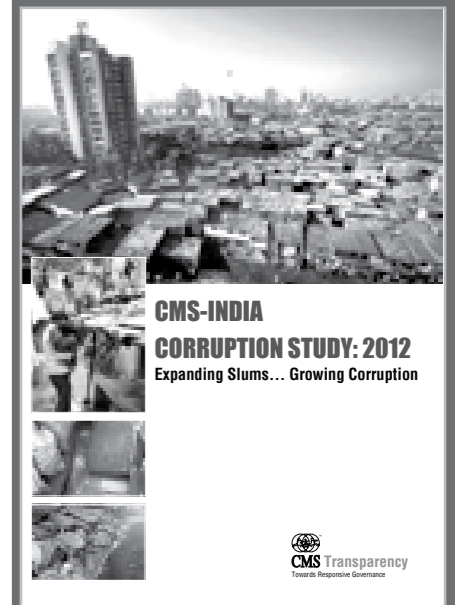
CMS in-house study

Coverage: Slum Households in 9 cities

Independent Audit of Implementation of Clients'/Citizens' Charter of Central Government Ministries and Departments

Performance Management Division, Cabinet Secretariat, Government of India

Coverage: 59 Ministries/Departments



“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...”

-Dr. Bibek Debroy,
Economist and Co-Author of the
book 'Corruption in India-The
DNA and The RNA'

CMS Transparency Core Team Members

Dr. N Bhaskara Rao, Team Leader, PhD, MA

Mr. Alok Srivastava, Coordinator, PGD (Rural Development and Mgmt)

Consultant

Ms. Lakshmi Kota, PhD (Women's Studies) from University of New South Wales, Sydney, Australia (2nd July-Sept 2012)



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.



“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.”

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

❖ 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

Kyunki Jeena Isi ka Naam Hai (KJINH) (End line), UNICEF Nov – Dec 2011
Kasturba Gandhi Balika Vidyalaya, UNICEF , 12 districts of UP, March 2012
Meena Radio, UNICEF, 9 districts of UP April 2011
RAPID ASSESSMENT SURVEY , UNICEF, UP, Bihar, MP, Jharkhand, Rajasthan and Chhattishgarh, every month from April 2011 to December 2011
Safe City , UN Women, Delhi, May 2011
Statistical Package for Social Sciences, UNICEF, Round 1, UP and Rajasthan Aug – Sept. 2011
Assessment of ASHA support system, Future Group
Uttarakhand, October – November 2011
Godhan, BAIF ,Maharashtra Aug 2011
Godhan, BAIF , Bihar September 2011
Godhan, BAIF , UP, December 2011
Facilitator I PAS,I PAS, MP, Bihar, Jharkhand, Maharashtra and Uttarakhand, April 2011
Jan Siksha Sansthan, (Round I) Ministry of Human Development Resources , UP, July 2011
Jan Siksha Sansthan, (Round II) Ministry of Human Development Resources , UP, September 2011
Midterm Assessment OCP- AES, Karnataka, Feb. 2012
Madhya Pradesh Nutrition Programme, World food programme, MP April 2011
Corruption Study
Opinion Poll, Punjab (Round 1)58 Assembly Constituencies, Nov. 2011
Opinion Poll, Punjab (Round 2) 59 Assembly Constituencies, Feb. 2012
Opinion Poll, Karnataka (Round 1) 25 Assembly Constituencies, December 2011
Opinion Poll, Karnataka (Round 2) 10 Assembly Constituencies, January 2012
Opinion Poll, Karnataka (Round 3) 25 Assembly Constituencies, Feb. 2012
Opinion Poll, Goa, 7 Assembly Constituencies, January 2012

Migration Polio, UNICEF , Delhi/NCR, Haryana, Punjab, West Bengal and Maharashtra, April – May 2012
Ipas, Ipas (NASIK) May 2012

Statistical Package for Social Sciences (Round III), UNICEF, Rajasthan and UP, May 2012

National Level Monitoring , Rural Development Ministry, Lalitpur and Jhansi, June 2012

National Level Monitoring, Rural Development Ministry, Nagaland, Dec 2012

Statistical Package for Social Sciences, UNICEF, Round II, UP September 2012
Meena Radio (Endline UP),UNICEF, 8 Districts of UP, June – July 2012

Meena Radio (Pretesting AP),UNICEF Ipas (Jharkhand),I PAS, Jharkhand, August 2012

Godhan, BAIF, Maharashtra, UP and Bihar, July 2012

Pre Testing (Toilet Construction),UNICEF Wash Gujarat Phase 1, UNICEF, 6 Districts of Gujarat, September 2012

FHI 360, Half the Sky, Delhi, October 2012
FHI 6 Videos,Half the Sky, Delhi, November 2012

Ipas (Jharkhand), Ipas, August 2012

Observation Neonatal, UNICEF, October 2012

Pre test on contaminated water, Ghazibad UNICEF, October 2012

Pre Test on contaminated water, Unnao UNICEF, October 2012

AP Meena Pre Test Round 2, UNICEF, June 2012

AP Meena Pre Test Round 3, UNICEF, October 2012

Meena merchandise, UNICEF, Delhi, Mumbai, Hyderabad,Bangalore,Lucknow, Jaipur ,

Kolkata and Vadodara, Nov – Dec 2012
Neonatal, UNICEF, UP, November 2012
Meena effectiveness study (AP),UNICEF, March 2013

Corruption study in Karnataka, MP, Chhattishgarh, Rajasthan, AP
Ipas (MP), Ipas, March 2013

Indo – Japan, Delhi, Chandigarh, Lucknow, Patna, Kolkata, Mumbai, Pune, Ahmedabad, Chennai, Bangalore and Hyderabad, Feb – March 2012

Wash Gujarat Quantitative, UNICEF, Vadodara, Kutch, Rajkot, Jamnagar, Amreli Rajkot, Ahmedabad, Patan, Bharuch, Sabarkantha, Dahod, Valsad and Surat, March 2012

Biodiversity, In house, Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Lucknow, Patna, Deogarh, Jaipur. July 2012

Opinion Poll, Tripura, 40 Assembly Constituencies, April 2012

Opinion Poll, Rajasthan, 22 Assembly Constituencies, April 2012

Opinion Poll, Nagaland 40 Assembly Constituencies, April - May 2012

Opinion Poll, HP, 14 Assembly Constituencies, May 2012

Opinion Poll, Gujarat, 20 Assembly Constituencies, June 2012

Opinion Poll, Karnataka (Round 4) 224 Assembly Constituencies, September 2012

Opinion Poll (Ajmer, Rajasthan) 8 Assembly Constituencies, January 2013

Opinion Poll, Rajasthan, 16 Assembly Constituencies, March 2013

Opinion Poll, MP, 41 Assembly Constituencies, February 2013

Opinion Poll, Chhattishgarh, 17 Assembly Constituencies, February 2013



CMS Survey Core Team Members

Mr. Narendra Kumar Bhatt, Head- Field Operations, BA (History Hons.)
Mr. Ajay Kumar Singh, Manager-Field Operations, BSc (Chemistry Hons.)
Mr. Jitender Prasad, Sr. Executive-Field Operations, BA (Philosophy Hons.)
Mr. Pawan Kumar, Jr. Executive-Field Operations, BA
Mr. Sanjay Kumar, Jr. Executive-Field Operations, BA
Mr. Shivesh Kumar, Jr. Executive-Field Operations, MA (Public Administration)
Mr. Ashish Pandey, Jr. Executive-Field Operations, MA (Sociology)

Former CMS Survey team members

Mr. Vikas Teotia, Jr. Executive-Field Operations, BA (Feb 2010-Feb 2013)
Mr. Subhash Kuamr, Jr. Executive-Field Operations, BA (Feb 2010-Feb 2013)

“ 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.”

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

TV News Trends 2008-2012



Figures are Percentage of Total News Time of 6 National News Channels

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

News Channels: Aaj Tak, CNN IBN, DD News, NDTV 24x7, Star News & Zee News



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. ”

-Ms. 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.”

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

❖ Study / Report / Analysis of CMS Media Lab in 2011-13

- TV News (Prime Time) Content Trends 2012
- Radio News(AIR News Bulletin) Content Trends 2012
- Print (Front Page of Newspapers) News Content Trends 2012
- A report on Coverage of Sanitation in Newspapers 2012-13
- Education News Coverage in Newspapers 2012 -13
- An Analysis of Coverage of Health in English Newspapers 2012-13
- An Analysis of Coverage of Violence in Telugu TV Serials 2012-13

- Workshop on Content Analysis at IIMC Delhi 2011
- An open discussion on Zee – Jindal controversy at CMS Saket 2012

❖ Current focus and Initiatives

- Special Focus on news media coverage of Right to Education, Corruption, Public Health and Sexual Violence.
- Awards for Media (Focused on social and developmental issues)
- Collaboration with universities/ institutes for interdisciplinary media research.

CMS Media Lab Study in TRAI Consultation Paper

TRAI has used CMS Media Lab Study on Advertisement Trends in TV News Channels in a consultation paper on "Issues related to Advertisements in TV channels". TRAI referred the study to limit advertisement duration by 12 minutes per hour in TV channels. This study has catalyzed initiatives and discussions to implement the advertisement cap rule in TV.

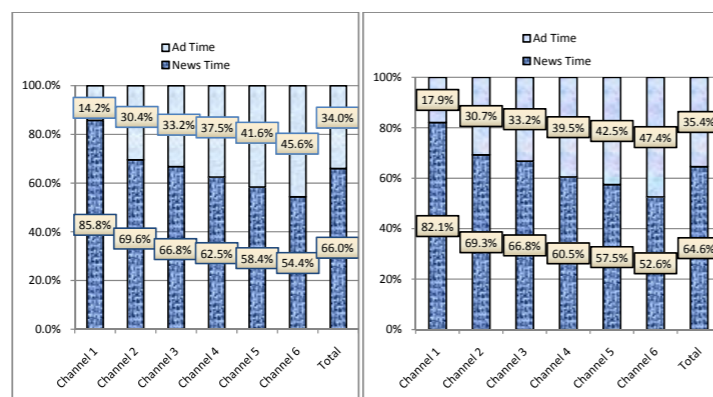


Figure 3(a): 2008

Figure 3(b): 2009

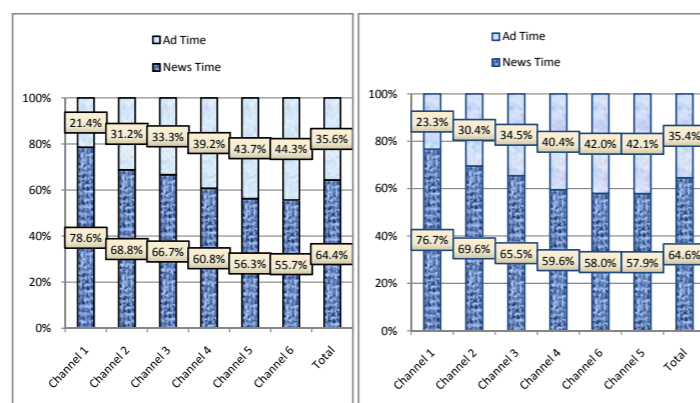


Figure 3(c): 2010

Figure 3(d): 2011

Percentage of News Time and Advertisement Time in the News Channels
Source: Media Lab



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

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

CMS Media Lab Team Members

- Mr. Prabhakar Kumar, Coordinator; Master (Mass Communication and Psychology), PG Diploma (Radio & TV Journalism)
- Mr. Anil Kumar Pandey, Research Executive, BA (History Hons.), PGD (Radio & TV Journalism)
- Ms. Vasundhara, Research Executive, Hyderabad
- Mr. Krishna Rao, Regional Director, Hyderabad (2009- 2012)
- Ms. Aishwarya, Research Assistant, Hyderabad (2010-2012)

Internship

- Ms. Papuja Guha, MA (Political Science)
- Ms. Karishma Taneja, BA (Political Science)
- Mr. Akhil Balla, BJMC
- Ms. Jeena, Commerce
- Ms. Mugdha Kapoor, Journalism
- Ms. Parnil Yodha, PCM
- Ms. Ratnika Sharma, Mass Comm.
- Ms. Bhoomika Sabharwal, Mass Comm.
- Mr. Sushil Kumar, Mass Comm.
- Ms. Mahima Narang, Commerce
- Ms. Megha Tandon, Eng (Hons.)
- Ms. Bhargavi Kashyap, Communication
- Ms. Nayan Jyoti Nath, Commerce
- Mr. Chattrapal Singh, Journalism
- Mr. Sandeep Jain, Commerce
- Ms. Bhawna Kumari, BA (Journalism and Mass Comm.)
- Ms. Shalini Devi, Commerce
- Mr. Shiladitya Saha, BJMC
- Mr. Adarsh Kumar Singh, BA (Hindi)
- Ms. Shruti Saini, B Comm (Prog.)
- Mr. Suraj, Mass Comm
- Mr. Ranjeet Kumar, Mass Comm
- Mr. Manas Winee Mahanta, Political Sc. (Hons.)
- Ms. Naina Parashar, MMC
- Mr. Ajay Bisht, BJMC



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 15th September 2007 with a vision to develop innovative capacity building programmes to promote equitable development and responsive governance.

Its 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.

“ 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 ”

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

OBJECTIVES

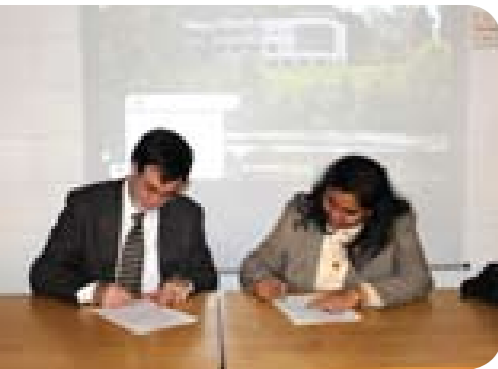
- Use **knowledge based training** to address **emerging national challenges**
- Promote **innovation** through **value based education**
- Develop **quality standards** by generating a resource on **curriculum, trainers and systems**

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

Faculty Development Programme

This **UK-India Education Research Initiative (UKIERI) funded project** (Feb 2013-Mar 2015) envisions faculty development as the mode to develop quality standards and standardizations in the diverse and dynamic media sector. This is based on the belief that faculty are key for enabling research culture and innovation in this sector. **This Faculty development program will address emerging developmental needs of educators from the media sector in India with a special focus on News Media Education.** This collaborative project with **Stirling University, United Kingdom** will aim to apply knowledge of the United Kingdom's experience of media education to the process of mapping and evaluating the development of media education in India.

Objectives

- Conduct research to identify key trends and quality issues in media education in India and the UK, mapping the professional, institutional and industrial relationships which contextualize media education.
- Review and analyze Skill Development / Higher Education sector experience, compare delivery patterns and approaches, and document best practice in news media education in the UK and India.
- Set goals and standards for media education to enhance employability of news professionals through

development of quality parameters in both Higher Education and Skill Development courses in India, and evaluate educational structures for best performance.

- Create interactive training fora for sharing best practices in both media education and in the pedagogical techniques which best enable faculty development.

Major Activities and Outcomes:

This project will have a partnership approach therefore all the diverse stakeholders including the Government, the Media Industry and the Mass Communication Institutes focusing on Journalism would be engaged through a Stakeholder's meeting. Involving all stakeholders' right from the beginning will give this project an opportunity to create ownership of the vision and also to explore long term funding for the project to make it sustainable.

Building Synergies

Stakeholders meet – A daylong meeting in New Delhi with approx 50 participants representing all stakeholders.

- Share Vision and finalize Project roll out plan
- Create Indian and UK Advisory Group to monitor and guide the project
- Project Sustainability and Fundraising

Conducting Research

Comprehensive Research on the following:

- Media Education in India and UK: Key Trends and Issues
- A Case Study of Media Education: Journalism Studies in UK Tertiary Education
- Review existing quality systems in India

- Training Needs Assessment of Indian News Media Faculty

The following activities will be undertaken to do this research:

- Interview with Experts, Industry and Government Officials
- Survey of Faculty, Media Graduates and Eminent Professionals
- Secondary Research and Interviews in United Kingdom
- Compile Research Findings and Write Papers

Building on Research Findings

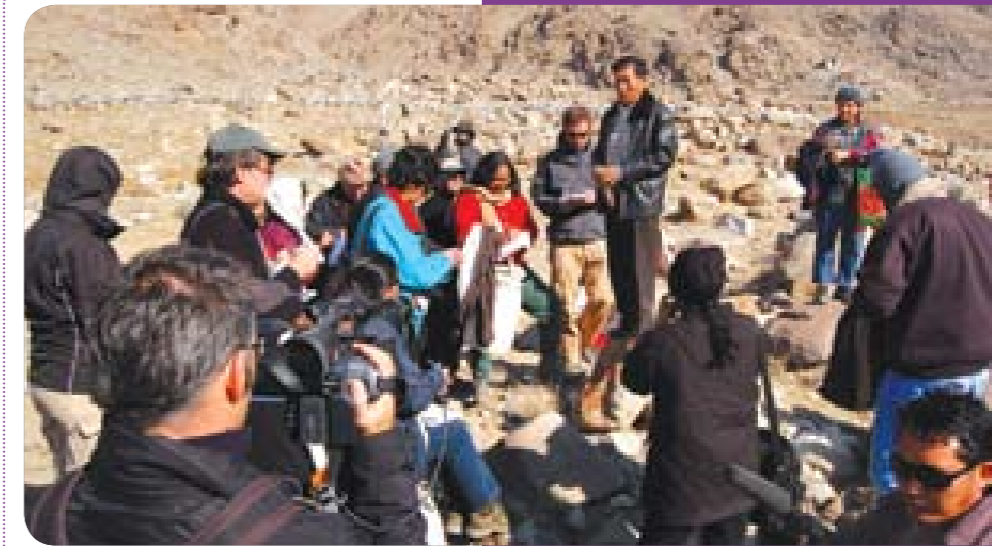
- Draft and share TOT plans for Indian News Media Faculty based on research study findings.
- Collate important quality parameters and issues based on stakeholder's feedback during the research studies.

Sharing and Building Sustainability

- Sharing Research, TOT Plan and Quality Parameters with Indian and UK Advisory Group
- Initiate Indian Media Faculty Council Formation

Create Interactive Training Fora

- Create the Interactive Website – India's first Research and Pedagogical Resource for Media Educators
- Create the Indian Media Faculty Council (IMFC)
- Orientation Seminar Event for Faculty Development - Meeting of 100 participants including all the diverse stakeholders and lead UK partner.



Media Workshops

In the first-ever evidence-based advocacy endeavor to engage media for saving lives on Indian roads, a series of three media workshops and one-on-one interactions with editors were organized by CMS. The media workshops on road safety were organized with the support of WHO India. These workshops largely sensitized the media personnel to look at traffic-related events as a public health issue.

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.



CMS Academy Team Members

Ms. P. N. Vasanti, Director, MA (Social Psychology); MBA

Ms. Salma, Deputy Director- CMS Academy, MA in Mass Communication /MA Applied Psychology



CMS Advocacy

Innovative Engagements & Strategies

CMS believes that research is not an end in itself. CMS therefore takes up research findings on issues of national importance, engaging all concerned stakeholders, to strengthen the quality of public discourse and inform and influence policy and decision making.

The advocacy team specializes in developing and implementing advocacy campaigns; developing and disseminating knowledge products; strengthening stakeholder capacity through training workshops and field visits; organizing advocacy events; facilitating policy development; creating, building and maintaining advocacy platforms, forums and coalitions; and, creating, building and sustaining strategic partnerships.

“ 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

- Evidence-Based Advocacy
- Advocacy Events, Meetings, Conferences
- Knowledge Products Development and Dissemination
- Creating, Building and Maintaining Advocacy Platforms, Forums and Coalitions
- Strategic Partnerships and Initiatives

AREAS OF EXPERTISE

- Children & Women
- Public Health
- Social Development
- Environment
- Governance

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.



❖ Partnership with Media to Save Lives on Indian Roads

In the first-ever evidence-based advocacy endeavor to engage media for saving lives on Indian roads, a series of three media workshops and one-on-one interactions with editors were organized by CMS. The media workshops on road safety were organized with the support of WHO India. These workshops largely sensitized the media personnel to look at traffic-related events as a public health issue.

Presentations were made to each set of journalists from at least four different perspectives: namely, that of a WHO representative who placed the subject in a wider global context; a senior police officer who talked of certain legal and practical aspects of enforcing rules; a CMS Communication specialist who looked at how newspapers had dealt with the topic; and a psychologist who emphasized the importance of sensitivity while conducting interviews with those who are close to victims of road crashes. Post these presentation, journalists were given an exercise in reporting to ascertain how they had assimilated the key messages sought to be imparted to them.

- The workshops were attended by 22 journalists in Delhi, 24 in Hyderabad and 25 journalists in Jalandhar
- One-on-one meetings with editors were held with a total of 12 editors and senior correspondents in New Delhi, 16 in Hyderabad and 10 in Jalandhar.

❖ On the whole, the media engagement emphasized upon:

- Enforcement of low-cost measures like seat belts, helmets, enforcement

of stricter penalties for traffic violations and amendment of the Motor Vehicle Act 1988

- Need for increased awareness among citizens about traffic rules and signage
- Strict enforcement of measures against use of mobile phones while driving
- The need for a comprehensive pedestrian and traffic Act
- The need to include traffic police in investigating crashes

Media-related:

- Media need to be analytical and not judgmental in reporting crashes
- Repetition of basic road safety precautions in stories
- Sensitive reporting of human stories related to crashes

❖ Outcomes of the Media Engagements

There was a clear shift in quality of coverage of road safety issues in the days succeeding the workshops. Examples of the improved quality of coverage were observed in big dailies published from Delhi, Jalandhar and Hyderabad such as the Hindustan Times, Jalandhar, The Hindu, Hyderabad, Navbharat Times, Delhi, Hindustan, Delhi and Dainik Jagran, Delhi

❖ Create and strengthen systems for follow up on advocacy initiatives

Best of advocacy ideas often fizzle out due to lack of systematic follow-up. CMS has thus set up an Online Forum for Journalists on Road Safety to facilitate an informed discourse amongst the media professionals and exchange of ideas and information

with other stakeholders of road safety. The discourse will lead to improved reporting on road safety which in turn will contribute to efforts at various other levels in reducing the enormous human and economic costs of road traffic crashes to victims, their families and the nation as a whole.

The moderator for the forum was selected based on applications received from senior journalists who cover traffic beat. Invitations were sent to all 71 journalists who participated in the media workshops held in New Delhi, Hyderabad and Jalandhar. A total of seven applications were received from the following publications:

Times of India, New Delhi
Hindustan Times, New Delhi
The Statesman, New Delhi
The Hindu, Hyderabad
Eenadu Daily, Hyderabad
Hindustan Times, Jalandhar
Daily Post, Jalandhar

The CMS-enba National Award for Social Change Initiatives 2012

Taking forward CMS's sustained initiatives towards incentivising good practices and amplifying the positive power of the "television news industry", CMS in partnership with exchange4media instituted the CMS-enba National Award for Social Change Initiatives. The CMS-enba National Award for Social Change Initiatives 2012 was conferred on to Hyderabad-based HMTV at a glittering ceremony in Noida, near Delhi. The exchange4media News Broadcasting Awards (enba) 2012 were the 5th edition of these awards.

HMTV bagged the CMS-enba Award for its engaging and innovative programmes on gender issues in Andhra Pradesh. The award was presented to HMTV's CEO Mr. K. Ramachandra Murthy by Mr. Uday Verma, Secretary, I&B, Govt. of India, Ms. P.N.Vasanti, Director, CMS and Mr. Anurag Batra, CEO, exchange for media.

CMS – enba Awards will be given every year to news channels that are consistently and proactively participating in development challenges



and social movements in our country. Every year, the awardee will be selected based on extensive research and monitoring of various news channels across the county by the CMS Media Lab.

Champions of Girl Child

CMS's sustained evidence-based advocacy with Telugu TV Channels on girl child issues entered its 4th impressive year in 2012. This initiative is called "UNICEF Awards for Gender Sensitive Programmes on Telugu Television Channels" and as is evident from the name that it has the support of UNICEF. The fourth edition of this initiative in 2012, received warm reception from the visual media. Four consecutive run of this initiative has resulted in a fruitful and complementary relationship between UNICEF, CMS and the television industry, producing impactful changes in girl child-related programming in favour of the girl child. News channels prime time coverage of girl child increased from 2502 minutes in the media tracking period of year 2011 to 4020 minutes in the corresponding period in 2012. CMS enthused and facilitated channels to produce and air programmes in different genres.

The 4th UNICEF Awards for Gender Sensitive Programmes in Telugu Television Channels was presented at a special ceremony in Hyderabad on

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.



Future Plans

CMS Advocacy will continue its tryst with Road Safety by focusing on partnering to institute Media Awards for Road Safety Reporting, based mostly on the format of the UNICEF Awards for Gender Sensitive Programmes in Telugu TV Channels.

December 10, 2012. Eleven awards in diverse categories, including the “UNICEF Award for the Most Gender Sensitive Telugu TV Channel”, were announced on the occasion. His Excellency, Shri. E.S.L. Narasimhan, Hon’ble Governor of Andhra Pradesh, graced the occasion as Chief Guest to give away the awards. Dr. Mohan Kanda, IAS (Retd.), Jury Chairperson, 4th UNICEF Awards, Ms. P. N. Vasanti, Director, CMS, and Mr. Sonykutty George, Officer-in-Charge, and Mr. Prosun Sen, Communication Specialist, from the UNICEF Office for Andhra Pradesh and Karnataka, were present at the awards ceremony. Select government functionaries, heads of TV channels, eminent media personalities, producers, presenters, journalists and social luminaries were also present.

Sustained corporate engagement for environment

Corporate participation is crucial for scaling up social innovations and interventions aimed at benefiting the society and the natural environment. CMS engaged officials of HSBC India into a plantation drive at three locations, namely, Delhi, Gurgaon and Hyderabad. A total of 1400 saplings were planted by 462 HSBC staffs in the above mentioned locations and were looked through for one year before dedicating it to the respective cities by handing them over to the responsible government agencies. The plantation project had component of education about the local soil conditions, indigenous plant species, hand-holding in planting the saplings and their proper care.

“ 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

List of Workshops/Symposiums/Meetings/Awards organised

National Media Workshop on Road Safety, November 28, 2012, New Delhi	Partner: World Health Organization (WHO)
National Media Workshop on Road Safety, December 18, 2012, Hyderabad	Partner: World Health Organization (WHO)
National Media Workshop on Road Safety, December 20, 2012, Jalandhar	Partner: World Health Organization (WHO)
Media Symposium on Girl Child, July 26, 2012, Hyderabad	Partner: UNICEF
UNICEF Awards for Gender Sensitive Programmes in Telugu TV Channels, December 10, 2012	Partner: UNICEF
CMS-enba National Award for Social Change Initiatives 2012, Noida, August 31, 2013	Partner: exchange4media

List of Consultants/Experts who supported CMS Advocacy initiatives

- Dr. Etienne Krug**, Director of the Department of Violence and Injury Prevention and Disability ,WHO
- Ms. Amit Arora**, National Professional Officer, Road Safety and Injury Prevention, WHO
- Mr. Satyendra Garg**, Joint Commissioner of Police, Traffic, Delhi
- Mr. C.V. Anand**, Additional Commissioner of Police, Traffic, Hyderabad
- Mr. Gaurav Yadav**, Commissioner of Police, Jalandhar
- Dr. Aruna Broota**, Professor, (Retd.) Department of Psychology, University of Delhi and former President of National Academy of Psychology
- Prof. Meena Hariharan**, Director, Centre for Health Psychology, University of Hyderabad
- Dr. Gayatri Arun**, Department of Psychology, IP College for Women, University of Delhi
- Ms. Bijaya Sharma**, Content Writer and Editor
- Ms. Padmaparna Ghosh**, Content Writer and Editor
- Mr. Souparno Banerjee**, Content Writer and Editor
- Mr. Prosun Sen**, Communication Specialist, UNICEF office for Andhra Pradesh & Karnataka
- Mr. Sonykutty George**, Officer in Charge, UNICEF office for Andhra Pradesh & Karnataka
- Dr. Mohan Kanda**, IAS (Retd.), Former Chief Secretary of Govt. Of Andhra Pradesh
- Prof. Padmaja Shaw**, Professor of Communications and Journalism, Osmania University
- Mr. G. Valliswar**, Chief Editor, Andhra Pradesh Magazine
- Mrs. P. Lalitha Kumari (Volga)**, Writer
- Mr. Prayaga Rama Krishna**, CEO, Sujana Foundation
- Mr. R. V. V. Krishna Rao**, Media Expert
- Mr. Paranjoy Guha Thakurta**, Eminent Journalist and Educator

CMS Advocacy Team Members

- Mr. Ashwani Kumar Sinha**, Head Advocacy & Partnership, BA (Economics Hons), PG Dpl (Mgmt)
 - Ms. Chetali Kapoor**, Sr. Project Executive, BSc (Home Science), Masters (Social Work)
 - Ms. Anita Medasani**, Regional Manager, CMS Regional Office, Hyderabad
 - Mr. R V V Krishna Rao**, Media Consultant, Regional Office, CMS
 - Ms. Vasundhara**, Sr. Media Researcher, Regional Office, CMS
 - Ms. Aishwarya**, Media Researcher, Regional Office, CMS
- Former CMS Advocacy team members**
- Mr. Ranjit Singh**, Project Manager, PG (Political Science); PG (Journalism and Mass Communication) (May 2012-June 2012)





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 that 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 5700 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 like 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 online 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.

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, 68 desktops, 20 laptops, 2 HP colour printers, 3 b/w printers, 1 photocopier, 3 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

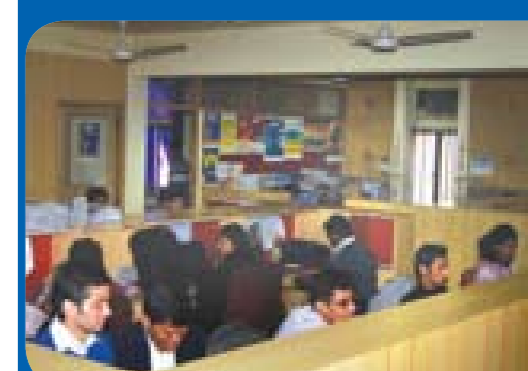
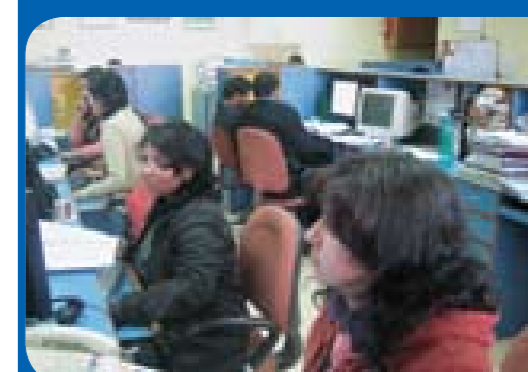
- Mr. Anand Ajani Jha**, Deputy Manager Library & KM - Sociology, Master (Library and Information), Two year Dpl (Medical Laboratory Tech)
Ms. Bharti Kapoor, Sr. Executive -KM, MA (Hindi) BA, One Year Dpl (Information & Software Management)
Mr. Ziaul Arfin, Executive-KM (Graphic Designer), BA, One Year Dpl (Graphic Design)
Mr. Amrendra Kumar Pathak, Sr. Manager - IT, Graduation (Mathematics), MCA, CIC, Dpl (Database Management & Adv), Dpl (ASP.NET 3.5)
Mr. Dipendra Bansh Mishra, Manager - IT, BSc, MCA, MCP, RHCE, UNIX
Mr. Gaurav Bhatia, Executive, IT-Pursuing BCA, One Year Dpl (JCHNP)
Mr. Sundara Rao, Deputy Manager - EDP- MA (Sociology), One year Advance Career Oriented Diploma
Ms. Kanchan Singh, Executive - EDP- BA, BLIS; Dpl (Computer Applications)
Mr. Rohit Kumar, Executive - EDP- BA Pass; Dpl (Computer Applications), Pursuing Dpl (Graphic Designing & Video Editing)
Mr. Neel Kamal, Computer Operator, Basic Computer Course F-Tech, Pursuing BA
Mr. Raj Kumar, Computer Operator, BA
Mr. Regi. V. John, Head- HR, Admin & Accounts, MA, PGDPM, DCA
Mr. Sukanta Kumar Sahoo, Manager (Accounts), BCom, MBA, Dpl (Comp Applications)
Ms. Agnesia Beck, Deputy Manager-HR, PGD (PM&IR)
Ms. Sheetal Arora, Front Office Executive, BA, Dpl (Computer)
Mr. Ravindra Singh, Executive-Office Maintenance, Xth
Ms. Rajamani, Office Assistant
Mr. Lal Singh Bisht, Office Assistant, XIIth
Mr. Dharampal Jamwal, Office Assistant, IXth
Mr. Dayal Singh, Office Assistant, IXth
Mr. Jai Kishan Sharma, Office Assistant, Xth
Mr. Tek Bahadur K.C, Driver, IXth

Internship

- Mr. Parvesh Kumar**, BA, EDP
Mr. Raju Kumar, BA, KM - (Library)
Ms. Ruby Rani, B Tec - IT, IT & Systems
Mr. Santosh Kumar, Xth, Admin
Ms. Neha Rani, BA, Admin / HR/ Accounts

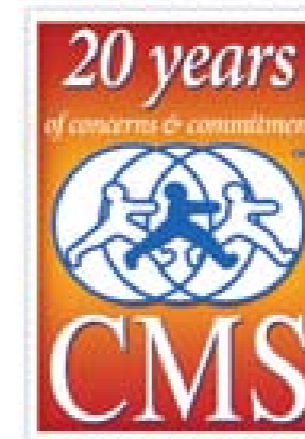
Former CMS Operation team members

- Mr. Pawan Atri**, Sr. Executive - Communication and KM, MA Political Science
 MA (Mass Media with specialization in journalism) (Nov 2011-Aug 2012)
Mr. Raju Yadav, Asst Computer Operator, BA (Pursuing) BAJM (Apr 2010-Mar 2013)



“ 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 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.

“ 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. ”

-Dr. 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

CMS Publications

❖ Articles and Research papers

- Ahmed, Mumtaz (2012):** "Elementary school enrolment of Muslim kids worse than OBCs, SCs: Study", *IBNLive.com*
- Nair, Chandni (2012)** *Women's Watch*, A publication of National Federation of Indian Women, Oct-Dec. 2012 issue, 'Medical abortion in India: 40 years of the MTP Act'
- Rao, N B (2012):** "High time the TAM/ TRP era ended", *Vidura*, 4(4), 04-06.
- Rahul Amit (2012):** "Has Anna Movement Weakened the Civil Society?", *New Age Islam*
- Rahul Amit (2012):** "Gender Equality Remains A Distant Dream", Published in *Delhi Talks*
- Rahul Amit (2012):** "Politics Takes Precedence over Pedagogy", Published in *Delhi Talks*.
- Rahul Amit co-authored with Alok Srivastava:** "Redefining Tribal Development in India: Need for Holistic and Participatory Approach", accepted for publication in a book on *Tribal Policy* (Forthcoming in an edited Book).
- Rahul Amit co-authored with Alok Srivastava:** "Right to Education Act-Hope for Differently-abled towards Inclusive Education: Myth or Reality?" Accepted for publication (In an edited Book Forthcoming)
- Rahul Amit (2011):** "Disability, Poverty and Sustainable Development: A Gendered Perspective", Published in the book *Disability: Towards Inclusive India (ed)*, Pentagon Press, New Delhi,
- Srivastava, Alok, (2012):** "Social Exclusions: Questionable Inclusion!", *Delhi Talks*, June 2012, 14-15.
- Srivastava, Alok, (2012):** "Right to Education: Where is media's proactive role?", *Vidura*, 4(1), 40-41.
- Srivastava, Alok, (2012):** "Television Shows-Child Labour in a New Form?", *Vidura*, July-September 2011
- Srivastava, Alok, (2012):** "Questionable inclusion?", *InfoChange News & Features*, www.infochangeindia.org, June 2012
- Srivastava, Alok, (2012):** "'Questionable Inclusion' also posted in http://www.udayindia.org/content_21july2012/special-report.html
- Srivastava, Alok, (2012):** "Poverty line or Starvation Line", *Transparency Review*, June 2012
- Tomar, Alka (2012):** "Looking Forward in Anger? Climate Change and Young People in India and the UK", *Communication Express: An Anthology of Essays on Communication*, Mac Millan, New Delhi.
- Tomar, Alka (2012):** Communicating Climate Change: Findings from a UK Reception Study
- Hibberd, Matthew and Tomar, Alka (2012):** The Importance of Being Earnest! Audiences, Impartiality and the Climate Change Debate
- Hibberd, Matthew and Tomar, Alka (2012):** Understanding Different Agendas and Audience Diversity: Climate Change Research in India and the UK
- Vasanti, P N (2012):** "Why I admire Justice Katju", *Vidura*, 4(4), 11-12.
- Vasanti, P N (2012):** "The sting in the media", *Livemint*, October 2012
- Vasanti, P N (2012):** "Awareness trap of govt ad campaign", *Livemint*, September 2012
- Vasanti, P N (2012):** "Cartoons, politics and hypocrisy", *Livemint*, September 2012
- Vasanti, P N (2012):** "The power of television", *Livemint*, August 2012
- Vasanti, P N (2012):** "Tranquillizing effect of TRPs", *Livemint*, August 2012
- Vasanti, P N (2012):** "Non-fiction genre a rising trend", *Livemint*, June 2012
- Vasanti, P N (2012):** "A refreshing variation on TV", *Livemint*, May 2012
- Vasanti, P N (2012):** "Implementation key for TRAI's ad rules", *Livemint*, May 2012
- Vasanti, P N (2012):** "The dirty picture debacle", *Livemint*, May 2012
- Vasanti, P N (2012):** "News media and irrational belief", *Livemint*, April 2012
- Vasanti, P N (2012):** "Digitization and its consequences", *Livemint*, April 2012
- Vasanti, P N (2012):** "Media's looming manpower crisis", *Livemint*, March 2012
- Vasanti, P N (2012):** "Climate change: unfolding story", *Livemint*, March 2012
- Vasanti, P N (2012):** "Investing In Reading", *Livemint*, February 2012
- Vasanti, P N (2012):** "Moulding Tv Entertainment", *Livemint*, February 2012
- Vasanti, P N (2011):** "Media in India needs to be more ethical, responsible" *Vidura*, 3(4), 11-13
- Vasanti, P N (2011):** "Digitization: Need for a regulator", *Livemint*, December 2011
- Vasanti, P N (2011):** "Is regulating content feasible?", *Livemint*, December 2011
- Vasanti, P N (2011):** "Strengthening self-regulation", *Livemint*, December 2011
- Vasanti, P N (2011):** "Revamped media policy needed", *Livemint*, October 2011
- Vasanti, P N (2011):** "A question of independence", *Livemint*, October 2011
- Vasanti, P N (2011):** "Anna hurricane in New Delhi", *Livemint*, September 2011
- Vasanti, P N (2011):** "Coping with an excess of TV", *Livemint*, August 2011
- Vasanti, P N (2011):** "Holding the Media to account", *Livemint*, August 2011
- Vasanti, P N (2011):** "Self-regulation revisited", *Livemint*, May 2011

“ 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 ”

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

- Vasanti, P N (2011):** "Press freedom day & the Indian media", *Livemint*, May 2011
- Vasanti, P N (2011):** "Polls and media: keeping it fair", *Livemint*, April 2011
- Vasanti, P N (2011):** "An eye on corruption", *Livemint*, April 2011

❖ Workshops/ Conference Paper presented:

Dr. N. Bhaskara Rao

- Presented a paper on, "Corruption-Causes, Consequences and Control: An Indian Perspective" in the *International Conference on Corruption*, Karachi, Pakistan, 2012

Alka Tomar

- Alka Tomar was a panlist on 'Use of PSA as an effective medium by the government agencies in creating awareness about social issues' in Public Service Advertising & Corporate Social Responsibility (PSA-CSR) Conference & Exhibition, New Delhi, February 15, 2013
- Presented on 'Contemporary Environmental Issues and Relevance to India' for the member of Air Force Wives Welfare Association (AFWWA) at New Delhi, November 16, 2012
- Presented a paper in 4th European Communication Research and Education Association (ECREA), Istanbul, Turkey, October 2012
- Presented a paper in Asian Congress for Media and Communication (ACMC), Bangkok, October 2012
- Matthew Hibberd on behalf of Alka Tomar presented a research paper on 'Young People and Climate Change: An India Study', in International Association for Media and Communication Research conference (IAMCR), Durban July 15 -19, 2012

❖ Monographs

National Lecture Series Monographs

- "Towards a Knowledge Society: Children's Library Movement" A Lecture delivered at *CMS National Lecture Series on Analysing and Envisioning India*, February 2012, New Delhi India International Centre by Dr. N Bhaskara Rao, chaired by Ms. Rita Panicker
- Building Blocks for Governance Reforms Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, October 2011, New Delhi: Nehru Memorial and Museum Library Shri Suresh Prabhu, Chaired by Ms. Neerja Chowdhury
- Fault Lines in Participatory Democracy Lecture delivered in *CMS National Lecture Series on Analysing and Envisioning India*, September 2011, New Delhi: Nehru Memorial and Museum Library Ms. Aruna Roy. chaired by Mr. Pankaj Pachauri

❖ Books and Directories

- Unleashing the Power of News Channels, Dr. N Bhaskara Rao (2012)
- Poll Surveys in Media: An Indian Perspective, Dr. N Bhaskara Rao (2012)
- Directory on Biodiversity Quiz, 2012
- Festival Directory of 10 years of Award winning Films (2002-2012)
- Coverage in Indian News Media – COP 17/ CMP 7 Durban, South Africa United Nations Climate Change Conference, 2012
- Festival Directory of 6th Competitive Edition of CMS VATAVARAN: Environment and Wildlife Film Festival and Forum, December 06-10, 2011
- Report on Comic Making Workshop 2011
- Biodiversity Film Festival Directory under aegis of World Environment Day, 2011

❖ 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

- Theme:** Climate Change COP and CMP 8, January-March 2013
- Theme:** Biodiversity Conservation and COP 11/ MOP 6, July-December, 2012
- Theme:** Rio+20, April-June, 2012
- Theme:** Environmental Journalism, January-March, 2012
- Theme:** COP 17/ CMP 7, Durban, October-December, 2011
- Theme:** Environment and Sports, July-September, 2011
- Theme:** Environmental Health, April-June, 2011

CMS ENVIS Green Media -a daily e-newsletter



“ 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. ”

-Ms. P.N. Vasanti, Director CMS



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 2011-2013. **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 ”

-Ms. 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 2011 and 2012 has 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



फिल्मों से मिले पर्यावरण संरक्षण का संदेश
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
 ON VACATION
 The rest of the year's content continues, so to speak, throughout the year.

REVAMPED MEDIA POLICY NEEDED
 The Commission on Information and Public Diplomacy (CIPD) has recommended a revamp of the media policy to ensure that the media is able to perform its role as a watchdog and a platform for public opinion.

POLLS AND MEDIA: KEEPING IT FAIR
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पीडीएस के भ्रष्टाचार पर आंखें मूंदे सरकार
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Green films to vie for awards
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Right to Education: Where is media's proactive role?
फेस्टिवल में 18 भारतीय फिल्मों पुरस्कृत
Adversarial media good for democracy
समाचारवादी पत्रकारिता का भ्रष्टाचार
अविनीतिपत्रे मूहोदयमम्
CMS finds poll surveys influenced 10% voters

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समाचारवादी पत्रकारिता का भ्रष्टाचार
 The Commission on Information and Public Diplomacy (CIPD) has recommended a revamp of the media policy to ensure that the media is able to perform its role as a watchdog and a platform for public opinion.

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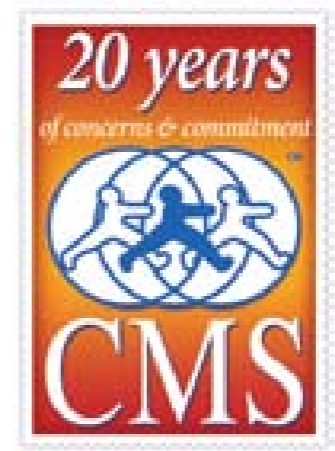
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“ A very vibrant and forward looking institution. The Chairman is very open to new ideas and innovations in the Media and its place in the governance of the country ”

-Mr. 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 46 International and National Partners to execute over 85 projects in 2011-2013.

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

- British Council and University of Stirling, UK
- Embassy of Netherlands
- Embassy of Japan
- FHI360
- GIZ
- HSBC PLC
- OCP Foundation-Morocco
- Royal Norwegian Embassy
- United Nations International Children's Education Fund (UNICEF)
- United Nations International Children's Education Fund, Uttar Pradesh (UNICEF)
- United Nations World Food Programme (UNWFP)
- UN Women
- World Health Organisation (WHO)

❖ Governments of India and Autonomous Bodies

- BAIF
- Bharat Bal Rakshak
- Centre for Civil Society
- Data Mation
- Department of Drinking Water Supply, Ministry of Rural Development, Go
- Directorate of Adult Education
- Directorate of Higher education
- Future Group
- Ministry of Environment and Forests (MoEF)
- Ministry of Human Resources Development (MHRD)
- Ministry of Information and Broadcasting
- Ministry of Rural Development (MRD)
- National Biodiversity Authority, Chennai
- IPAS
- ONGC
- SAIL
- United way of Mumbai
- V. V Giri National Labour Institute (VVGNI)

❖ State Governments

- Agartala Municipal Council
- Delhi Government
- Department of Environment and Forest, Govt. of Assam
- Department of Forest, Govt. of West Bengal
- Department of Forest, Govt. of Goa
- Department of Tourism, Govt. of Goa
- Dehradun Forest Department
- Forest & Biodiversity Board, Rajasthan
- Gali Gali Sim Sim

❖ Foundations, Associations, Non-profit Organisations, Coalitions

- Birla Edutech

❖ Corporations

- HSBC Bank
- Essar Investment Ltd
- Indian Bank
- IOCL Bank
- Life Insurance Cooperation
- Union Bank
- Walt Disney India

❖ Media Organisations

- Andhra Jyoti
- Doordarshan
- Outlook
- Prasar Bharati
- Star India Pvt Ltd
- The Hindu
- Tripura Info, Agartala
- TV9
- ZEE News



“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.”

-Mr. Pratyush Sinha,
Central Vigilance Commissioner,
Government of India



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 2011-12	FY 2012-13
foreign grant	5,31,992.00	1,09,21,427.00
local grant & other income	4,98,10,819.00	4,04,84,407.00
Total income	5,03,42,811.00	5,14,05,834.00
revenue expenses	5,23,82,455.00	3,87,38,456.00
capital expenses	20,29,072.00	7,14,335.00
Total expenditure	5,44,11,527.00	3,94,52,791.00

(*from Audited Statement of Accounts)



“ 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 2011-13, CMS had engaged with a wide variety of professionals.

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

Visitors to CMS



- Dr. M A Khalid**, Environmental Expert, Royal Norwegian Embassy
- Mr. Suresh Prabhakar Prabhu**, Former Union Minister, GoI 6th CMS VATAVARAN 2011 Award Jury (Indian)
- Mr. Ashok Vajpeyi**, Chairman, Lalit Kala Academy
- Ms. Anusha Rizvi**, Film Director
- Mr. Ashok Rane**, Film Academician and Film Critic
- Mr. Bikram Grewal**, Trustee, Wildlife Protection Society of India and Publisher
- Dr. Purnamita Dasgupta**, Ford Foundation Chair and Acting Head, Environment Economics Unit, IEG, Delhi
- Dr. Balakrishna Pisupati**, Chairman, National Biodiversity (NBA), Chennai and Chairperson, 6th CMS VATAVARAN 2011 Award Jury (International)
- Mr. Aishwani Dhar**, General Manager - Corporate Communication, Bharat Heavy Electricals Ltd (BHEL), New Delhi
- Mr. A S Panneerselvan**, Executive Director, Panos South Asia
- Mr. N Sunil Kumar**, Vice President and Head, RBS Foundation, Mumbai
- Mr. Niranjan Khatri**, General Manager - Quality Welcomenvon Initiatives, ITC Group of Hotels
- Dr. Manowar Alam Khalid**, Consultant Biodiversity, Wildlife & CDM, Independent Consultant
- Ms. Lima Rosalind**, Director, Green Future Foundation (GEF)
- Ms. Seema Bhatt**, Independent Consultant, Climate Change, Conservation, Ecotourism
- Ms. Malti Sahai**, Former Director (Author and Film Expert), Directorate of Film Festival (DFF), Government of India
- Ms. Indira Mansingh**, Chief Advisor, Development Alternatives (DA)
- Ms. Payal Narain**, Sr. Manager - Conservation Products, WWF-India
- Mr. Anil Cherukupalli**, Sr. Communications Officer | Species & Landscapes | WWF-India
- Ms. Garima Dimri**, Manager – Communication, WWF-India
- Mr. Ajay Bedi**, Bedi Films Pvt. Ltd.
- Dr. O P Dewal**, Associate Professor, Indira Gandhi National Open University (IGNOU)
- Ms. Akanksha Sood**, Director/ Producer and Consultant, The Gaia People/ Kosmik Global
- Mr. Praveen Singh**, Director/Cameraman, Kosmik Global
- Ms. Rita Banerji**, Director, Dusty Foot Production
- Mr. Sanjay Barnela**, Director/ Producer, Moving Images
- Ms. Ila Singh**, Policy Advisor, Political, Public Diplomacy and Cultural Department, Embassy of the Netherlands, Koninkrijk der Nederlanden
- Ms. Debianka Mukhrjee**, Project Coordinator, PVR Nest, PVR Limited
- Mr. Abhinav Sood**, Director, Communications Inc
- Ms. Rishu Nigam**, Director, The Energy and Resources Institute (TERI)
- Ms. Ishani K Dutta**, Director, Carrot Films
- Mr. Sushmit Ghosh**, Filmmaker, Black Ticket Films
- Ms. Rintu Thomas**, Filmmaker, Black Ticket Films
- Mr. Pradip Saha**, Independent Communication Consultant
- Mr. R K Srinivasan**, Technical Advisor, Water and Sanitation Unit, Plan India
- Ms. Suchitra Singh**
- Dr. Ambrish Saxena**, Director, ISOMES/ Centre for Media Studies , Media Practitioner, Educator & Trainer

CMS Professional Team

- Dr. N Bhaskara Rao**, Chairperson, PhD, MA
- Ms. P. N Vasanti**, Director, MA (Social Psychology); MBA
- Mr. Alok Srivastava**, Director-CMS Social, PGD (Rural Development and Management).
- Ms. Alka Tomar**, Director-CMS Environment, MSc (Env. Science), Pursuing Ph D (Stirling University)
- Ms. Paramita Dasgupta**, Director-CMS Communication, MSc (Geography), Master of Planning
- Mr. Narendra Kumar Bhatt**, Head-Field Operations, BA (History Hons.)
- Mr. Prabhakar Kumar**, Coordinator, Master (Mass Communication and Psychology), PG Diploma (Radio & TV Journalism).
- Ms. Salma**, Deputy Director-CMS Academy, MA (Mass Communication)/ MA Applied Psychology
- Mr. Ashwani Kumar Sinha**, Head Advocacy & Partnership, BA (Economics Hons.), PGD (Mgmt)
- Mr. Mumtaz Ahmed**, Sr. Research Manager, MA (Sociology & History), LLB
- Ms. Kirti Warvadekar**, Sr. Research Manager, BSc (Statistics, Maths & Eco), MSc (Statistics), Masters (Population Studies), Dpl (Computer Concepts & Application)
- Dr. Amit Rahul**, Research Manager, PhD (Sociology, M. Phil (Sociology), MA (Sociology)
- Ms. Chandni Nair**, Sr. Research Executive , M. Phil (Public Health). MA (Social Work), PG Dpl (Human Rights), Certificate (Health & Human Rights)
- Mr. Debanand Mohanta**, Research Executive, MA Political Science
- Ms. Priya Verma Talwar**, Festival Coordinator, BCom, PGDBM
- Mr. Sundeep Srivastav**, Sr. Festival Manager, BA, Dpl (Theater Art and Russian Language)
- Ms. Yamini S Verma**, Sr. Research Executive, PhD, MSc, BSc (Environmental Science)
- Mr. Sanjay Singh Negi**, Festival Executive, BA Pass
- Ms. Preeti Kashyap**, Assistant Executive-ENVIS, BA, MA (Mass Comm., Advt. & Journalism), Dpl (Comp App 7 Web Designing)
- Ms. Suranjana Bhaduri**, Sr. Research Executive, BEd, MA, Certificate course (Research Methodology), Art Appreciation
- Mr. Abison P Anchalackal**, Sr. Research Executive , BA, MA (Communication Studies), Certificate Course (Counseling)
- Ms. Garima Tiwari**, Sr. Research Executive, MA (Geography), MA (Mass Communication), BA (Geography, Psychology)
- Ms. Tulsii Gour**, Research Assistant, BA, MA (Psychology)
- Mr. Ajay Kumar Singh**, Manager-Field Operations, BSc (Chemistry Hons.)
- Mr. Jitender Prasad**, Sr. Executive-Field Operations, BA (Philosophy Hons.)
- Mr. Pawan Kumar**, Jr. Executive Field Operations, BA
- Mr. Sanjay Kumar**, Jr. Executive Field Operations, BA
- Mr. Shivesh Kumar**, Jr. Executive Field Operations, MA (Public Administration)
- Mr. Ashish Pandey**, Jr. Executive Field Operations, MA (Sociology)
- Mr. Anil Kumar Pandey**, Research Executive, BA (History Hons.), PGD (Radio & TV Journalism)
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“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

“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)



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