



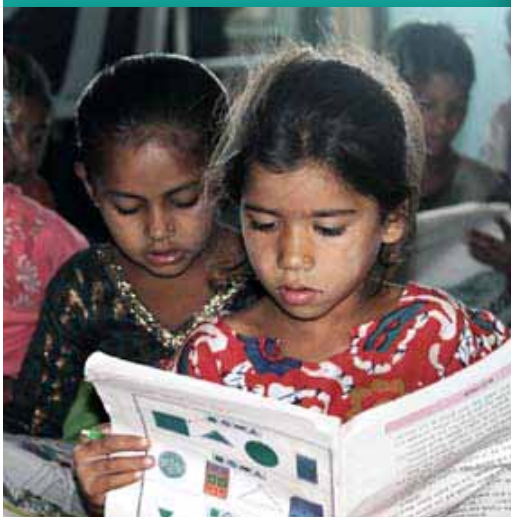
CMS

www.cmsindia.org

MAKING A DIFFERENCE...

24 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.

ANNUAL REPORT 2013-14



CMS CORE COMPETENCIES

Monitoring and Evaluation
Policy Research
Action Research
Pre and post testing media material
Communication Strategies
Advocacy
Capacity Building

MAKING A DIFFERENCE...

24 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.

THE CMS EDGE

Experts: Research, Advocacy and Capacity Building teams include full-time professionals with expertise and experience in a 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, a fully-equipped National office in New Delhi, 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: Constantly developing rigorous, customised research & evaluation methodologies to study complex and dynamic issues.

Beyond Research: Specialised 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, Mid Term & Endline
- Needs & Impact Assessment
- Monitoring & Evaluation
- Pre Testing SBCC /IEC Material
- Process Documentation
- Policy Review
- Opinion Polls

Advocacy

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

Capacity Building

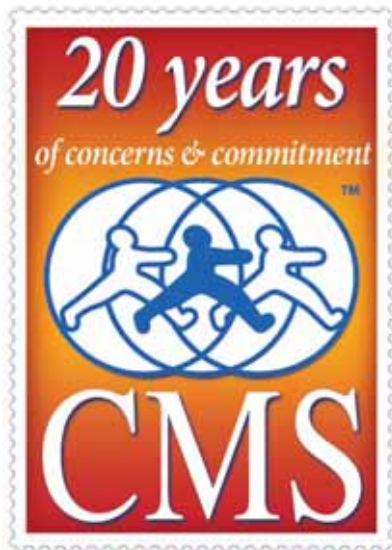
- Design and Conduct Capacity Building Programmes
- Develop Modules and Course Curriculum
- Faculty / Teacher Development
- Quality Standards Resource

Media Monitoring

- Content Analysis
- Monitoring Trends
- Media Ethics & Regulations

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FROM THE CHAIRPERSON'S DESK

IT IS NOW 20 + 25 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 given us certain insights and 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 kind. The concern is that research should help achieve national goals of equity and empower civil society, enable citizens and facilitate good governance.

As a national institute providing its own professional services, CMS has been functioning successfully since the last 24 years. What started more in anguish about practices in sponsored research and pitfalls in field surveys is today 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.

CMS started with just half a dozen professionals, but today, 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 year . Hope it is able to stimulate more dialogue, concern and activities.



Dr. N Bhaskara Rao
Founder Chairperson, CMS



“ It is indeed unique to be engaged for a long unbroken period of 25 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.



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.**

CMS at a Glance

Over the past 24 years, CMS has carved out a niche for itself as an inter-disciplinary professional body with a wide range of concerns and capabilities.

❖ Who We Are?

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

CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. We have completed **over 635 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 enable change through informed decision-making about programs, policies and practices. 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 pioneering initiatives. 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.cmsymbols.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 is well-equipped with 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 **68 International and National partners** to execute over **50 projects** in the last year (2013-14).

Book release function of **Dr N Bhaskara Rao's** book **"Good Governance"** on May 23, 2013 by Justice Sachar

Motor Vehicles Act: Has all been said yet? National Media Workshop on Road Safety Legislation was organized by **CMS Advocacy** on July 11, 2013 at Constitution Club of India, New Delhi

Plan India National Consultation on School WASH was organized by **CMS Advocacy** on July 17, 2013, at India Habitat Centre, New Delhi

CMS Academy organized a **symposium on NEWS Media Education in India** on August 19, 2013, at India International Centre to bring together the key stakeholders of Indian NEWS media and to discuss the challenges and opportunities in the emerging media ecosystem. It was inaugurated by **Shri Manish Tewari**, Minister of Information & Broadcasting and was attended by media professionals, academia and civil society from across the country. The day-long symposium had 3 Panel Discussions and 5 Simultaneous Moderated Group Discussions. The symposium discussed the challenges and opportunities in the news media education sector and an action agenda was laid out.

A two-day workshop on **Innovative Interventions for Change: Positive Deviance and Liberating Structures** was organized by **CMS Academy** from August 20-21, 2013 at Sanskriti Kendra. The workshop was facilitated by **Dr. Arvind Singhal**, University of Texas. This workshop was attended by scholars and professionals from academics, social sectors, advertising and marketing research.

Plan India National Workshop on Improving Quality of Life of Children was organized by **CMS Advocacy** on August 27, 2013 India Habitat Centre, New Delhi.

A four-day long **CMS VATAVARAN Nomination Jury Meeting** was held at ISID, Vasant Kunj from Aug 27-30, 2013 to shortlist from 541 film entries. With this, the second stage of selection was successfully completed. 31 members from NCR, Coimbatore, Bangalore, Mumbai, Raipur, Puducherry, Chennai, Dehradun and

Chandigarh participated in the process. The jury was chaired by **Mr Srinivasan Iyer**, **Assistant Country Director and Head, Energy and Environment Unit, UNDP India.**

CMS provided institutional support for the proposal entitled **"Mapping of Media Ownership and Concentration in India and Calculation of Company Power Index of 12 Major Media Common Ownership Units (2000-2012)"**, led by Dr. Anuradha Bhattacharjee for ICSSR. This one-year project was implemented in September 2013.

The Shri Ram School (TSRS), Aravali, in association with CMS VATAVARAN hosted the **3rd Shri CMS VATAVARAN Film Festival** at the TSRS school auditorium in Aravali, Haryana, on October 9, 2013. The Guest of Honour was Ms. Belinda Wright, founder and Executive Director of the Wildlife Protection Society of India. NCR school children watched award-winning environment films and their own one-minute films entered in an inter-school film-making competition. Twenty eight entries were received from the students of *The Shri Ram School Aravali, The Shri Ram School Moulisari, The Shri Ram Millennium School Noida, Amity International School Sector, Scottish High School Gurgaon, DPS International School and SRS Bhivani*. 2 films – 'Gaur in My Garden' by Rita Banerji and 'Timbaktu' by Rintu Thomas & Sushmit Ghosh, were screened followed by an interactive open forum with the students.

CMS Advocacy organized **"Media Workshop on Road Safety and Public Health"** on October 29, 2013, at Visakhapatnam with support from WHO. The workshop comprised of 3 panels, namely Road Safety and Public Health, Road Safety and Media and Road Safety and Enforcement. Panelists included experts from the WHO headquarters in Geneva, Global Road Safety Partnership, Indian Institute of Public Health in Hyderabad, police officials from Hyderabad and Visakhapatnam and Assistant Editors of prominent national dailies from New Delhi.

CMS held a seminar on **"The Role of Entertainment Mass Media in Changing Social Norms on Key Gender and Reproductive Health Issues: A Global Perspective"**, on October 30, 2013, at CMS office, Saket New Delhi, where **Mr David Poindexter, Mr William Byerson and Mr Shiv Khare** were the speakers.



What Makes Us Different?

We combine the qualities of:

A **non-profit and non-partisan** research organisation.

A **committed facilitator** in handling complex **Social Development, Environment, Communication, Media, Transparency and Governance** issues.

A **research-based think tank** committed to rigorous and **objective analysis** to support **improved policymaking**.

Research based **advocacy and capacity building** initiatives.

Ability to **work effectively with diverse stakeholders**, including **media, corporations, policy makers and civil society** to address equity challenges



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

The film festival aptly titled '**Celebrating 10 Years of CMS VATAVARAN**' was initiated by CMS VATAVARAN team as part of the series of award-winning film screenings across NCR. To commemorate its decade-long journey, the CMS VATAVARAN team organized a special film festival throughout the months of October, November and December 2013. As part of this event, Nominated Films were screened at The CMS office premises at the Research House, Saket, New Delhi.

The 5th edition of the UNICEF Awards for Children-Related Programmes in Telugu Television Channels was launched with a **Media Symposium** on July 31, 2013 in Hyderabad. About 26 eminent media professionals representing Telugu news and general entertainment channels participated in this Symposium. The eminent speakers included Jury Chairperson Padma Shri **Dr. Shantha Sinha**, Professor, Department of Political Science, University of Hyderabad, Jury members Prof. Padmaja Shaw, Professor of Communication and Journalism, Osmania University, Mr. R. V. V. Krishna Rao, Veteran Journalist, and Ms. Shyama Sundari, Joint Director, Department of Women Development and Child Welfare, Government of Andhra Pradesh. Noted child rights supporter and founder of Blue Cross of Hyderabad, **Ms. Amala Akkineni** was the Chief Guest.

The **5th UNICEF Awards for Children-Related Programmes in Telugu Television Channels** were presented at a special ceremony in Hyderabad on December 10, 2013. **Twelve awards** in diverse categories, including the highest "UNICEF Awards for Channel Most Committed to Children" were presented on this occasion. Hon'ble **Speaker AP Assembly Mr. Narendia Manohar** was the Chief Guest of the event. **Ms. Amala Akkineni**, Child Rights Supporter and Founder of Blue Cross of Hyderabad graced the occasion as Special Invitee while National Award winning **Telugu Filmmaker Mr. Sekhar Kammula** was the Guest of Honour.

The **Award Jury Meeting of the 7th CMS VATAVARAN: Environment & Wildlife Film Festival and Forum** was held from Dec 18 - 20, 2013, at the ITC Maurya, New Delhi. Eminent film maker, actor and producer, **Shri Amol Palekar**, headed the list of eminent

jurists for the coveted 7th CMS VATAVARAN Indian Awards. **Mr Ramesh Sharma**, award winning filmmaker, chaired the jury for international awards. The Jury comprised of 13 eminent personalities from widely divergent sectors and streams representing environment, wildlife, film, media and communication.

10 Yrs of CMS VATAVARAN Film Festival was celebrated in the following schools and colleges across Delhi.

- I. Apeejay Institute of Mass Communication (AIMC) - Nov 12, 2013
- II. Young Men's Christian Association (YMCA) - Dec 05, 2013
- III. Jawaharlal Nehru University (JNU) - Dec 06, 2013
- IV. Miranda House - Dec 15, 2013
- V. Bal Bharati Public School - Dec 16, 2013
- VI. Bloom Public School - Dec 18, 2013
- VII. Sri Venkateshwar International School, Dwarka - Dec 20 & 21, 2013

The CMS Advocacy team recently supported India's prominent daily, Hindustan Times, to run a **week-long campaign on road safety during the national road safety week from January 11 to 17, 2014**. CMS provided research support to the newspaper. This media engagement resulted in 7 five-column articles, each focusing on specific road safety issues and public health issues like drink-driving, speed, helmets, driving by minors, pedestrian safety and public transport.

The articles were widely appreciated by WHO and other organizations working on road safety issues. It was shared globally by WHO as an ideal media advocacy campaign on the issue.

7th CMS VATAVARAN - Environment & Wildlife Film Festival and Forum held at the IGCN Lawns, New Delhi, India from Jan 30 - Feb 03, 2014, featured around 112 films and more than 100 eminent speakers in 70 thematic sessions and expert discussions in six specially curated lawns.

DAM 999, the debut direction venture of Sohan Roy, which pays a tribute to the 1975 Banqiao Dam disaster in china that claimed 250,000 innocent lives', was screened, on February 14, 2014, at Research House, Saket, New Delhi.

Dr N Bhaskara Rao, Chairman, CMS, gave a lecture at IAS officers' training programme - Public Policy & Management, on the topic, **Impact of Media on Public Policy** on February 11, 2014, at IILM Institute for Higher Education, New Delhi.

Ms. P N Vasanti, Director, CMS Participated in the **4th CII CEOs Roundtable on Broadcast**, organized by Confederation of Indian Industry (CII), on April 18, 2013, at New Delhi.

Participated in the Indo-German Conference on **Media, Religion and Politics** at Seigen University, from June 14 - 15, 2013, in Germany.

Attended the Global Media Forum titled **The Future of Growth- Economic Values and the Media**, organized by Deutsche Welle, from June 17-19, 2013, in Bonn, Germany

Attended the **CII Big Picture Summit: Embracing Innovation in Media**, organized by Confederation of Indian Industry (CII), from September 13-14, 2013, at New Delhi, with **Ms. Aika Tomar, Director, CMS Environment** and **Ms. Indira Akiqam, Manager, CMS Academy.**

Attended the **Dun & Bradstreet's Dare to Lead Conference**, organized by Dare to Lead Response Management, on October 29, 2013, at New Delhi.

Attended the **Global Roundtable on Government Performance Management**, from December 11-12, 2013, at New Delhi.

Attended the **5th CII CEOs Roundtable on Broadcast**, organized by Confederation of Indian Industry (CII), on January 24, 2014, at New Delhi.

Attended the launch of the book **'Transforming Our Cities: Postcards of Change'**, published by Harper Collins India, by Finance Minister, Shri P Chidambaram, on February 10, 2014, at New Delhi.

Gave a **lecture for IAS officers in service training** on February 14, 2014, at IILM, New Delhi.

Addressed the Inaugural session of **Information & Communication Flow in the Third World**, organized by Maharaja Agrasen College, on February 21, 2014.

Participated in the Adhock-Task Force (ATF)

meetings to review **2014-15 (Results-Framework Document) RFDs**, from March 19 - April 4, 2014, at New Delhi.

Mr. Alok Srivastava, Director, CMS Social

Presented the findings of Independent Audit of CCC in a workshop on **Innovation Action Plans (IAPs): Review and Next Steps**, which was attended by more than 100 senior officials representing Ministries/Departments of Central Government, on June 14, 2013, at New Delhi.

Attended the **India Launch of the 2013 Lancet Series on Maternal and Child Nutrition**, hosted by the Public Health Foundation of India (PHFI) on June 28, 2013, at New Delhi.

Presented the findings of the Independent Audit of Citizens' Charter in an **International Workshop on Government Performance Management**, on July 2, 2013, at New Delhi.

Participated in the online discussion on **Role of Panchayats in addressing Child Malnutrition: Experiences and Advice**, initiated by UN Solution Exchange Community on Food and Nutrition Security, 2013.

Took a session on Qualitative Data Analysis using QSR N Vivo during **Course on various Methods in Microfinance Research**, held at V. V. Giri National Labour Institute, during October 14-18, 2013, in Noida, Uttar Pradesh.

Gave a presentation titled **'On-Road Experiences of Transport Goods' Fleet Owners with Enforcement Agencies'**, during a Workshop on Public Health Approaches for Improving Road Safety of Heavy Vehicle Fleets in India, organized by CDC Foundation and Public Health Institute, on November 19, 2013, at New Delhi. **Ms Paramita Dasgupta, Director CMS Communication**, also attended.

Took a session on **Social Audit, Citizen Report Card, India Corruption Study and Citizen/Clients' Charter**, during the second International Programme on Monitoring and Evaluation, organized by Institute of Applied Manpower Research, on December 17, 2013, in New Delhi.

Participated in **Coalition against Corruption (CoCo) conference**, organized by Janaagraha





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.

Centre for Citizenship and Democracy, from January 14-15, 2014, in Bengaluru.

Attended a Round Table discussion on **Defining and Measuring Women Empowerment: The South Asia Context**, organized by CLEAR South Asia, in collaboration with CoE South Asia and UN Women, on February 13, 2014, at IIC, New Delhi.

Attended a one-day consultation on **Exploring Effective BCC Indicators for Health Programs in India**, organized by FHI360 and Population Council, on March 20, 2014, at New Delhi.

Attended the **International Conference on Human Trafficking**, on February 3, 2014, at New Delhi, with **Mr. Ashwani Sinha** Head *Advocacy & Partnership, CMS Advocacy*

Dr. Amit Rahul, Research Manager, CMS Social

Participated in a seminar on **"Politics and Local Economic Growth: Evidence from India"**, organized by World Bank on August 6, 2013, at New Delhi.

Presented a paper on "Gender and Disability", in a two-day Seminar on **Disability, Sustainable Development & Inclusive India**, from November 23-24, 2013, at the Center for Law & Governance, Jawahar Lal Nehru University, New Delhi.

Participated in a national-level Workshop on **Refresher Training for National Level Monitors (NLMs)**, organized by Ministry of Rural Development, GoI, from March 19-20, 2014 with **Mr. Debananda Mohanta, Research Executive, CMS Social.**

Attended the launch and discussion on Plan India Study Report, **"Because I am a Girl"**, dealing with the **situation of adolescent girls during disasters**, at Jacaranda Hall, India Habitat Centre, on October 28, 2013, at New Delhi with **Ms Kiriti Warvadekar, Sr. Research Manager, CMS Social.**

Ms Kiriti Warvadekar, Sr. Research Manager, CMS Social

Attended World Bank New Delhi Seminar Series: **"Why are Indian Children shorter than African Children"**, at SF Conference Room, 70 Lodi Estate on July 11, 2013. New Delhi.

Participated in national-level Workshop on **"Improving Quality of Life of Children"**- Sharing Experiences from Plan India, on August 27th, 2013, at India Habitat Centre, New Delhi.

Ms. Alka Tomar, Director, CMS Environment

Participated in **National Stakeholder Consultation on Preparation of Fifth National Report to the Convention on Biological Diversity and Updates of National Biodiversity Action Plan.** The consultation was organised by Ministry of Environment and Forests, GoI, at WWF India, on July 30, 2013, at New Delhi.

Gave a special talk on Biodiversity and Climate Change, followed by a screening of the nominated film of CMS VATAVARAN, **"The New Environmentalists - From Chicago to the Karoo"** by John Antonelli, Will Parrinello and Tom Dusenbery, at Bharti College auditorium, on October 22, 2013, at New Delhi.

Attended the **Bal Sangam: Children's Theatre Festival** at NSD, on November 17, 2013, at New Delhi, with **Mr. Sundeeep Srivastav, Sr. Festival Manager, CMS VATAVARAN.**

Attended the two-day long **CSR LIVEWEEK conference and NGO Asia Expo at Gurgaon Exhibition & Convention Centre**, Epicentre, Apparel House, from November 19-20, 2013, in Gurgaon, Haryana, with **Mr. Sundeeep Srivastav, Sr. Festival Manager, CMS VATAVARAN.**

CMS VATAVARAN Team attended the **North East Festival**, from November 08-09, 2013, at IGNCIA, New Delhi.

CMS VATAVARAN Team attended the **Bookaroo, Festival of Children's Literature**, from November 23-24, 2013, at IGNCIA, New Delhi.

Attended **Centenary Film Festival** (A six-day-long film festival, marking 100 years of Indian cinema), from April 25-30, 2013, with Ms. Priya Verma, Festival Coordinator, CMS VATAVARAN, Mr. Sundeeep Srivastav, Sr. Festival Manager, CMS VATAVARAN, and Ms. Deepthi Roy, Festival Executive, CMS VATAVARAN.

Participated in the one-day orientation

programme for the **NGO's/NPO's empanelled under Rural Area Energy Access Programme of Ministry of New and Renewable Energy (MNRE)**, on September 16, 2013, at New Delhi, with **Dr Yamini Verma, Sr. Research Executive, CMS Environment**

Participated in a regional conference on **Conservation and Management of UNESCO World Natural Heritage Sites- Sharing Experiences and Best Practices from South Asia**, organized by UNESCO, from September 17 – 18, 2013, at New Delhi with **Dr Yamini Verma, Sr. Research Executive, CMS Environment** and **Ms Imrana Khan, Consultant, CMS VATAVARAN..**

Dr Yamini Verma, Sr. Research Executive, CMS Environment

Attended **33rd India International Trade Fair**, organised by India Trade Promotion Organisation, Pragati Maidan, on November 20, 2013, at New Delhi, with **Ms Preeti Kashyap, Assistant Executive – ENVIS.**

Participated in a seminar on **Urban Biodiversity and Habitats** on November 23, 2013, at INTACH, New Delhi, with **Ms Imrana Khan, Consultant, CMS VATAVARAN..**

Visited **National Street Food Festival 2013**, organised by National Association of Street Vendors of India, on December 20, 2013, at New Delhi, with **Mr Anand A Jha, Deputy Manager, Library & KM.**

Visited **Dilli Ke Pakwaan Festival**, organised by Delhi Tourism on December 25, 2013, at New Delhi, with **Mr Anand A Jha, Deputy Manager, Library & KM**

Attended a meeting to develop MIS and M & E system under **Healthy Future Grant Project**, organised by Bal Vikas Dhara- Plan India, on January 13, 2014, at New Delhi.

Mr Anand A Jha, Deputy Manager, Library & KM

Attended a meeting as a member of Joint Steering and Programme Committee of International Conference on **Digital Library (ICDL-2013)** on October 25, 2013, at TERI, New Delhi.

Participated as a team member of **International Conference on Digital Library (ICDL-2013)**, in a meeting organised by

TERI., from November 27-29, 2013, at India Habitat Centre, New Delhi.

Attended **National Interaction cum Evaluation Workshop for Environmental Information System (ENVIS) Scheme**, held from 28-30 March, 2014, at Gangtok, Sikkim, where CMS releases CMS-ENVIS quarterly newsletter, "Green Voice" by Shri A. K. Srivastava, IAS, Chief Secretary, Govt. of Sikkim with **Mr. Amrendra Pathak, Manager – IT.**

The SCSTS- ENVIS Centre, Gangtok is organising the Workshop on behalf of the Ministry of Environment and Forest (MoEF).

Ms. Priya Verma, Festival Coordinator, CMS VATAVARAN

Attended the **National consultation on communicating for Access and Benefit-sharing**, at CEE, from November 19-20, 2013, in Ahmedabad.

Mr. Sundeeep Srivastav, Sr. Festival Manager, CMS VATAVARAN

Attended a seminar on **Event Management at Taj Palace**, organised by Cvent's Event Management Platform, Cvent, Inc., on March 04, 2014, at New Delhi, with **Mr Sanjay Negi Festival Executive, CMS VATAVARAN.**

Ms. Indira Akoijam, Manager, CMS Academy

Attended the **IMPACT & Careers 360 conference on Future of Talent in Media & Communication Industry** at The Lesla Kempinski, on June 28, 2013, in Gurgaon, Haryana.

Organised and Participated in a two-day workshop on **Innovative Interventions for Change: Positive Deviance and Liberating Structures** at Sanskriti Kendra, August 20-21, 2013, with Ms Paramita Das Gupta, Director, CMS Communication, **Mr Abison P Anchalakal, Sr. Research Executive, CMS Communication, Ms. Deepmala Dutta, Sr. Research Executive, CMS Communication and Ms. Garima Tiwari, Sr. Research Executive, CMS Communication.**

Mr Ashwani Sinha Head Advocacy & Partnership, CMS Advocacy

Attended a Conference on **'Strengthening Road Safety Legislation: Saving Lives'**,





organized by Ministry of Road Transport and Highways, WHO and World Bank on December 14, 2013, at New Delhi.

Ms. Chetali Kapoor, Sr. Project Executive, CMS Advocacy

Conducted a session on 'Environment Education: What, Why and How' as a resource person for teachers and educators. The session was part of the first contact session of the distance learning course-Green Teacher Diploma in Environmental Education, organized by Centre for Environment Education (CEE) on June 24, 2013, at New Delhi.

Attended the **Coca-Cola National Conference on Road Safety**, organized by Coca Cola, on December 7, 2013, at HCCB office in Gurgaon, Haryana.

Ms. Paramita Dasgupta, Director, CMS Communication

Visited Nagaon district of Assam for a research study on "Communication Opportunities to Engage Select Schedule Caste and Schedule Tribe Population Groups" along with a UNICEF team to study the challenges faced by Kaibarta caste, a fisher-folk community of Assam, from November 7-8, 2013, in Assam.

“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.

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 the 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** released his book, **'Poll survey in Media an Indian perspective'**, on 22nd November, 2012. 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*, graced the book launch.
- The book, **"Unleashing the power of news channels"**, by Dr. N Bhaskara Rao, was launched at Hyderabad Book Fair, on December 17, 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, PSD, 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 appointed as a Member of the Committee to Evaluate the Software Schemes of Doordarshan, **by Ministry of Information & Broadcasting, Gov. (2013)**
- **Ms. P. N. Vasanti, Director CMS**, was appointed as a Member of the **Consumer Complaints Council (CCC) of the Advertising Standards Council of India (2013 - 2015)**.
- **Ms. P. N. Vasanti, Director CMS**, was appointed as a Member of the **Expert Group on Content, in the Sam Pitroda Committee, on Prasar Bharati (2013)**.



“Environment and wildlife of India needs platforms such as CMS Vatavarn to push their cause”

—Ms Divya Srinivasan
Independent Producer/Director- Ex-
NDTV, NewsX, Ex- General Manager





“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 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 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.

Leadership

Collaborating with Domain Expert to create Holistic Knowledge



CMS Managing Committee and Advisory Council includes luminaries of the country from different fields. The Managing Committee looks into the overall management and operations of the organization while the Advisory Council guides the organization towards making it more relevant and effective to the challenges faced by our society today. 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, NIHF
Shri. Vinod Vaish, IAS (Retd.), former Secretary, Dept of Telecom, Gol
Prof. M. K. Premi, Demographer, former Sr. Professor, JNU

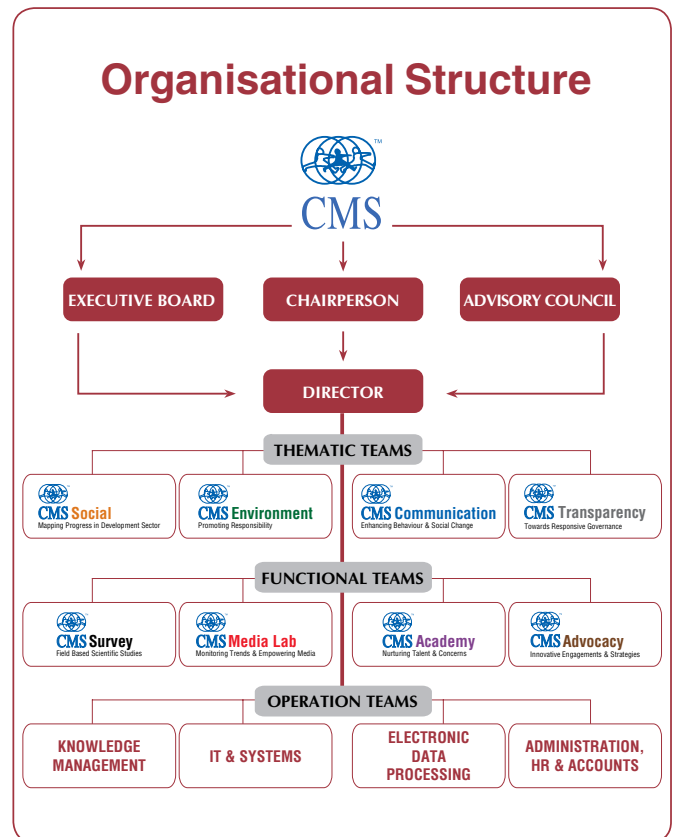
CMS-Advisory Council

Justice P. N. Bhagwati, former Chief Justice of India
Shri. N. Vittal, IAS (Retd.), former Chief Vigilance Commissioner (CVC), Gol
Shri. Shyam Benegal, MP, Eminent Film Director
Dr. Y. S. Rajan, former Director of TIFAC
Shri. D. R. Karthikeyan, former Director CBI
Shri. H. K. Dua, MP, Eminent Editor
Shri. B. G. Verghese, Eminent Editor
Swamy Agnivesh, Social Activist
Shri. Kiran Karnik, former President, NASSCOM
Dr. Mohini Giri, Chairperson, Guild of Service
Ms. Usha Rai, Eminent Journalist
Prof. P. C. Joshi, Economist and former Director, Delhi School of Economics
Shri. Ramesh Sharma, Eminent Film Maker
Dr. S. Venkatnarayan, Sr. Journalist, former Editor, India Today
Shri. S. Naveen, Psephologist and Market Researcher
Shri. S. D. Saxena, former Director (Finance), BSNL
Ms. Asha Das, IAS (Retd), former Secretary, Ministry of Social Justice and Empowerment, Gol
Mr. Alok Mehta, eminent editor
Shri. Samar Singh, IAS (Retd), former Secretary General of the World Wide Fund for Nature - India (WWF-India).
Ms Usha Bhasin, Former ADG, DD

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

-Dr. N Bhaskara Rao,
Chairperson, CMS

Organisational Structure





CMS Social

Mapping Progress in Development Sector

THEMATIC TEAMS

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

During 2013-2014, CMS Social worked on **16 projects**, pertaining to issues such as, education, health & nutrition, agriculture, livestock and rural development, among many other important areas 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.

“Education for All programme should be renamed as ‘Quality Education for All’, to imbibe the importance of quality education and not just enrollment of children as the focus of the programme. Teachers and the overall education department should take responsibility for ensuring that students’ learning achievements is up to the level that is expected from a student of the grade in which s/he is studying.”

–CMS Social inputs to the honourable Sub-Committee of the Department related Parliamentary Standing Committee on Human Resource Development on implementation of RTE Act

AREAS OF EXPERTISE

- Monitoring & Evaluation
- M&E Framework
- 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 Shiksha 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 taking midway corrective measures as well as to take a note of the findings in their future programmes.



❖ 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.

❖ Adolescent Girls in Disaster Situation in Uttarakhand, 2013

CMS Social team conducted a qualitative research study "Adolescent girls in disaster situation in Uttarakhand" for Plan India. An analysis of lives of adolescent girls, post-flash flood was undertaken in three districts of Uttarakhand. In this study **problems faced by adolescent girls at the time of disaster and changes in their lives after disaster** in all aspects were studied. The focused areas of research were problems related to sanitation and hygiene, food and displacement and incidences of molestation, physical abuse or trafficking faced by adolescent girls in the post disaster situation.

❖ Developing Monitoring and Evaluation Framework, 2013

Technical Support was provided towards developing Monitoring and Evaluation Framework for Advocacy and Communication (A&C) Programme team of UNICEF country office, which included framing Theory of Change, Output and Process indicators to feed information for Intermediate Results (IR) Indicators, which will help to measure progress related to child protection and child rights related initiatives and activities. A set of easy to fill screening tools were developed for Field Offices of UNICEF to use for collating

the data and information related to advocacy activities. CMS team did hand holding in implementation of M&E Framework by interacting with concerned officials in ICD and Field Offices of UNICEF.

❖ Evaluation of Accreditation of Private Sector Health Facilities for Provision of comprehensive Abortion Care Services: A New Initiative of State Government of Bihar, IPAS, 2013

CMS Social team conducted evaluation of Yukti Yojana (YY), which is a private site accreditation scheme of Government of Bihar with the specific objective of increasing access to safe abortion services and treatment of abortion complications. Private sites accredited under this scheme are also eligible to participate in other Government of Bihar schemes involving provision of reproductive health services by the private sector. The assessment was carried out with women seeking abortions and related services at the accredited facility. To compliment the data collected from women, client-provider interaction was also observed. In addition, all 'points-of-care' were observed and documented across 10 districts of Bihar

❖ 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 states. 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.

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

❖ Institutional National Level Monitor for Ministry of Rural Development and Ministry of Drinking Water and Sanitation

CMS as National Level Monitor (NLM) during 2013-14 conducted regular monitoring of Centrally sponsored Rural Development Programmes across four districts each of Nagaland, Assam and Uttar Pradesh. In February 2014, CMS Social team members undertook the Special Monitoring of Nirmal Bharat Abhiyan (NBA) in four districts of Uttarakhand.



PARTNERS

Government:

Ministry of Rural Development, Ministry of Drinking Water and Sanitation, 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, Planning and Development Department, Government of Bihar.

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, Plan 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, OCP Foundation (Morocco)



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 donors and implementing partners at national and state levels. 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

- Evaluation of a multi-pronged intervention to improve access to safe abortion care in selected districts of Madhya Pradesh, as part of India- A Baseline Study,
—*Ipas India*
- Providing support in reporting for RAM (Result Assessment Module) for Advocacy & Communication (A&C) Programme
—*UNICEF India Country Office*
- Evaluation of Changing young women's knowledge, attitude and skills on sexual and reproductive health issues through community-level intervention in two districts of Jharkhand, for India-An End line Study
—*Ipas India*
- An Evaluation of Accreditation of private sector health facilities for provision of Comprehensive Abortion Care Services: A new initiative of the State Government of Bihar
—*Ipas India*
- Special Monitoring of Nirmal Bharat Abhiyan in Uttarkhand
—*Ministry of Drinking Water and Sanitation, GoI*
- Regular Monitoring of Centrally sponsored Rural Development Programmes in 4 districts of Assam during 2013-14 (Phase 2)
—*Ministry of Rural Development, GoI*
- Regular Monitoring of Centrally sponsored Rural Development Programmes in 4 districts of Uttar Pradesh during 2013-14 (Phase 1)
—*Ministry of Rural Development, GoI*
- Adolescent Girls in Disaster Situation in Uttarakhand-A Qualitative Research
—*Plan India*
- Rapid Assessment Study (Round II) of Godhan Project
—*BAIF Research Development Foundation*

“ Policy makers should proactively involve the tribal community in any development model right from its inception to its implementation and completion. The responsibilities have to be reformulated and the outsiders (policy makers) should see themselves just as supporters and facilitators in the entire process of tribal development and growth. ”

—*Mr. Alok Srivastava and Dr. Amit Rahul, co-authors of the chapter Redefining Tribal Development in India: Need for Holistic and Participatory Approach in the book Emancipation of Tribes and Human Rights in India*

CMS Social Team Members

- Mr. Alok Srivastava**, Director - CMS Social, B.Sc (Mathematics), PGD (Rural Development and Management).
- Mr. Mumtaz Ahmed**, Sr. Research Manager, MA (Sociology & History), LLB
- Ms. Kirti Warvadekar**, Sr. Research Manager, B.Sc (Statistics, Maths & Eco), M.Sc (Statistics), MA (Population Studies), Dpl. in Computer Concepts & Application
- Dr. Amit Rahul**, Research Manager, 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) (Aug 2010-Aug 2013)
- Mr. Debananda Mohanta**, Research Executive, B.A, MA (Political Science)

“ CMS has been a trusted partner organization of *Ipas Development Foundation* since 2006. We have remarkable experience of successfully conducting multiple research projects with diverse methodology and cultural settings. After working with CMS for the past seven years, I continually find it refreshing to adhere with timeline and quality of work. The research team is a go-getter who is able to pick the ball up and run with minimum support and guidance. CMS's positive outlook and time-focused work style makes it a true pleasure to work and partner with the organization. I wish an all-out success to the organization. ”

—*Dr. Sushanta K. Banerjee, Senior Advisor (Research & Evaluation), Ipas Development Foundation, New Delhi India*





THEMATIC TEAMS

The CMS Environment team has been involved multifariously in policy research and program 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 during 2013-2014. 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 provides 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.

“VATAVARAN is the biggest show and tell event of environment in India. I hope the show will now start exploiting all the digital possibilities. It would be interesting if Varavarán could start an online community of schools, teachers, students and environmental activists who could qualify for being invited for the event from different parts of India by doing something significant for environment.”

—Augustine Veliath, Founder-Director, Asian Center for Entertainment Education, New Delhi

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.



VATAVARAN provides an important interface between the conservation and media community and spreads positive examples to the world on conservation needs. Biodiversity as the theme this year was a perfect choice as India is currently presiding over the CBD COP.

—Dr Neeraj Khara,
Senior Advisor, Management of Coastal and Marine Protected Areas, Biodiversity Programme, GIZ India, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, New Delhi & CMS VATAVARAN Nomination Jury

Baseline Survey and Scoping Studies for "A healthy future for Delhi's dwellers - An integrated approach for water quality and business development project", 2013: In collaboration of Plan India with Basic Water Needs a Dutch company the pilot project was undertaken to develop, manufacture and markets cost effective and affordable water treatment solutions to "Improve the water quality for residents in three poor colonies on the outskirts of New Delhi". In the baseline assessment conducted by CMS, the sampling of the households were done in the three slums of Delhi. The qualitatively and quantitatively data was collected from 420 households (Madanpur Khaddar-120, Rangpuri Pahar-150 and Holambi Kalan-150) across three study areas.

2013 Plan Best WASH Schools Awards. Plan India, New Delhi: The project was undertaken by Plan- India as "Delivering Sustained WASH Improvements in Indian Schools" implemented in a total of 316 schools in two districts of Odisha and Uttarakhand. The intervention consisted of 'software' aspects like promotion of hygiene practices amongst children and capacity building of stakeholders and 'hardware' component which involved construction of WASH infrastructure in some of the project area schools. To decide the award winners, a structured questionnaire was designed and administered by CMS between June 24, 2013 and July 12, 2013 in 100 schools. Based on the averages of each indicator, schools were ranked. The schools which ranked highest on

all indicators were selected as Best WASH School, while schools which ranked top in their respective categories were selected as Best Students' Health Club, Best School Management Committee and School WASH Champion Teacher.

❖ CMS-ENVIS

CMS ENVIS is a premiere centre designated by the Ministry of Environment and Forests (MoEF), Govt. to facilitate information dissemination and further the cause of environment awareness and sensitisation. Its thematic focus is "Environment and Media". Since 2000, it has come a long way to establish itself as a **resource centre, co-ordinating body and a centre for information dissemination** through various print, electronic and new media. Today, the centre reaches an overwhelmingly large no. of people through its various activities. The centre has been an active and dynamic channel that reaches out to people through different mediums, such as newsletters, publications, research studies, case studies, highly visited website, etc., to build public consensus and a network towards environment conservation.

Website: The CMS ENVIS website hosted on the NIC server is updated regularly and services like RSS feed, TV news stories on YouTube channels, fully downloadable publications, on-line databases and research studies, are some of the key features of the website.



Publications: CMS ENVIS quarterly newsletter Green Voice reaches to more than thousand individuals and organisations. The daily e-newsletter "Green Media" has a circulation of over 3500 and more. From time to time, the centre also undertakes focused studies on media coverage of pressing contemporary issues and translates that knowledge in the form of well-documented publications.

On-line databases: CMS ENVIS also presents impressive on-line databases of around 60,000 news coverage, around 2116 advertising agencies, over 5973 audio-visual programmes and 1039 weblinks of environment related organisations. Approximately 940 environment filmmakers, 125 plus environment print and electronic journalists are part of the database.

Primary and Secondary Research: Besides this, the centre also engages in focused research studies and analysis of media coverage and trends on environment news in the mainstream news channels and print media.

❖ CMS VATAVARAN

CMS VATAVARAN - India's only International Environment & Wildlife Film Festival and Forum is an outcome of CMS's core commitment to go "beyond research" (www.cmsindia.org). Based on extensive research, this festival (competitive and travelling) was initiated for encouraging environment films and forums that result in perception, practice and policy change. CMS VATAVARAN is organised by the CMS Environment team, which has been involved multifariously in policy research and program evaluation aimed at creating sustainable solutions for environment protection.

The festival has an International recognition and in its decade-long eventful journey from 2002 - 2012, 6 competitive and 39 travelling festivals in 30 cities of 26 Indian states have been organised. CMS VATAVARAN has now become a movement and inspired many organisations & individuals to use films and film festivals as a medium to catalyse change. It has reached more than 5,00,000 people directly, thereby creating a strong network of Indian and International filmmakers, policymakers, academicians, research think tanks, environmentalists, journalists, students



of all streams, defence & paramilitary forces and nature enthusiasts. In 2012, the festival on the theme of biodiversity conservation was held in five cities including one for delegates of CBD COP 11 at Hyderabad. www.cmsvataran.org.

Stakeholder Consultation Meet- CMS VATAVARAN completed its decade-long eventful journey (2002 - 2012). It was CMS VATAVARAN's endeavour to create sustained impact and promote environment sensitivity on a large scale. A consultation meet was held to re-strategise and develop the future road map for CMS VATAVARAN. It was scheduled on February 5, 2013, (Tuesday) at CMS, Research House, Saket Community Centre, New Delhi.

Steering Committee- CMS VATAVARAN set up a Steering Committee to provide leadership, overall policy guidance, mentoring of the team, facilitating developing knowledge and resource pool for creating sustained impact and promoting environment sensitivity. The Steering Committee gives directions, guidance and advice to CMS VATAVARAN team towards visioning, planning and implementing of the future road map. The committee has been set up for a period of 5 years.

Filmmakers Advisory Board- The CMS VATAVARAN Filmmakers Advisory Group (FAG) comprises of 12 environment and wildlife Indian filmmakers who will provide direction, guidance and advise in the technical, creative and programming aspects of CMS VATAVARAN Film Festival. The members will give their valuable inputs at regular intervals to take CMS VATAVARAN to the next scale. This group too, has a tenure of five years.

“It is a very important festival. The films that are going to be shown are not larger than life or exotic but since they portray situations true and closer to life, they create a more lasting impact on the audience, move them from inside and provoke them to take action.”

—Sumitra Bhawe,
Vichitra Nirmiti & CMS VATAVARAN Award Jury



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 by maximising reach and participation through forums and films.

2014 Expert Advisory Panels - CMS VATAVARAN set up Expert Advisory Panels for its 7th competitive edition of CMS VATAVARAN 2014. The Advisors of the festival planned, institutionalised & curated the festival and spared their valuable dates from 30th January - 03 February, 2014 to be part of the festival ceremonies, moderations, expert talks & deliberations.

2014 Expert Advisory Panel - Content and Programmes

This panel worked on the planning and curating of the festival & forum programming. The programmes included interactive sessions/talks, films screenings, workshops, sessions, inaugural & award ceremonies.

2014 Expert Advisory Panel - Promotion, Publicity, Media and Audience Mobilisation

The Panel members worked towards promotion, visibility & branding of CMS VATAVARAN and were responsible for bringing innovative ideas to promote the festival; they facilitated tie-ups with electronic, print & online media.

7th CMS VATAVARAN - Call for Entries and Nominations

The Call for Entry was announced in March 2012 and continued till June 30, 2013. 18 awards in 11 Indian categories and 12 awards in 11 International categories were announced in the 7th CMS Vatavaran. The Indian award categories comprised of a citation, trophy and cash prize ranging from INR 50,000 to INR 1, 50,000, while the International award categories carried a citation and a trophy.

Entries Received (Indian and International):

The 7th CMS VATAVARAN 2014 received record submission this year with 541 entries (337 International and 204 Indian) - 41% more than the 2011 competitive festival. The festival saw an increase in films entered in the international section in 2013 with maximum entries in the PSA category (144 films) followed by Biodiversity category (92 films). In the Indian section, maximum entries were received in the Series category (32 films), followed by Newcomer category (29 films). The 7th competitive CMS VATAVARAN was open to both professional and amateur filmmakers and only films completed on or

after January 1, 2011, were invited for the competition.

Nomination Jury: A total of 86 films were nominated this year (52 Indian and 34 International films) by a 31-member nomination jury headed by **Mr Srinivasan Iyer, Assistant Country Director and Head, Energy and Environment Unit, UNDP India.**

The Nomination Jury was held from August 27 - 30, 2013, (Tuesday to Friday) at New Delhi. Experts from widely divergent sectors and streams, such as academia, media, filmmaking, army, civil society, mass communication and filmmaking institutes, were part of this four-day long stringent evaluation process. The process began with a briefing and inaugural session on August 27, 2013, followed by the screening and evaluation of films till August 30, 2013.

Award Jury: The Award Jury Meeting of the 7th CMS VATAVARAN- Environment and Wildlife Film Festival & Forum was held from Dec 18 - 20, 2013, (Wed - Fri) at the ITC Maurya, New Delhi.

Eminent film maker, actor and producer - **Shri Amol Palekar**, headed the list of eminent jurists for the coveted 7th CMS VATAVARAN Indian Awards. **Mr Ramesh Sharma**, award-winning filmmaker, chaired the jury for international awards. The Jury comprised of 13 eminent personalities from widely divergent sectors and streams representing environment & wildlife, film, media and communication.

The awards in Indian category ranged from INR 50,000 to 1, 50,000 each, along with citation and trophy. Similarly, the awardees in the international category also received trophy and citation.

In this 7th edition of CMS VATAVARAN, a total of 541 entries were received in both Indian and International categories. In August 2013, 86 films were nominated in 11 categories by the Nomination Jury of 31 experts, headed by Mr Srinivasan Iyer, Assistant Country Director and Head, Energy and Environment Unit, UNDP India.

Known for its rigorous and credible selection process, the coveted CMS VATAVARAN awards were announced and presented on (Sunday) Feb 02, 2014, at IGNCALawns, New Delhi.

All the nominated films were screened during the 7th competitive edition of CMS VATAVARAN - International Environment & Wildlife Film Festival and Forum from January 30 - February 03, 2014, at IGNCALawns, New Delhi. The films will be screened again during the 6th travelling edition of CMS VATAVARAN in 2014.

Five days of Biodiversity Gala

The 7th CMS VATAVARAN - Environment & Wildlife Film Festival and Forum held at the IGNCALawns, New Delhi, from (Thursday - Monday) Jan 30 - Feb 03, 2014, featured around 112 films and more than 100 eminent speakers in 70 thematic sessions and expert discussions in six specially curated lawns.

The 2014 CMS VATAVARAN theme was mainstreaming biodiversity conservation at different levels to promote living in harmony with nature.

More than 10,000 participants representing organisations, students, academics and individuals from all sections participated in this festival across five days. Several exhibitions, games, film booth, food court, green haat, music festival, open stage, interesting decor and art installation were on display for promoting diversity in nature.

❖ Outdoor and Specially Created Lawns

Six lawns were specially created:

UNDP and GIZ Lawn: The lawn with the theme of Coastal and Marine Biodiversity held screenings and sessions on issues, such as conservation of coastal and marine biodiversity, climate change, livelihood issues, institutional and financial mechanism, etc. UNDP, GIZ - Indo German Biodiversity Programme and International Collective in Support of Fishworkers (ICSF) partnered with CMS for the event.

JAPAN LAWN: With the thematic focus on biodiversity of forest, mountain and inland waters & wetland, important facts on Forest Right Act, tourism in tiger reserves, protected areas, traditional knowledge, human wildlife conflict, Himalayan biodiversity, and policy issues were discussed. COJWE Japan, UNDP, Pragma and Zoo Outreach were the knowledge partners.

CMS Lawn: Sessions, book launches, press briefings and workshops were organised in the CMS Lawn. Some of the issues discussed were India's Draft National Biodiversity Targets, Urban Wetlands, Conservation of Biodiversity Rich Areas Outside the Protected Area Network. Book Launch of First Food: A Taste of India's Biodiversity was also held here by Ms Sunita Narain, Director General, CSE.

Young Champions Lawn: The Young audience were treated to film screenings, workshops, painting competitions, sessions, puppetry, etc at the Young Champions Lawn. Not only students, but teachers and parents also actively participated in various activities organised at the Young Champions Lawn. Some of the interesting sessions were on Environment Education, animal behavior, Western Ghats, WTI, CEE and SACON were the knowledge partners.

ONGC Lawn: All the Indian nominated films were screened, followed by open forums, at the ONGC Lawn. Yann Arthus - Bertrand's Retrospective was an important part of the ONGC Lawn. Two films by the filmmaker, 'A Thirsty World' and 'Planet Ocean', were screened. Special film screenings and sessions were also part of this event, which was graced by prominent speakers, such as Dr Ravi Chellam, Vidya Athreya, Sujay Dahake, Nandan Saxena, Kavita Bahl, Bablu Ganguly, and many more.

International Screen: More than 50 films, including the nominated film in International categories, and partner films of ONGC, Delhi Metro, UNDP were screened at the International screen over a span of four days. Open forums with some of the nominated International filmmakers were also held.

❖ Grand Stage

Open Stage and Music Festival: The five-day film festival and forum was not all about films and serious issues. This time, the event even featured performances by students, artists, musicians etc in the form of songs, theatre, dance and drum jam, etc.. More than 18 performances were organised by CMS VATAVARAN with participation from schools, colleges, academies, groups and more.





“ I have been on several juries/ selection panels, but this experience was special because these were films on subjects that really matter. If we do not care about our environment and the damage greedy humans are doing to bio-diversity and nature, then we are damaging, irreversibly, the planet and all beings, sentient and otherwise. Vatavaran is doing an important job, and I wish you all very well ”

—Shubhra Gupta,
Film Critic, The Indian Express,
New Delhi & CMS VATAVARAN Award Jury

Special Awards

Lifetime Achievement Award: Veteran documentary filmmaker, Ms Vijaya Mulay, was awarded with the CMS VATAVARAN Lifetime Achievement Award, for her outstanding contribution to filmmaking.

Prithvi Ratna Award: The coveted CMS VATAVARAN Prithvi Ratna Award was presented to filmmaker, Mr. Sanjay Barnela, “for his profound efforts in significantly enhancing knowledge and information on environment issues, documenting the rich diversity of traditional practices using natural resources and highlighting conservation and livelihood issues”.

PSA CMS Media Excellence Awards: CMS VATAVARAN also presented the PSA CMS Media Excellence Awards for excellence in environment reporting. This year, the awards were presented to Juhi Chaudhury (CNN IBN), Chandan Haygunde (Indian Express, Pune), Amantha Perrera (Sri Lanka) and Subhra Priyadarshini (India).

Gala featured film screenings and sessions

1. Special screening of the film *Kalpvriksh*, followed by a session with Shabana Azmi, was held at the Young Champions Lawn.
2. Another film for children, *Delhi Safari*, by Nikhil Advani, was also screened, followed by a session headed by Rashmi Ahad (Producer), moderated by RJ Anant and Saurabh, Radio Mirchi 98.3 FM, Delhi.
3. The star cast of Jal, Purab Kohli and Tannishtha Chatterjee and Girish Malik (Director), were present at a special gala screening and session at the ONGC Lawn.
4. NDTV covered the session “The Challenged Coast of India- Collaboration for a Sustainable Future”, in the UNDP ONGC Lawn LIVE. The session was moderated by Dr Prannoy Roy, Executive Co – Chairperson, NDTV.
5. Meet the jury session with Amol Palekar, Ramesh Sharma and Anupam Joshi in CMS Lawn.

Inaugural Ceremony of 7th CMS VATAVARAN

The inaugural ceremony was held on Jan 30, 2014, and was attended by Mr K S Rao, Union Minister for Textiles; Dr Karan Singh, MP and President, ICCSR and Ms

Lise Grande, UN Resident Coordinator and UNDP Resident Representative in India.

Mr V B Mathur, Senior Professor & Dean, Wildlife Institute of India (WII) and Mr A S Panneerselvan, Executive Director, PANOS South Asia were among the special invitees.

7th CMS VATAVARAN Awards to Filmmakers

CMS VATAVARAN announced 33 awards in 11 categories (Indian and International) on Feb 02, 2014. The award ceremony was graced by the presence of Dr K S Rao, Minister of Textile, GoI; Shri Amol Palekar, Actor, Director and Producer & Chairperson, 2014 Indian Jury. Shri Hem Pande, Additional Secretary, MoEF, GoI; Ambassador of Norway to India, H E Elvind S Homme; Country Director GIZ, Mr Stephen Helming; Shri Chandi Prasad Bhatt, Environmentalist, Dasholi Gram Svarajya Mandal, Uttarakhand; Sunita Narain, Director, CSE; Vivek Menon, CEO, WTI; Dr Anil Prakash Joshi, Founder Member, Himalayan Environmental Studies and Conservation Organisation, Uttarakhand were also present. Best of the Festival awards were presented to *The Last Lions* by Derek and Beverly Joubert and *Char...The No Man's Island* by Sourav Sarangi.

Exhibitions

More than 12 exhibitors representing artists, organizations, schools and a municipal corporation made for a truly entertaining time at the festival. Nicholas Chorier, aerial photographer had more than 50 photographs on display. National Biodiversity Authority and State Biodiversity Boards, IUCN, PondyCAN, Ryan International School, CMS Environment and Shimla Municipal Corporation were some of the exhibitors.

Green Haat and Food Court

It was for the first time that CMS VATAVARAN brought together organic farmers, artisans, garment dealers, and others at the Green Haat stalls. 28 stalls displayed and sold organic fruits, vegetables, lentils, cereal, snacks, kirana, cosmetics and bakery items, cereals, pulses, spices, condiments, teas, craft, stationery items, etc. The food court area had 12 food stalls selling street food, Indian, Continental, beverages, juices, salads, etc.

List of Projects

Conducting Situational Study/ Baseline Assessment for Healthy Future Grant Project, Bal Vikas Dhara

Envis Centre-Grant 2013-14

7th Competitive CMS VATAVARAN- International Environment and Wildlife Film Festival and Forum

Baseline Survey and Scoping Studies for “A healthy future for Delhi’s dwellers - An integrated approach for water quality and business development project”, 2013

2013 Plan Best WASH Schools Awards. Plan India, New Delhi



CMS Environment Team Members

Ms. Alka Tomar, Director-CMS Environment, M.Sc (Env. Science), Pursuing PhD (Communicating Climate Change-Stirling University)

Dr. Yamini S Verma, Sr. Research Executive, B.Sc, M.Sc, PhD (Environmental Science),

Ms. Priya Verma Talwar, Festival Coordinator, B.Com, PGDBM, PG Dpl (Exe Secretarial Practice)

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

Mr. Sanjay Singh Negi, Festival Executive, BA

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

Ms. Preeti Kashyap, Assistant Executive – ENVIS B.A, M.Sc (Mass Comm, Advt & Journalism), Dpl (Comp App & Web Designing)

Consultant

Ms. Imrana Khan, B.Com (July 2013- Feb 2014)

Internship

Ms. Romiya Das, Bachelors & Graduate Dpl (Mass Comm)

Ms. Karishma Saurabh Kalita, B.A (Media Technologies)

Mr. Saurabh Negi, B.Com, M.A (Communication)

“ Variety of ideas,
Diversity of cultures, Diverse
intellectual strata culminates
at CMS Vatavaran.
Kudos to the team...”

—Mr Arvind Chalasani,
Principal Secondary School,
Pathways World Schools



CMS Communication

Enhancing Behaviour & Social Change

THEMATIC TEAMS

Engaged in studying and analysing the communication and media ecosystem, the CMS Communication team makes 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 providing evidence-based midterm corrections in interventions.

In the time span of 2013-14, CMS Communication has been engaged in 8 large-scale projects. 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.

CMS Communication team conducted a first ever study **'Communication Opportunities among Select SC/ST communities in India'** among 18 Scheduled Caste and Scheduled Tribes in five states of India. This was to understand the indigenous or **local communication systems and practices, communication opportunities and resources available, process of information flow** and the most credible spokespersons in **diverse socio-cultural-ethnic Scheduled Caste and Scheduled Tribe communities**. The study was conducted among **9 Scheduled Castes and 9 Scheduled tribes from Assam, Bihar, Gujarat, Jharkhand and Uttar Pradesh**. The qualitative study brought out interesting facts, cleared myths around their livelihood, art forms, culture, practices and communication channels and methods. The knowledge generated from this study is expected to strengthen the equity focus of key social and behaviour change strategies developed by the UNICEF, government and other bilateral organizations as per their relevance to various issues being communicated by the C4D program.

Pretesting before final production of communication materials

CMS Communication 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 five FFL IPC videos on Child Protection Issues dealing with Child Protection Committee, Child Marriage, Child labour, unsafe migration and value of child hood. The episodes were pretested in two districts namely Mirzapur in Uttar Pradesh and Wardha in Maharashtra.

The team also tested two unique communication materials developed on Menstruation Hygiene in Uttar Pradesh and Jharkhand for their appropriateness. The two communication materials were animations of an infotainment film - *Paheli Ki Saheli* and storybook style flipbook for pre-menarche girls. The team conducted pretest of six different episodes of *'Meena Ki Duniya'* among parents and FLFs to understand their responses and reactions to such a product. This was conducted in Uttar Pradesh

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. 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.

CMS also engaged Children in the study named 'Communication Opportunities among Select SC/ST communities in India', where they participated to talk about the availability and accessibility to media channels and assets and also shared their aspiration and preference about mass media channels.

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 expertises. The Communication team has developed unique methodologies and successfully used them for comprehensive analysis of content. The team has language experts who are experienced in conducting content analysis.

RS10 Project is a World Health Organization (WHO) initiative to increase road safety in ten target countries. In India, among other activities, the project included a series of workshops with journalists to provide them with tools and resources to cover traffic related news and to contribute to awareness rising on road safety. Before these workshops CMS Communication team 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 road safety workshops with journalists. The Team also conducted an End line for an impact measurement after these workshops. The analysis looked into both quantitative and qualitative aspects of coverage. The findings from the End line study were compared with the findings from the Baseline to derive the variations in the news reportage on the issues.

The Team also conducted a **Pre and Post analysis of newspaper reportage on Road Safety Legislation in India for WHO Express Workshop**. The purpose of study was to assess the quality and quantity of reportage on road safety legislation in print media, and accordingly strategize the engagement with media.

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.

List of Projects during 2013-14

- Conducting study of Content Analysis of Print Media coverage on road safety issues-end line evaluation, WHO
- Pre and Post Workshop Analysis of Newspaper Reportage on Road Safety Legislation in India, WHO
- Meena Effectiveness Study in Andhra Pradesh, UNICEF
- Conducting Scoping Study on Communication practices and social engagement across different social cultural setting in select States/districts (Assam, Bihar, Gujarat, Jharkhand and Uttar Pradesh), UNICEF
- Baseline Study of Knowledge, Attitude, Perceptions, Practices and Social Norms in Rural Gujarat on Sanitation and Hygiene, UNICEF
- Conducting Pretest of communication materials developed for the MHM project in UP) UNICEF
- Conducting Pretest of Meena Radio episodes with Adult women groups, UNICEF
- Conducting Pretest of Five additional FFL IPC Videos on Child Protection issues, UNICEF

CMS Communication Team Members

- Ms. Paramita Dasgupta**, Director - CMS Communication, B.Sc (Geography) M.Sc (Geography), Master of Planning (Environmental Planning)
- Mr. Abison P Anchaiaekal**, Sr. Research Executive, BA, MA (Communication Studies), Certificate Course (Counselling)
- Ms. Deepmala Dutta**, Sr. Research Executive, B.A, Masters (Mass Communication)
- Ms. Garima Tiwari**, Sr. Research Executive, BA (Geography, Psychology), MA (Geography), MA (Mass Communication)
- Ms. Suranjana Bhaduri**, Sr. Research Executive, Sociology (Honours), B.Ed, M.A (Sociology) Certificate course (Research Methodology & Art Appreciation)
- Ms. Tulsī Gour**, Research Executive, BA, MA (Psychology)
- Mr. Chattarpal Singh, Jr.**, Sr. Research Executive, Journalism, Diploma (Final Cut, livemovie maker, Photoshop Zonar Photo Studio) (Aug 2012-July 2013)



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.



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), RKSWMY BBDO

International Associations and Agencies:

INTERNEWS, World Vision India



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 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.

❖ India Corruption Studies (ICS)

CMS-ICS 2013: Women's Perception and Experience about Corruption in Public Services

India Corruption Study is in the ninth edition and the fifth round of studies in the last six years on corruption concerning citizens availing public services. Realizing the fact that women play a greater role in managing the household affairs than the male counterpart and therefore directly or indirectly are subject to far more bad consequences of ineffective governance not only individually but at household level, the 2013 round focused on women across eight states, namely, Bihar, Chhattisgarh, Delhi, Karnataka, Madhya Pradesh, Maharashtra, Punjab and Rajasthan. Eight public services namely, Drinking Water, Electricity, Public Distribution System (PDS), Public Health/Hospital care, Housing, Municipal, Police and Judiciary were covered in this round. In this round of CMS-India Corruption Study (2013) more than two-third of the women respondents opined that level of corruption in general has 'increased' in Public Services in the last 12 months.

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.

❖ Independent Audit of Implementation of Clients'/Citizens' Charter (CCC)

CMS conduct first ever independent audit of implementation of CCC covering 59 Ministries/Departments of Government of India (GoI) for Performance Management, Cabinet Secretariat. The exercise was intensive which included physical verification visit to each ministry/department's office, interacting with nodal officers of 2-3 services provided by the respective ministries/departments, observing the display of CCC, making the phone calls for checking the response rate and accurateness of contact details of the nodal person. As one of the key success indicators, the quality of self-assessment report of each ministry was also assessed. Being the first year of audit, it was decided to restrict the audit process only to assess the preparedness and practice of ministries and departments as far as CCC is concerned.

❖ 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.

The coverage of corruption in prime time of TV news has marginally reduced from 3.91% in 2012 to 3.21% in 2013. In the front page of newspapers, the coverage increased from 4.96% in 2012 to 6.72% in 2013. The similar or slight increase in coverage of corruption in news media could be attributed to change of government in Delhi and forthcoming General Elections. 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 Conventions to share concerns on effective RTI implementation.

Transparency Review

This Journal was initiated by Shri Ajit Bhattacharjee (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

Independent Audit of Implementation of Clients'/Citizens' Charter (CCC), covering 59 Ministries/Departments of Government of India (GoI), Performance Management, Cabinet Secretariat, GoI

CMS- India Corruption Study 2013 with a special focus on women Users' Perception and Experience of Public Services, 2013

“While preparing for a research project that would examine the effects of Information and Communications Technology (ICT) on the levels of corruption experienced by the poor in India, we came across CMS-India Corruption Study series from 2000-2012 and were impressed by the quality and breadth of your research.”

-Dr. Nandini Ramanujam,
Executive Director, Centre for Human Rights and Legal Pluralism, Faculty of Law, McGill University



“My book- Corruption and Reform in India-Public Services in the Digital Age would not have been possible without the work of CMS...”

-Dr Jennifer Bussell,
Professor of Public Affairs,
University of Texas, Austin

CMS Transparency Core Team Members

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

Mr. Alok Srivastava, Coordinator, B.Sc, PGD (Rural Development and Management).



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 allow CMS to draw upon their expertise in specialised areas, wherever necessary and to undertake field based research surveys in a 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

The CMS staff includes core professionals in various disciplines, supervisory staff and subject specialists at its New Delhi & Hyderabad office. 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 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, tracking and feedback studies that are customised to meet partners' needs. Social audit, action research methodologies as well as media content analysis methods, are considered as standards in our 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's initiatives to study complex and dynamic issues.

❖ Significant Surveys

Public Opinion Survey to Understand and Analyse the Public Image of Japan among India's Opinion Leaders/ General Public, Japan

- FFL Pre Test, UNICEF
- ST/SC Scoping Study, UNICEF
- Meena Radio for parents, UNICEF
- MHN, UNICEF
- Plan India Baseline assessment for Healthy Future Grant Project, Plan India
- Yukti Yojna, IPAS
- NLM, Ministry of Rural Development
- Save abortion Care, base line study, IPAS
- Godhan, BAIF

CMS Survey Core Team Members

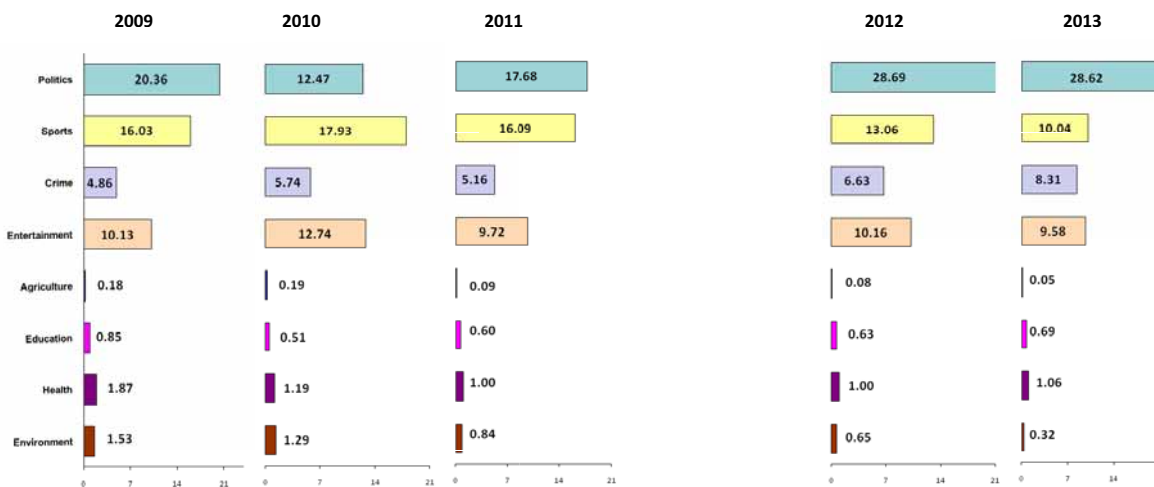
- Mr. Narendra Kumar Bhatt**, Head- Field Operations, BA (History Hons.)
- Mr. Ajay Kumar Singh**, Manager-Field Operations, B.Sc (Chemistry Hons.)
- Mr. Jitender Prasad**, Sr. Executive-Field Operations, BA (Philosophy Hons.)
- Mr. Pawan Kumar**, Jr. Executive-Field Operations, BA
- Mr. Sanjay Kumar**,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

“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."



TV News Trends 2009-2013



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/ABP 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.

The CMS Media Lab possesses technologies, expertise and experience for studying 24x7 news channels. It has developed unique 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.

FUNCTIONAL TEAMS

“Zee’s attitude still is that of no one can harm the channel, except that Jindals are very powerful. They are afraid of them but not of anybody else. There is no fear among channels.”

—Ms. P.N. Vasanti, Director CMS, Hindustan Times titled, “News vs noise”

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 research undertaken by CMS Media Lab conform to the highest standards of reliability and transparency. The Lab's studies provide vital insights to policymakers, media companies and key stakeholders.



❖ List of Projects

Media Foundation-"Content Analysis -Coverage of Tehelka Scandal in 6 TV News Channels
Measuring and Mapping of Media Ownership and Concentration in India and calculation of Company Power Index of 12 major media common ownership units (2000- 2012), ICSSR

- Sexualization of Bollywood Songs -2014
- Coverage of Lok Sabha in TV News -2014
- Coverage of Tehelka Sex Scandal in TV News -2013
- Chinese PM Visit to India in TV News -2013
- Coverage of SC judgment on Vedanta in TV News & Print -2013.
- Delhi Gang Rape Coverage in TV News-2013
- Prime Time coverage of Japanese Royal Couple in TV News -2013
- Coverage of Sting Operation on Money Laundering in TV News -2013
- Coverage of Rahul & Modi in TV News in 2013
- Political & Religious Movies in India-2013
- Girl Child & Sanitation Coverage in Print Media -2013
- DD News Content Structure and Presentation -2013
- Coverage of Health Issues in print media-2013
- TV & Print News Trends -2013
- Case Study on Coverage of Environment in DD News & NDTV 24x7- 2013
- Rural India in News Channels-2013
- Coverage of Corruption in TV News-2013

“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."



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

Internship

Ms. Shruti Saini, B Comm (Prog.)
Mr. Suraj, Mass Comm
Mr. Ranjeet Kumar, Mass Comm
Mr. Manas Winee Mahanta, Political Sc. (Hons.)
Mr. Ajay Bisht, B.A. (Journalism & Mass Comm)
Ms. Naina Parashar, B.A. (Journalism & Mass Comm), PG (Masters of Mass Media)
Ms. Bhawna Kumari, B.A (Journalism & Mass Comm)
Ms. Shalini Devi, B.Com
Ms. Priyanka Dhingra, B.Com
Ms. Tarishi Khanna, B.Sc, Pursuing M.Sc
Ms. Jharna Gurung, BA (History Hons), M.A. (Mass Comm & History)
Ms. Niharika Goel, B.A (Hindi Hons), PG Dpl (Advtg & Public Relation), Pursuing Masters (Mass Comm)
Ms. Nishtha Chaturvedi, History (Hons), Pursuing PG (Mktg, Advts, Journalism & PR)
Mr. Pratik Chakravarty, B.Sc (Electronics H)
Ms. Sarika Rana, B.Com (Hons), Pursuing PGD (Prog Comm, Masters in Journalism & Mass Comm)
Ms. Shefali Gautam, B.Com, Pursuing PGDP (Comm & MJMC)
Ms. Natasha Gerald, B.A (Pol Sc, Hons), Pursuing PGD (Prog Comm), Masters (Journalism & Mass Comm)
Mr. Bedanta Kr. Gahatraj, Bachelors (Journalism & Mass Comm), Masters (Journalism & Mass Comm)
Mr. Rajender Singh Gusain, Pursuing B.A (Honors)
Mr. Avichal Dubey, Pursuing (Journalism & Mass Comm)
Mr. Prem Prakash Singh, Graduate, PGD (Radio & Television Journalism)
Ms. Janvi Bhandari, Bachelor of Journalism (Mass Comm)
Ms. Namita Chauhan, Pursuing B.A (Jour & Mass Comm (Hons))



PARTNERS

WHO
UNICEF
Sahara Network
AIR
DD
Zee Group



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:

FUNCTIONAL TEAMS

“The gloom and doom in the media industry affects media education in terms of quality of journalism and the kind of people who will be attracted to this field.”

–Shri Manish Tewari, Former Minister of Information and Broadcasting

OBJECTIVES

- Using **knowledge-based training** to address **emerging national challenges**
- Promoting **innovation** through **value-based education**
- Developing **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. It has conducted over 50 programmes; built capacities of more than 1000 professionals and 200 field level functionaries, developed Behaviour Change Communication (BCC), Reproductive Child Health modules and created an active network of more than 400 civil society organisations.



“The media institutes are busy creating job seekers and not job creators. It has been an initiative of CMS Academy to look into the growth to look into the proliferation of media institutes in the country and there is a need for these institutes to reposition themselves.”

–Dr. N Bhaskara Rao,
Chairman, CMS

❖ Significant Projects:

British Council-Institutional Capacity Building, UKIERI

Faculty Development Programme – To Support Research And Innovation In Media Institutions In India And The United Kingdom

This project envisions faculty development as the mode to develop quality standards and standardizations in the media education sector. This is based on the belief that faculty are key for enabling research culture and innovation. The Faculty development program will address emerging developmental needs of educators from the media sector in India, with a special focus on News Media Education.

❖ Plan of Action:

Conduct research to identify key trends and quality issues in media education in India and the UK, mapping professional, institutional and industrial interrelationships which contextualize media education.

Review and analyze Skill Development / Higher Education quality assurance, compare delivery patterns and approaches, and document best practice in news media education in India and the UK..

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 performances.

Create an interactive training fora to share best practices in both media education and in the pedagogical techniques, which best enable faculty development.

Main activities:

Preliminary research to map the media education sector- The main activities of the preliminary research included creation of database of media institutes, training

providers, departments (university) and Trainers in NEWS Media Education. Preliminary research of mapping media schools, universities, institutes, etc., under categories, such distance learning, private, government was completed, which brought out a list of 240 institutes, colleges and universities all across India that offer courses in Mass Communication/ Journalism/ Media Studies.

Identifying key Stakeholders- The CMS Academy also identified stakeholders in the NEWS media industry, education and policy sector. Based on the list, invitees were shortlisted for the first stakeholder meet on 19th August, 2013, with approximately 50 members representing academia, government, media industry and civil society. Out of these stakeholders, 4-5 prominent people from different sectors were selected to become the Advisory Group members.

Stakeholder meeting in August- The stakeholder meeting was called “Symposium on NEWS Media Education in India” with 3 panel discussions and 5 Simultaneous Moderated Discussions planned for the day. The objective of the meeting was to identify the faculty development needs in the sector, to bring fund raising for sustainability, to share the faculty development programme roll-out plan and to get feedback. Minister of Information and Broadcasting, Mr. Manish Tewari, inaugurated the symposium. He laid stress on the quality of media education in the country and suggested that there could be a common entrance exam that could standardize the quality of media education. Experts from the industry speaking in the panel discussions stressed on the need to orient journalism students to the industry needs and standards, while academicians suggested that there’s a need to bridge the gap between academics and the industry. The event received wide coverage in national media.

Indian Advisory Group Meeting: The Indian Advisory Group comprising of Professor BP Sanjay (Faculty, University of Hyderabad), Dr. Nalini Rajan (Dean of Studies, Asian College of Journalism), Professor Ashok Ogra (Director, Apeejay Institute of Mass Communication) and Mr. Shrivani Kumar Garg (Editor, Nai Duniya), met for the first time, on April 29, 2014. The meeting was also attended by Dr. N Bhaskara Rao, Chairman, CMS, and CMS team, UK partner of the project. Professor Matthew Hibberd Professor of Communications and Head of Communications, Media and Culture, University of Stirling, Ms. PN Vasanti, Director, CMS, and project leader, gave an overview of the project and discussed the roles of the advisory group members. Professor Matthew also provided an update on the UK team as well as the study being conducted by Stirling University. The agenda of the IAG meeting was to introduce the Advisory Group members and discuss their roles in the project. The CMS Academy will continually seek feedback on project process, activities, and outcomes from them. The members will also help in suggesting ideas for advocacy with stakeholders (including policy makers) and sustainability of project outputs/outcomes.

Stakeholders’ meeting- The second stakeholders’ meeting, called Consultative Meet on News Media Education in India, was also held on April 29, 2014, after the IAG meeting. The meeting was attended by faculty



members of media colleges, institutes and universities, from New Delhi, government officials, media experts and industry professionals, apart from the IAG members. Some of the participants representing academia and industry are Dr Ranjana Dev Sarmah, Director, EMMC; Mr. Satyaki, Head of HR, ABP Group; Dr. NK Tripathi, Senior Professor, MCUC; Professor Pervaiz Alam, Dean, Apeejay STYA University; Mr. Anand Pradhan, Associate Professor, IIMC; Ms. Shashwati Goswami, Associate Professor, IIMC; Ms Mannika Chopra, Senior Journalist; Ms Shalini Singh, Principal Correspondent, The Week; Ms Gauri Chakraborty, Associate Professor, Amity University; Dr CP Singh, Dean, USMC, IP University; Pushkar Pushp, Editor, mediakhabar.com, among others.



CMS Academy Team Members

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

Ms. Indira Akoijam, Manager, B.Sc (Physics), MA (Mass Communication & Journalism)



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 by 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 & maintaining advocacy platforms, forums and coalitions, and, creating, building & sustaining strategic partnerships.

“The media workshop on road safety was not only informative, but also sensitised me about issues which I can immediately apply to break away from monotonous way of reporting.”

– Akhilesh Kumar, *Amar Ujala, New Delhi*

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.

❖ 5th UNICEF Awards for Children-Related Programmes in Telugu Television Channels

CMS and UNICEF partnered for the fifth year in succession this year to host the 5th UNICEF Awards for Children-Related Programmes in Telugu Television Channels. The awards were presented at a special ceremony in Hyderabad on December 10, 2013. Twelve awards in diverse categories, including the highest "UNICEF Award for Channel Most Committed to Children", were presented on this occasion.

The Chief Guest was Hon'ble Speaker of AP Assembly, **Mr. Nadendla Manohar**; the Special Invitee was Child Rights Supporter and Founder of Blue Cross of Hyderabad, **Ms. Amala Akkineni**, and the Guest of Honour was National Award winning Telugu Filmmaker, **Mr. Sekhar Kammula**.

Dr. Shantha Sinha, Jury Chairperson of 5th UNICEF Awards, **Ms. P. N. Vasanti**, Director, Centre for Media Studies (CMS), Mr. Sonykutty George, Officer-in-Charge, and Mr. Prosun Sen, Advocacy & Communication Specialist, from the UNICEF Office for Andhra Pradesh and Karnataka, were present at the awards ceremony. Select government officials, heads of TV channels, eminent media personalities, members of the academia and representatives of civil society organisations also participated. The event was attended by over 170 people and covered by **10 newspaper** dailies (English and Telugu) and **13 news channels**.

❖ Media Engagements on Road Safety

As a follow up of the workshops and in order to sustain the engagement with journalists

“Media has the potential to mould and change opinion and behaviour by focusing attention on the issue of road safety.”

—**Ms P N Vasanti**,
Director, CMS

on a more regular and structured basis, the **Forum for Journalists on Road Safety** was established in April 2013. Mr. Jasdeep Singh Malhotra, Principal Reporter of Hindustan Times, Jaalandhar was selected as the Moderator from the applications received. The Forum has 208 members in all, comprising of journalists, advocates, road safety experts, NGOs, members of education and research institutions etc. and during 6 months of operation, the Forum saw 54 posts under 24 topics.

The CMS Advocacy team organized '**Motor Vehicles Act: Has it all been said yet? Media Workshop on Road Safety**' with support from WHO in New Delhi on 11 July, 2013. The workshop was organized to build capacities of the media to advocate for passing of the Motor Vehicle Amendment Bill 2012. The speakers highlighted the various aspects of the Bill and demonstrated ways the media can write on the issue.

'Media Workshop on Road Safety and Public Health' was organized on October 29, 2013, at Visakhapatnam with support from WHO. The workshop comprised of 3 panels, namely Road Safety and Public Health, Road Safety and Media and Road Safety and Enforcement. Panelists included experts from the WHO headquarters in Geneva, Global Road Safety Partnership, Indian Institute of Public Health in Hyderabad, police officials from Hyderabad and Visakhapatnam and Assistant Editors of prominent national dailies from New Delhi. A total of 67 participants from the media took part in the workshop. The workshop also received wide coverage both in English and vernacular newspapers and featured in a total of 18 newspapers. Several TV channels also carried news related to the workshop in their news bulletins.

List of Projects

Development and Implementation of Online Forum for Journalists on Road Safety Issues	—WHO
Plan India National Consultation on School WASH	—Plan India
Organizing and Managing National Dissemination Workshop on Improving Quality of Life of Children	—Plan India
5th UNICEF Awards for Children Related Programmes in Telugu TV Channels	—UNICEF
Motor Vehicles Act: Has it all been said yet? Media Workshop on Road Safety	—WHO
Road Safety and Public Health: Media Workshop on Road Safety	—WHO

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

Internship

Ms. Sonali Pradhan, B.Com

Mr. Gagan Arora, Pursuing Graduation

Ms. Romiya Das, Bachelors & Graduate Dpl (Mass Comm)

“Journalists should be truly interested, concerned, empathic, tactful and sensitive while conducting interviews with victims, their families or related people. It is best to interview the affected party a few days after the occurrence; an immediate barrage of queries can further traumatize the already shaken people involved/associated with the incident.”

—**Dr. Gayatri Arun Kumar**,
Department of Psychology,
IP College for Women, University of Delhi



“Out of the 2473 items published, 86% reported just the mishaps. Only 14% of the stories dealt with road safety issues. Of these 14%, the media focus on vulnerable road users was less.”

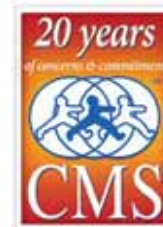
—**Ms. Paramita Dasgupta**,
Director, CMS Communication

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.



Operation Teams Creating Resource Base

CMS Operation teams are the resource base of all of CMS 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 26 people, these departments ensure that CMS executes 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 & 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 this body of knowledge through regular seminars, publications and articles, both internally as well as externally.

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

It 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. Developing and strengthening media relations will also be in its agenda.

The Prof. Everett M. Rogers Knowledge Centre

The centre has over 6400 books and reference reports like Economic Surveys, CMIE, Human Development Reports, National Family Health Survey, 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 can 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 maintains the master copies of 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, to effectively disseminate materials/information to connoisseurs, TV Channels, concerned organisations, educators, schools, laypersons, etc., all over the country. The CMS AVRC computerised catalogue is available on the CMS website: www.cmsindia.org/cmsavrc.

CMS AVRC has a dedicated space at RESEARCH HOUSE, Saket Community Centre, New Delhi, which houses over 4,000 films. The AVRC is accessible to schools, colleges, researchers and others during office hours. The facility includes DVD players, Plasma TV sets and 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. The IT team also helps in the integration of other technologies, such as the use of cell phones, televisions, etc.

CMS uses leased lines 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 the latest infrastructure facilities, like 4 IBM Xeon servers, 1 Watchguard firewall, 4 managed Switches, 70 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 cleaning, validation and analysis required for preserving large-scale quantitative and qualitative data.

Administration, Human Resource and Accounts

The Administration, Human Resource and Accounts team supports and maintains the systems and resource requirements of various teams so that all the teams run their operations 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 their 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**, which is used twice a year at CMS.

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 builtup area of the Noida Campus, spread over one and half acres of land.

Developed project-based accounting systems.

Created incentives/bonus remuneration system.

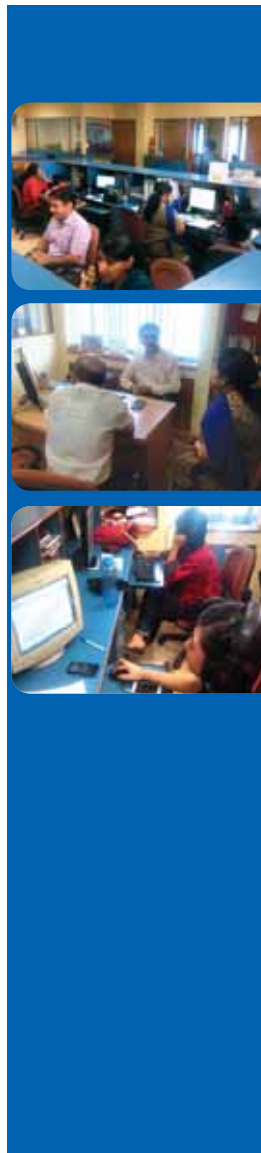
Efficiently handled large-scale National projects like India Corruption studies, Election Studies, Child Labour evaluations and Food security assessments.

Operation Team Members

Mr. Anand Anjani Jha, Deputy Manager Library & KM, Master (Library and Information), Dpl (Medical Laboratory Tech)
Ms. Bharti Kapoor, Sr. Executive - KM, BA MA (Hindi), 1 Year Dpl (Information & Software Management)
Mr. Zia ul Ardin, Executive - KM (Graphic Designer), BA, One Year Dpl (Graphic Design)
Ms. Joselyn Joseph, Consultant - KM, MA (Political Sc), PG Dpl (Journalism)
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 (CHNP)
Mr. B Sundara Rao, Manager - EDP - BA, MA (Sociology), One year Advance Career Oriented Diploma & MS Office
Ms. Kanchan Singh, Sr. Executive - EDP - BA, BLIS, Dpl (Computer Applications)
Mr. Rohit Kumar, Executive - EDP - Pursuing BA, 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, Pursuing BA
Mr. Vivek Kumar, Executive - EDP, B.A, Professional Dpl (Multimedia App)
Mr. Prasanta Kumar Mallik, Executive - EDP, Pursuing Graduation
Mr. Regi. V. John, Head- HR, Admin & Accounts, MA, PGDPM, DCA
Mr. Sukanta Kumar Sahoo, Manager (Accounts), B.Com, MBA, Dpl (Comp Applications)
Ms. Agnes Beck, Deputy Manager - HR, PGD (PM&IR) (Nov 2011- Nov 2013)
Ms. Parul Kamboj, Senior Executive - HR, B.A, MBA (HR), Dpl (Secretarial Practice)
Ms. Sheetal Arora, Front Office Executive, BA, Dpl (Computer)
Mr. Ravindra Singh, Executive - Office Maintenance, Xth
Ms. Rajamani, Office Assistant
Mr. Lal Singh Bisht, Sr Office Assistant, XIIth
Mr. Dharampal Jamwal, Sr Office Assistant, IXth
Mr. Dayal Singh, Office Assistant, IXth
Mr. Jai Kishan Sharma, Office Assistant, Xth
Mr. Tek Bahadur K.C., Sr Driver, IXth

Internship

Mr. Mahesh Prasad, XII, Diploma (App Programing) (Mar 2013- Jun 2013)
Ms. Shruti Jain, B.Com, M.Com (Jan 2014-Mar 2014)



“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 believe the task undertaken by CMS to study the media education sector is very important and would go a long way in raising the standards..”

—Shravan Kumar Garg, Editor, Nai Dunia

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, is used to further the cause equitable and sustainable development by CMS and its partners. (www.cmscart.in)

CMS Publications

❖ Articles and Research papers

"The real mean world of mega serials", by **Medasani Anita**, published in Vidura (Apr-June 2013), Volume-05, Issue 02, Page no. 10-12.

"Online services: How effective are they?", by **Srivastava Alok**, published in Vidura (Apr-June 2013), Volume- 05, Issue 02, Page no. 21-23.

Nagulapalli Anita and Shaw Padmaja republished the same article "Advertisers and the Mean World of Telugu Television Serials," with a different introduction in the Hans India.

"Food Security & Ordinance...the reality check", by **Srivastava Alok**, published in Transparency Review, a bi-monthly journal by CMS, in August 2013.

"SMS and Malnutrition", by **Srivastava Alok**, published in The Thumb Print Magazine, in 2013. (<http://thethumbprintmag.com/category.php?cat=Current%20Affairs>)

"Use Mobile Phones to Fight Malnutrition", **Srivastava Alok**, published in Vidura (October-December 2013)

"Community Life in Nagaland", by **Dr Rahul Amit**, published in the Thumb Print Magazine, in 2013.

"Uncertainties of Immunity; A Case of Migrant Worker's Children", by **Warvadekar Kirti**, published in the Thumb Print Magazine, in 2013.

"Violence against Health Care Services and Personnel – Operating in The Face of Danger", by **Vasanti P N**, published in The Hindu. <http://www.thehindu.com/todays-paper/tp-national/award-for-the-hindu-correspondent/article5385076.ece>

"Disability and Sustainability", by **Rahul Amit**, published in Thumb Print Magazine, in 2014.

"Huge poll expenditure undermining democracy", by **N Bhaskara Rao**, published in Mydigitalife.com, in March 14.

❖ Workshops/ Conference Paper presented:

"Development of Digital Information Centre", by **Jha, Anand Anjani**, presented during *National Conference on Managing Information Resources in Digital Environment*, at the Central Council for Research in Unani Medicine, New Delhi.

"Ethical Challenges for Social Research in India", by **Srivastava Alok**, accepted for International Conference on Ethics in Human Research - ICEHR 2013, held from November 18-19, 2013, in London, UK.

“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."

❖ Books and Directories

Good Governance, by **Dr N Bhaskara Rao**, released in 2013

❖ Journals and Newsletters:

Transparency Review - A bi-monthly journal

Green Voice - A quarterly newsletter on environment and media

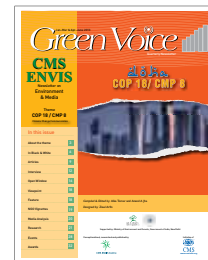
Theme: Cop18/CMP8, April-June, 2013

Theme: Environmental Communication, July-September 2013

Theme: Environment and Youth, October-December, 2013

Theme: Green Media, January-March 2014

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 helps to carry the CMS outlook far and wide by disseminating information and raising awareness on issues. CMS activities were covered around **400 articles published in the country's leading National and Regional newspapers** from 2013-14. **National Newspapers** that covered CMS activities included 35 leading media houses like **The Times of India, Indian Express, The Hindu, The Hindustan Times, The Mint, The Business Standard, The Pioneer, The Economic Times** etc. CMS initiatives were widely covered around **60 Regional Newspapers** also, including **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, Director, CMS, has participated in various television programmes in leading national channels like **NDTV, CNN-IBN, DOORDARSHAN, Lok Sabha TV and TV 9**, to advocate on issues related to *Media ethics and regulation, Electoral Reforms, Education, Health, Women & Children*.

CMS VATAVARAN 2014 was covered widely by a range of national and regional dailies. The festival had 48 print media coverage; 11 electronic media coverage including television and radio and 87 online media coverage. 25 Newspaper dailies were present during the festival and covered the festival & its programmes. Among the prominent ones were Asian Age, Daily Pioneer, Dainik Jagran, Deccan Herald, Hindustan, Hindustan Times, Maharashtra Times, Mint, Punjab Kesari, Rashtriya Sahara, Rajasthan Patrika, The Hindu, The Indian Express, The New Indian Express, The Times of India and The Tribune. Overall 9 electronic media organisations covered the festival including Zee Media, YouTube, NDTV, Lok Sabha TV, DD National, AIR FM Rainbow, AIR FM Gold, AIR Akashvani and BBC. Overall 52 online portals covered the festival.

For detailed list of articles and CMS Media coverage, please log on to www.cmsindia.org



WHY INDIA'S POLLSTERS CAN'T FIGURE IT OUT

UPA ramps up its media campaign

'The Last Lions' bags CMS Vatavaran Wildlife

Politics of environment

पत्रकारों के लिए लाइसेंस के पक्ष में सरकार

Ad Cap May Need Rethink

देश की सड़कों पर हर साल 22 हजार करोड़ की घूस

A thought for environment

पत्रकारों के लिए हो कॉमन टेस्ट : मनीष तिवारी

MOMENTS OF GREEN

'Don't destabilize media business'

दैनिकभारत





“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. It believes in making a difference that is sustainable through a journey that joins as many hands together. CMS has worked with 58 International and National Partners to execute over 50 projects between 2013-2014.

CMS gratefully acknowledges all the Partners for supporting its activities.

CMS Partners

CMS works with diverse stakeholders, and 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**



“ 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

Multilateral and Bilateral organisations

- British Council and University of Stirling, UK
- Commemorative of Japan World Exposition (COJWE)
- Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) GmbH
- Embassy of Netherlands
- Embassy of Japan
- FHI360
- GIZ
- HSBC PLC
- International Union for Conservation of Nature (IUCN)
- PANOS South Asia
- Royal Norwegian Embassy
- United Nations Development Programme (UNDP)
- United Nations International Children's Education Fund (UNICEF)
- United Nations International Children's Education Fund, Uttar Pradesh (UNICEF)
- United Nations International Children's Education Fund, Gujarat (UNICEF)
- United Nations World Food Programme (UNWFP)
- World Health Organisation (WHO)

Government and Autonomous Bodies

- BAIF
- Govt of NCT of Delhi
- IPAS
- Ministry of Drinking Water and Sanitation
- 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
- Performance Management Division, Cabinet Secretariat
- Plan India
- Punjab Biodiversity Board (PBB)
- United Way of Mumbai

Foundations, Associations, Non-profit Organisations, Coalitions

- Ashoka Trust for Research in Ecology and Environment (ATREE)
- Birla Edutech
- Centre for Environment Education (CEE)
- Centre for Science and Environment (CSE)
- International Collective in Support of Fishworkers (ICSF)
- Nature Conservation Foundation (NCF)

- PandyCAN!
- Pragma
- SACON
- WWF-India
- ZOO Outreach Organisation

Academia

- Bloom Public School
- Sri Venkateswar International School
- The Shri Ram Group of School
- Wildlife Institute of India (WII)

Corporations

- Bindass Media Networks
- Delhi Metro Rail Corporation (DMRC)
- Disney India
- Essar Investment Ltd
- ITC Hotels
- Life Insurance Corporation of India (LIC)
- Live Media
- Maharaja Power
- Oil and Natural Gas Corporation Ltd (ONGC)
- Select City Walk
- State Bank of India (SBI)
- Su-kam
- Union Bank of India

Media Organisations

- All India Radio (AIR)
- Delhi Events
- Doordarshan
- Down to Earth
- Geography and You
- Mediakhabar.com
- Outlook
- Prasar Bharati
- TV9
- ZEE Media





Financial Summary

CMS is registered under the Societies Registration Act XXI of 1860 as a not-for-profit organisation. It is registered u/s 12A of the Income Tax Act, 1961, and getting 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 & auditing procedures prescribed by the Institute of Chartered Accountant of India. The in-house internal control system is commensurate with the nature of activities carried out by CMS. The Accounting system maintains separate ledger accounts 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 submits 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 2013-14
Total income	3,73,65,232.00
revenue expenses	4,74,01,459.00
capital expenses	3,98,060.00
Total expenditure	4,77,99,519.00

(*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 2013-14, CMS 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

Mr A K Srivastava, Additional Director General of Forests (FC), Ministry of Environment and Forests, GoI

Ms Aarthi Sridhar, Doctoral Candidate, Centre for Studies in Science Policy, Jawaharlal Nehru University and Trustee, Dakshin Foundation, Bangalore

Mr Abhinav Sood, Head, Communications Inc

Ms Aditi Banerjee, Faculty Films, Srishri School of Art Design and Technology, Bangalore

Mr Adoor Gopalakrishnan, Film Director, Scriptwriter and Producer

Mr Ajay Rastogi, Director, Foundation for Contemplation of Nature

Mr Amar Kanwar, A K Productions

Mr Amba Jamir, Policy Analyst, Development Advisor and Community Convener; Founder Secretary Sustainable Development Forum Nagaland (SDFN)

Mr Amol Palekar, Actor and Film Director

Mr Amol Palekar, Actor, Director and Producer

Mr Ananda Banerjee, Conservation Journalist, Artist and Author

Dr Anil Prakash Joshi, Founder Member, Himalayan Environmental Studies and Conservation Organisation (HESCO), Uttarakhand

Dr Anupam Joshi, Senior Environmental Specialist, The World Bank, New Delhi

Ms Anuradha Deb, HOD Mass Communication, Whistling Woods International, Mumbai

Ms Archana Chatterjee, Project Manager, IUCN

Ms Aruna Roy, Mazdoor Kisan Shakti Sangathan (MKSS), Rajasmand

Mr Arvind Kumar Chalasani, Principal Secondary School, Pathways World School, Aravali

Mr Ashish Chandola, Filmmaker and Wildlife Cameraman

Mr Ashutosh Bhardwaj, Special Correspondent (Chhattisgarh), The Indian Express

Dr Ashutosh Mishra, Dean, School of Mass Communication, Chitkara University

Mr Augustine Veliath, Founder Director, Asian Center for Entertainment Education

Dr B C Choudhury, Wildlife Scientist, Conservation Planner and Former Professor, Wildlife Institute of India (WII)

Mr B M S Rathore, Joint Secretary, Ministry of Environment and Forests, Govt of India

Ms Bahar Dutt, Conservation Biologist and Environmental Journalist

Ms Bahar Dutt, Conservation Biologist and Environmental Journalist

Mr Bharat Bhushan, Independent Journalist

Ms Biba Jasmine Kaur, Project Associate, WII

Dr Biju Kumar, Professor and Head of the Department of Aquatic Biology and Fisheries, University of Kerala

Prof C R Babu, Professor Emeritus & Ex Pro Vice Chancellor, School of Environmental Studies, Delhi University

Dr C Ramesh, Project Associate, WII

Dr C Thomson Jacob, Zoologist, Loyola College

Mr Chandar Mohan, Advisor & Scientist G, Department of Science and Technology, Ministry of Science and Technology, Government of India, New Delhi

Mr Chandni Prasad Bhatt, Environmentalist, Dasholi Gram Swarajya Mandal, Uttarakhand

Dr Chandra S Negi, Associate Professor, Government PG College, Pithoragarh

Colonel Michael James, Director Policy (Ecology)

Mr Devendra Pandey, IFS (Retd.)

Ms Dhaneshwari Devi, President of women's Self Help Group Lata (Chamoli, Uttarakhand)

Mr Dilip Cherian, Founding Partner, Perfect Relations

Ms Divya Srinivasan, Independent Producer/ Director

Dr Diwakar Sharma, Head, Programme Management, Monitoring, WWF India

Dr Ganesan Balachander, Director, Ashoka Trust for Research in Ecology and the Environment (ATREE)

Mr Ganesan Balachander, Director, Ashoka Trust for Research in Ecology and the Environment (ATREE)

Ms Helina Jolly, Junior Advisor, Incentives for Sustainable Biodiversity Management

Mr Himanshu Malhotra, Multi Media Pvt Ltd

Mr Himanshu Malhotra, Multi Media Pvt Ltd/ Naturewatch

Mr Ian Thomas, Filmmaker

Ms Ila Gupta, Director, International Festivals Middle East / Special Events, Teamworks Arts Pvt Ltd

Mr Imitiaz Ahmed, Professor of International Relations, Dhaka University, Bangladesh

Ms Ipsitha Bhattacharya, Project Associate, WII

Mr J R Bhatt, Advisor, Ministry of Environment and Forests, Govt of India

Dr Jagdish Kishwan, Chief Advisor, Policy, WTI

Mr Jay Mazoomdar, Independent Journalist and Film Maker

Mr Joydeep Gupta, Director, South Asia Director

Dr K S Gopi Sundar, Director, Sarus Scape Program

Dr K Sivakumar, Scientist – E, Wildlife Institute of India (WII)

Mr Kartik Shanker, Faculty, Centre for Ecological Sciences, Indian Institute of Science, Bangalore

Mr Kaushik Das Gupta, Features Editor, Down To Earth

Dr Koustubh Sharma, Senior Regional Ecologist, Snow Leopard Trust

Mr Krishna Chandra Yadav, Chief Conservator of Forest, Director, State Forest Research and Training Institute, Raipur

Mr Krishnendu Bose, Director, Earthcare Productions Pvt Ltd

Mr Krupakar and Senani Hegde, Krupakar Senani Features

Ms Lianchawii C, Programme Analyst, UNDP

Ms Lima Rosalind, Conservation Education, Wildlife Research, Capacity building, Sustainable Livelihoods and Interpretation Professional and Director, Green Future Foundation (GEF)

Ms Lima Rosalind, Conservation Education, Wildlife Research, Capacity building, Sustainable Livelihood sand Interpretation Professional and Director, Green Future Foundation (GEF)

Dr Lok Man S Palni, Former Director, G B Pant Institute of Himalayan Environment and Development, Almora

Mr M D Madhusudan, Senior Scientist and Trustee Nature Conservation Foundation, Mysore

Ms Malti Sahai, Former Director (Author and Film Expert), Directorate of Film Festival (DFF), New Delhi

Dr Malvika Onial, Consultant, WII

Ms Manika Sharma, Filmmaker

Mr Manish Chandi, Research Scholar

Mr Manoj Mishra, Executive Director, PEACE Institute Charitable Trust

Mr Manu Bhatnagar, Environmental Planner, Head, Natural Heritage Division, INTACH

Ms Meena Gupta, Former Secretary, Ministry of Environment and Forests, Govt of India

Ms Meenakshi Negi, Director, AYUSH

Mr Mike H Pandey, Chief Executive Officer, Riverbank Studios

Ms Monika Mehan, Principal, DAV public school, Dwarka

Dr Mustafa Ali Khan, Policy Specialist, Indian Himalayas Climate Adaptations Programme (IHCAP)

Mr N M Ishwar, National Coordinator, IUCN

Mr N Vasudevan, CCF, Mangrove Cell

Dr Nagesh Rao, President and Director, Mudra Institute of Communications, Ahmedabad



“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)



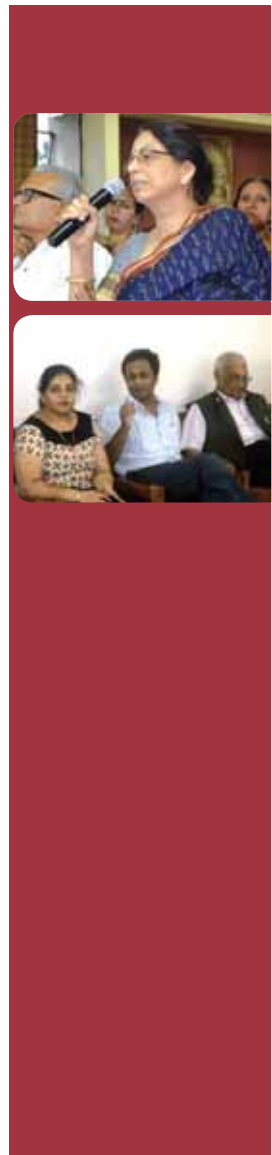


“ At the outset Congratulations to all those involved in the CMS Vatavaran Film Festival for having put together a very impressive batch of films. The International segment, by and large, was of very high quality. And some of them were outstanding. They were informative, creatively put together and inspirational. I am certain they will be enjoyed by the audience and make for very active discussion when they are screened during the festival. ”

—Mr Ramesh Sharma
(Jury Chairperson), Film Maker

Mr Nallamutthu, Filmmaker, Nandita Hazarika, Coordinator, Natural Resource Management Unit, EcoSystems India
Mr Nandan Saxena, Top Quark Films Pvt. Ltd.
Mr Nandita Hazarika, National Programme Officer, Ecological Sciences
Dr Nanditha Krishna, Director, C P Ramaswami Aiyar Foundation and Founder Director of C P R Environmental Education Centre (CPREEC)
Mr Naresh Bedi, Director, Bedi Films
Mr Naresh Sharma, Director, CRAFT Film School
Dr Neelima Jerath, Executive Director, Punjab State Council for Science and Technology (PSCST)
Dr Neeraj Khera, Biodiversity Programme Senior Advisor Management of Coastal and Marine Protected Areas, Biodiversity Programme Office, GIZ Office Indi, New Delhi
Dr Neeraj Khera, Biodiversity Programme Senior Advisor Management of Coastal and Marine Protected Areas, Biodiversity Programme Office, GIZ Office Indi, New Delhi
Dr Niamul Naser – Professor, Department of Zoology, Dhaka University, Bangladesh
Mr Nicolas Chorier, Photographer
Mr Niranjan Khatri, General Manager, Environment Initiatives, ITC Hotels
Ms Nita Arora, Principal, Sri Venkateshwar International School
Dr Nita Shah, Independent Consultant
Mr Nitin Sethi, Senior Assistant Editor, The Hindu
Ms Nutan Mannohan, Executive Producer, All Time Productions
Mr P Balaji, Managing Director, Nokia India Sales Pvt Ltd
Dr P Pramod, Senior Scientist, Salim Ali Centre for Ornithology & Natural History (SACON)
Dr P Sudhakar, Joint Director, C P R Environmental Education Centre, Chennai
Ms Payal B Molur, Zoo Outreach Organisation
Mr Piyush Dhawan, Programme Coordinator for Biodiversity Programme, GIZ India
Mr Prabir Banerjee, President, PodyCAN
Mr Pradipta Saha, Director, Damage Control
Dr Pranoy Roy, Executive Co – Chairperson, NDTV
Mr Prasanth Kumar, School teacher and Puppeteer, GMUPS Arecode
Ms Preema Singh Bindra, Former member, National Board for Wildlife; Trustee, Bagh; Editor, TigerLink
Ms Priyanka Iyer, Zoo Outreach Organisation
Prof Jaishri Jethwaney, Professor and Program Director (AD & PR), Indian Institute of Mass Communication, New Delhi
Prof M Obaid Siddiqui, Director, AJK Mass Communication Research Centre (MCRC), Jamia Millia Islamia University, New Delhi
Prof B C Choudhury, Former Faculty, WII
Mr R M S Liberhan, Director, India Habitat Centre (IHC), New Delhi
Dr R S Rana, Chairman, Bio Link
Dr Raghu Chundawat, Conservation Biologist, Sarai at Toria, New Delhi
Mr Rahul Sen, Director, International Festivals and Coordinator, Legal and Company matters, Teamworks Arts Pvt Ltd
Mr Rajan Mahan, Senior Journalist
Dr Rajeev Raghavan, Freshwater Fish Taxonomist, Conservation Research Group & Co chair, Freshwater Fish Specialist Group South Asia
Dr Rajesh Kumar, Associate Professor and In Charge, School of Communication, Doon University, Dehradun
Mr Ramesh Sharma (Jury Chairperson), Film Maker

Mr Ramesh Sharma, Filmmaker
Ms Ramya Rajgopalan, Consultant, International Collective in Support of Fishworkers (ICSF)
Mr Ranjit Lal, Children's Writer, Columnist, Birder
Mr Ranjit Lal, Children's Writer, Columnist, Birder
Mr Rashmi Ahad, Director, Media and Director Human Resource, Krayon Pictures
Dr Ravi Chellam, Director (Research & Conservation), Madras Crocodile Bank Trust & Vice Chairman Gharial Conservation Alliance
Ms Rita Banerji, Producer and Director, Dusty Foot Production
Ms Rita Banerji, Filmmaker
Dr Ritesh Kumar, Conservation Programme Manager Wetlands International
Mr Ritwick Dutta, Advocate, Legal Initiative for Forest and Environment
Mr Robert Panipilla, Independent Researcher
Ms Ruchi Pant, Programme Analyst, Energy and Environment Programme, UNDP
Ms Ruchi Pant, Programme Analyst, Energy and Environment Programme, UNDP
Dr S D Altri, DGM, India Meteorological Department
Mr S Gopikrishna Warriar, Regional Environment Manager, Panos South Asia
Dr S K Nigam, Central Pollution Control Board
Dr S Sathya Kumar
Mr Sagar Suri, Programme Officer, CEE Lucknow
Mr Samar Singh, President Samarpan Foundation; Tourism and Wildlife Society of India and Trustee Foundation for Ecological Security; Duleep Matthai Nature Conservation Trust
Dr Sandeep Behera, Assistant Director, River Basins & Water Policy, WWF India
Mr Sandesh Kadur, Fellow, International League of Conservation Photographers, Author & National Geographic Emerging Explorer
Mr Sanjay Barnela, Director and Cameraperson, Moving Images
Dr Sanjay Molur, Executive Director, Zoo Outreach Organisation
Dr Sanjay Molur, Executive Director, Zoo Outreach Organization
Mr Sanjay Upadhyay, Advocate, Supreme Court of India and Managing Partner, Enviro Legal Defense Firm
Dr Saroj Barik, Centre for Advanced Studies in Botany, North Eastern Hill University
Mr Satish Pradhan, Advisor, Tata Sons Limited
Ms Savitri Singh, Principal, Acharya Narendra Dev College
Dr Savitri Singh, Principal, Acharya Narendra Dev College
Ms Seema Bhatt, Independent Consultant Climate Change, Conservation, Ecotourism
Ms Seema Bhatt, Independent Consultant Climate Change, Conservation, Ecotourism
Ms Seema Goyal Papola, Professor, In charge of Media Center, Institute for Studies in Industrial Development (ISID) New Delhi
Ms Sejuti Basu, Manager, Research & Advocacy Team, Pragma
Ms Shabana Azmi, Actor
Dr Shailesh Nayak, Secretary, Ministry of Earth Sciences, GOI
Ms Shalini Singh, Former Principal Correspondent with the Hindustan Times (2008 - 2013)
Ms Sharad Gaur, Programmes, Centre for Environment Education
Ms Sharupa Dutta, Creative Director, International Festivals in India, Teamworks Arts Pvt Ltd
Mr Shekar Dattatrayi, Wildlife and Conservation Filmmaking
Shri Amol Palekar (Jury Chairperson), Eminent Actor, Director & Producer and Chairperson, 7th CMS VATAVARAN 2014 Award Jury
Mr Shubash Chandra, Deputy Inspector General of Forests (Forest Policy), Ministry of Environment and Forests, GoI
Mr Shubhra Gupta, Film Critic, and senior columnist The Indian Express





“ The CMS Vatavaran film festival is an important initiative for dissemination of ideas and environmental initiatives in the country. The Nomination jury process was a well organised event and provided a great experience to meet and gain from the viewpoints of experts from technical as well as communication backgrounds. ”

—Ms Smita Chandiwala,
Programme Manager,
Buildings & Appliances, SHAKTI

Mr Shyam Benegal, Film Director, Scriptwriter and Producer
Ms Smita Chandiwala, Programme Manager, Buildings & Appliances, SHAKTI
Mr Srinivasan Iyer (Chairperson), Assistant Country Director and Head, Energy and Environment, UNDP India
Mr Srinivasan Iyer, Assistant Country Director and Head, Energy and Environment, UNDP India
Mr Srinivasan Iyer, Assistant Country Director and Head, Energy and Environment, UNDP India
Mr Subhadro Choudhury, Associate Professor, Film Direction, Satyajit Ray Film and Television Institute, Kolkata
Mr Sudarshan Rodriguez, Senior Programme Co ordinator, Tata Institute of Social Sciences (TISS)
Mr Sudarshan Rodriguez, Trustee and Programme Head at Dakshin Foundation
Ms Sugata Hazra, Director, School of Oceanographic Studies, Jadavpur University, Kolkata, India
Ms Suhasini Ayer Guigan, Co-Founder, Auroville Centre for Scientific Research
Mr Sujay S Dahake, Filmmaker
Ms Sukri Devi, Member of women's Self Help Group Lata (Chamoli, Uttarakhand)
Dr Suman Sahai, Chairperson, Gene Campaign
Ms Sumitra Bhawe, Film Maker Vichitra Nirmitti, Pune
Mr Sunil Chowdhary
Mr Sunil R Pappu, formerly with National Geographic Channel
Dr Sunita Narain, Director General, Centre for Science and Environment
Mr Suresh Babu, Director, River Basins & Water Policy, WWF India
Mr Suresh Elamon
Dr Swapnil Kumar Sharma, TechSAS Works
Mr Syed Hasan Baquer, Coordinator Healthcare Courses, MEdRC EduTech Limited, Hyderabad
Mr T Mohan, Advocate, Chennai
Mr Tushar Dash, Team Leader, Vasundhara
Mr Uday Kumar Verma, Former Secretary, Ministry of Information and Broadcasting, GoI, New Delhi
Mr Umrao Singh, Member, Farmer Expert Group (Chamoli, Uttarakhand)
Dr V B Mathur, Dean, WII, Dehradun
Mr Vardhan Patankar, Research Fellow
Ms Vibha Varshney, Science Editor, Down To Earth
Ms Vidya Athreya, Research Fellow, WCS, India
Mr Vijay Bedi, Wildlife Filmmaker
Ms Vijayalaxsmi Vishwanathan
Dr Vimal Khawas, Assistant Professor, Department of Geography and Natural Resources Management, Sikkim University (A Central University), Gangtok
Ms Vimalbhai, Convener, Matu Jansangthan
Dr Vivek Kumar, Senior Advisor, Royal Norwegian Embassy, New Delhi
Mr Vivek Menon, Executive Director & CEO, Wildlife Trust of India
Mr Vivek Menon, Executive Director, Wildlife Trust of India and Regional Director – South Asia, International Fund for Animal Welfare
Dr Yash Veer Bhatnagar, Country Director, Snow Leopard Trust and Executive Director, Nature Conservation Foundation
Mr Yashaswi Singh, Wildlife Institute of India (WII)
Mr Yogesh Gokhale, Ph.D Fellow, The Energy and Resources Institute (TERI)
Mr Ziya Us Salam, Features Editor The Hindu, New Delhi

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, B.Sc. PGD (Rural Development and Management)
Ms. Alka Tomar, Director-CMS Environment, M.Sc (Env. Science), Pursuing PhD (Communicating Climate Change-Stirling University)
Ms. Paramita Dasgupta, Director - CMS Communication, B.Sc (Geography) M.Sc (Geography), Master of Planning (Environmental 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)
Mr. Ashwani Kumar Sinha, Head Advocacy & Partnership, BA (Economics Hons), PG Dpl (Mgmt)
Ms. Anita Medasani, Regional Manager, CMS Regional Office, Hyderabad
Mr. Mumtaz Ahmed, Sr. Research Manager, MA (Sociology & History), LLB
Ms. Kirti Warvadekar, Sr. Research Manager, B.Sc (Statistics, Maths & Eco), M.Sc (Statistics), MA (Population Studies), Dpl. in Computer Concepts & Application
Dr. Amit Rahul, Research Manager, PhD, M Phil, MA (Sociology)
Mr. Debananda Mohanta, Research Executive, B.A, MA (Political Science)
Ms. Priya Verma Talwar, Festival Coordinator, B.Com, PGDBM, PG Dpl (Exe Secretarial Practice)
Mr. Sundeeep C Srivastav, Sr. Festival Manager, BA, Dpl (Theater Art and Russian Language)
Dr. Yamini S Verma, Sr. Research Executive, B.Sc, M.Sc, PhD (Environmental Science)
Mr. Sanjay Singh Megi, Festival Executive, BA
Ms. Preeti Kashyap, Assistant Executive – ENVIS B.A, M.Sc (Mass Comm, Advt & Journalism), Dpl (Comp App & Web Designing)
Ms. Suranjana Bhaduri, Sr. Research Executive, Sociology (Honours), B.Ed, M.A (Sociology) Certificate course (Research Methodology & Art Appreciation)
Mr. Abison P Anchalackal, Sr. Research Executive, BA, MA (Communication Studies), Certificate Course (Counselling)
Ms. Garima Tiwari, Sr. Research Executive, BA (Geography, Psychology), MA (Geography), MA (Mass Communication)
Ms. Tulsi Gour, Research Executive, BA, MA (Psychology)
Ms. Deepamita Dutta, Sr. Research Executive, B.A, Master (Mass Communication)
Mr. Ajay Kumar Singh, Manager-Field Operations, B.Sc (Chemistry Hons.)
Mr. Jitender Prasad, Sr. Executive-Field Operations, BA (Philosophy Hons.)
Mr. Pawan Kumar, Jr. Executive-Field Operations, BA
Mr. Ashish 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)
Ms. Indira Akoiyam, Manager, B.Sc (Physics), MA (Mass Communication & Journalism)
Ms. Chetali Kapoor, Sr. Project Executive, BSc (Home Science), Masters (Social Work)
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
Mr. Anand Anjani Jha, Deputy Manager Library & KM, Master (Library and Information), Dpl (Medical Laboratory Tech)
Ms. Bharti Kapoor, Sr. Executive -KM, BA, MA (Hindi), One Year Dpl (Information & Software Management)
Mr. Zia ul Arfin, Executive-KM (Graphic Designer), BA, One Year Dpl (Graphic Design)
Ms. Jaseely Joseph, Consultant - KM, MA (Political Sc), PG Dpl (Journalism)
Mr. Amrendra Kumar Pathak, Sr. Manager - IT, Graduation (Mathematics), MCA, CIC, Dpl (Database Management & Advt), Dpl (ASP.NET 3.5)
Mr. Dipendra Banshi Mishra, Manager - IT, B.Sc, MCA, MCP, RHCE, UNIX
Mr. Gaarav Bhatia, Executive, IT-Pursuing BCA, One Year Dpl (JCHNP)
Mr. B Sundara Rao, Manager - EDP- BA, MA (Sociology), One Year Advance Career Oriented Diploma & MS Office
Ms. Kanchan Singh, Sr. Executive - EDP- BA, BLIS, Dpl (Computer Applications)
Mr. Rohit Kumar, Executive – EDP- Pursuing BA, 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, Pursuing BA
Mr. Vivek Kumar, Executive – EDP, B.A, Professional Dpl (Multimedia App)
Mr. Prasanta Kumar Malik, Executive – EDP, Pursuing Graduation
Mr. Regi. V. John, Head- HR, Admin & Accounts, BA, MA, PGDPM, DCA
Mr. Sakanta Kumar Sahoo, Manager (Accounts), B.Com, MBA, Dpl (Comp Applications)
Ms. Parul Kamboj, Senior Executive – HR, B.A, MBA (HR), Dpl (Secretarial Practice)
Ms. Sheetal Arora, Front Office Executive, BA, Dpl (Computer)
Mr. Ravindra Singh, Executive-Office Maintenance, Xth
Ms. Rajamani, Office Assistant
Mr. Lal Singh Bisht, Sr Office Assistant, XIIth
Mr. Dharampal Jamwal, Sr Office Assistant, IXth
Mr. Dayal Singh, Office Assistant, IXth
Mr. Jai Kishan Sharma, Office Assistant, Xth
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“ 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 maternal mortality, infant mortality, gender equality and women empowerment. At the same time, while developing measures for improving health status of tribal population, equal importance should be given to their traditional systems of medicine for treatment of ailments. A special Tribal Health Plan might adequately address the concerns of the tribal population. ”

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



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