



CMS

www.cmsindia.org

MAKING A DIFFERENCE...

25 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 2014-15

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 Core Competencies

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

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

From the Director General Desk



This year marks 25 years of CMS. This is an important milestone as CMS is a unique organization and was initiated as an experiment. Nobody believed it would survive this long with its ambition and total independence. It was Dr N Bhaskara Rao, Founder and Chairperson of CMS who was convinced that there is still a role of an independent think tank like CMS and also believed in the role of media in bridging the gap between policies and people. This belief and commitment gave this name Centre for Media Studies (CMS). This was and still is unique because of its stand to not take grants and be financially independent. We have struggled and survived based on our professional competencies. Based on the same, we have managed to set agendas, influence policy, designed programs and also created many new initiatives. The milestones listed in this documents talk about some of the key issues and achievements over the last 25 years.

Clearly, this journey has not been an easy one, but has been really inspiring. Dr Rao has pushed and motivated CMS professionals to continuously question our contribution to society. Whether its our corruption studies or VATAVARAN initiative, he has guided the same with consistent enthusiasm and commitment in trying to make a difference. Money has never been the driving force for any initiative at CMS, however, thinking and acting on sustainability of any initiative versus its impact have always been primary.

This journey has also been made worthwhile because of the wonderful relationship and support of all our partners, clients, friends and most of all CMS colleagues. The wide network of friends and partners are and will continue to drive us to do better. CMS colleagues who work at CMS or have ever worked with us at any point have also been wonderful. Their commitment and drive has made us what we are today.

Such milestones are important times to celebrate our achievements while also introspect. We now will have to rethink and build an approach for next two decades, building on our strengths and expanding our reach. This will be our continued endeavor at CMS as we seek guidance from our impressive advisory board members in developing this strategy. We welcome suggestions and advice on what and how we can effectively contribute to our society.

Congratulating and thanking all on this milestone !

Looking forward to your continued guidance and support to CMS

Proudly,

P N Vasanti

Director General, CMS
pnvasanti@cmsindia.org





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CMS AT A GLANCE

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**.



Over the past 25 years, CMS has carved out a niche for itself as an inter-disciplinary professional body with a wide range of concerns and capabilities.

Evolution 1991-2015

CMS has come a long way since its inception in 1991 and set exemplars in the process.

As a not-for-profit body, it has kept up its professional endeavours and standards in the areas it has chosen to work on. CMS has maintained its growth path while expanding and intensifying its policy pursuit for information equity, advocacy and outreach activities.

1991-1995

- First ever 'Impact of Television' study for the Ministry of I & B
- Child labour project evaluations and strategy inputs for ILO
- National Readership Survey; Monograph – August 1989
- An Overview of Media Advertising in India; Monograph – 1990
- The Missing Link in the Indian Family Planning Programme – Information, Education and Communication Perspective; 1993
- Family Planning Communication in Retrospect – The Indian Scene with Bihar Case; Monograph – 1993
- Violence and Vulgarity in Mass Media – National Symposium by CMS; 1994
- Media Reforms : Freeing the Airwaves – proceedings of National Symposium by CMS; March 1995
- Emerging Satellite and Cable TV technologies and implications to the Indian Market – CMS Roundtable December 1995
- Communication strategies for rural development: CMS Colloquium January 1995
- Mass Media and Marketing Communication: Perspectives into 2020; Monograph – 1995



1996 -2000

- CMS Consultations on Broadcast Bill; 1997
- CMS Roundtable on Children & Television; 1998
- Vision and Mission for India's Public Broadcasting: Prasar Bharati Corporation; 1998
- DTH – Market Potential; study and round table 1999
- Evaluating the impact of a radio soap opera, 'TinkaTinkaSukh' in Village Lutsaan, Uttar Pradesh: A reception study – 1997
- CMS Communication Colloquium Series- 14lectures on different topics; 1999-2000
- India Corruption Report – Urban Public Services; Monograph – 2000
- Evaluation of 1996-97 IEC Pulse Polio Campaign in India -DFID, August 1997
- Colloquium on Effectiveness of Small Donor Interventions – RNE, May 1996
- Perspectives into the Media Scene : 2000;October 1988
- CMS Panel Discussion on Media Globalization and National Responses,1999
- CMS-NIPCCD Sensitisation Meet for Media Professionals on Issues Concerning Children at Delhi,1999
- Roundtable discussion on Communication/ICE Bill, 2000
- Food Security – Vulnerability Analysis & Mapping, WFP 2000

2001-2005

- Moved to own campus – 5 story building in Saket
- CMS and Press Club of India jointly organised Roundtable Discussion on Impact and Implications of Tehelka-Type Technology Driven Ventures,2001
- CMS VATAVARAN - International Environment & Wildlife Film Festival launch in 2002.
- Pros & Cons of Election Surveys:The Indian Scene – December 2002
- CMS Corruption Perception Index- Public Services and Departments; July 2002
- Strategic Communication Design, Management and Response – Review and Capacity Building Workshop, Jaipur, December 2004
- Rewind for Fast Forward – AReview of State Level IEC Initiatives on HIV/AIDS; CMS Study and Publication, 2004
- CMS Media Lab set up to capture trend and priorities of news channels.
- Media Scene as India Globalizes; Monograph Series – September 2005
- Roundtable Discussions and proceedings thereof on Opportunities & Challenges : Indian Media Scene - Recent Shifts in paradigm of Media Operations –June 25, 2004 at IIC, New Delhi and July 31, 2004 at CESS, Hyderabad
- A Missing Link in India's social development endeavours – The Communication Perspective in the Case of RCH; Monographs Series – 2005
- Tracking Corruption in India : Towards Sustaining Good Governance; 2005
- CMS and Andhra Pradesh Press Academy jointly organized a national roundtable on 'Should There Be A Lakshman Rekha For Media?'on June 1 2005, at Hyderabad
- Research Support for RNTCP Communication Strategy
- Research support and program inputs for entertainment education programs on radio and television (TARU, TinkaTinkaSukh and Jasoos Vijay, etc)



Malaria Eradication Campaign in June 2002



Shyam Benegal presenting award to winning film maker in CMS VATAVARAN 2005



CMS Media Lab staff at work



Transparency Review Journal 2006 release by Ajit Bhattacharjea & Aruna Roy



Distinguished panel of a conference organised by CMS Academy



TII-CMS India Corruption Study 2007 release by Shri Hamid Ansari



CMS Symbols: Symposia on Communication for Social Development at University of Hyderabad



Shashi Tharoor addressing a conference on 'Public Diplomacy in the Information Age' organised by CMS Academy

2006-2010

- Transparency Review Journal initiated by noted journalist Ajit Bhattacharjea and inaugurated by Aruna Roy - 2006
- Undertook a first- of-its kind state-level Disability Audit in the country
- Review and assessment of Food for Work Programme for UNWFP in different states
- Executed a social mobilisation strategy for malaria eradication in the country
- CMS Academy campus set up in Noida
- Organised first ever conference on 'Public Diplomacy in the Information Age' in New Delhi
- CMS signed MoU's with International partners like Annenberg School for Communication University of Southern California, USA; Stirling University, Scotland; InHolland University, Netherlands; Ohio University, USA and Academy for Educational Development (AED), Washington USA for innovative research and capacity building projects.
- Television Viewership Measurement : Dilemma and Challenges, CMS Meet, March 7, 2007
- Knowledge, Attitude and Practice of Delhiites Towards the River – Yamuna A Report (2009)
- CMS Symbols : Symposia on Communication for Social Development at University of Hyderabad, from November 1 – 3, 2007 (in collaboration with SN School of Performing Arts, Fine Arts & communication University of Hyderabad, AP)
- Journalism for Life: A look at India Media Representation of Farmer Suicides; Monograph - 2006
- Proposed Draft Broadcast Bill; CMS National Roundtable Discussion- August, 2006
- CMS-ASCI National Conference on 'Right to Information', Hyderabad - 2006
- Study on Tobacco Advertising, Promotion and Sponsorship Across South and South East Asia – Challenges and Opportunities- August 2009
- A comprehensive Report on the CLIMATE CHANGE SEMINARS – CMS Environment in selected cities of India as part of its Environment and Wildlife Travelling Film Festival in collaboration with various state agencies and other organizations - 2009
- Seminar on Ecotourism – Relevance for India, Experiences, Challenges and Future Prospects - 2009
- Empowering the Differently – abled: Challenges and Opportunities; Monograph – 2010
- 'Analysing and Envisioning India': National Lecture series – from July 2010
- UNICEF Awards for Telugu media on Issues of women and children – 2009 onwards
- CMS-Institutional Review Board (CMS-IRB) registered to review non-clinical research protocols submitted by CMS teams as well as other institutions/agencies.

2011-2015

- CMS VATAVARAN ranked amongst the top two environment and wildlife film festivals in the world
- CMS Media Lab Study findings used by TRAI in a consultation paper on 'Issues related to Advertisements in TV channels'
- Mapping and evaluating the development of media education in India under UK-India Education Research Initiative (UKIERI) funded project
- National Level Monitors (NLM) with Ministry of Rural Development
- Partnered with WHO to engage media for saving lives on Indian roads, following which a series of three media workshops and one-on-one interactions with editors were organized by CMS
- CMS in partnership with exchange4media instituted the CMS-enba National Award for Social Change Initiatives - 2012
- 'Analysing and Envisioning India': National Lecture series –2012
- Coverage of 2014 Lok Sabha Polls by News Channels (An analysis by CMS Media Lab); Monograph- 2014
- Lure of Money in lieu of votes in Lok Sabha and Assembly Election – The trend: 2007 – 2014: CMS India Corruption Study - 2014
- CMS Panel discussion on 'A Decade of RTI -A Long Way to Go' & Release of Prof.Sridhar Acharyulu's book 'RTI Use and Abuse; Chief Guest -Hon'ble Mr. Justice J Chelameswar, Judge of Supreme Court of India at IIC, New Delhi - July 30, 2015
- Co-hosted International Evaluation Year, 2015



Inaugural of 7th CMS VATAVARAN 2014



Symposium on News Media Education in India - August 29, 2013



WHO Road Safety Journalism Fellowship workshop 2014



Amol Palekar at Meet the Jury session of CMS VATAVARAN 2014



What Makes Us Different?

We combine the qualities of:

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

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

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

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

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 662 projects** in collaboration with **186 public and private partners** across the globe.

CMS facilitates debate and discussion on issues of national significance. It has emerged as a major stakeholder in creating consensus among different sections of society and as a contributor towards the evolution of appropriate policy or program responses to a wide array of issues.

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:

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.cmsvatavaran.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 (2014-15)

CMS has worked with **24 International and National partners** to execute over **27 projects** in the last year.

CMS-IRB (Institutional Review Board) reviewed **9** research protocols during this period.

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

CMS successfully concluded the WHO Road Safety Journalism Fellowship 2014 by distributing fellowship certificates to 13 journalists from New Delhi and Hyderabad on December 26, 2014.

CMS's sustained evidence-based advocacy with Telugu TV Channels on girl child issues entered its **6th** impressive year in 2014. This initiative is called "UNICEF Awards for Children Programmes on Telugu Television Channels".

Mapping and evaluating the development of media education in India under UK-India Education Research Initiative (UKIERI) funded project. Indian Advisory Group members (Prof Ashok Ogra, Prof Nalini Rajan, Prof B P Sanjay and Mr Shravan Garg) along with Ms Vasanti visited UK Partner and other stakeholders as part of the project.

CMS was appointed as a member of Social Audit Council on Information Right (SACIR), Hyderabad.

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

CMS organised a discussion on "Bridging the Gap Between Policy Makers and Community: Demystifying Evaluation and Addressing Concerns" in collaboration

with NILERD to celebrate 2015- International Year of Evaluation (EvalYear) on January 22, 2015.

1st weaver's Nest Nature and Wildlife Film Festival was organised at Jalpaiguri, West Bengal in association with CMS VATAVARAN from 16-18 January 2015

6th travelling CMS VATAVARAN was held in Amritsar, Agra, Puducherry, Gangtok and Raipur

CMS VATAVARAN and You & I Foundation & Hooghly Chinsurah Municipality organized Dayittya- Responsible Film Festival and Forum 2014 at Chinsurah, West Bengal from August 30 -31, 2014.

Film screenings organized by CMS VATAVARAN in collaboration with Habitat World.

CMS VATAVARAN organised screenings of award winning films on October 07 & 09, 2014, at ASN Sr. Sec School - Mayur Vihar-1 for 7th to 10th standard students.

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

Media Workshop on Reporting on Children organized by CMS Hyderabad on September 23, 2014.

A Media Meet over Reporting on Maternal and Child Health took place at Marigold-Green Park, Hyderabad on November 11, 2014.

6th UNICEF Awards function for Children-Related Programmes in Telugu Television Channels was held in Hyderabad on December 16, 2014.

Ph.D. students from the Centre for the Study of Law and Governance (CSLG) from JNU visited CMS as part of their course on research methodology on November 13, 2014.

Mr. Bruce Stokes, Director of Global Economic Attitudes at the Pew Research Center, USA visited CMS on December 8, 2014. He gave a talk on 'Economic Surveys - how Indian views compare/contrast with the rest of the world.'



WHO Road Safety Journalism Fellowship workshop in Bengaluru 2014



Indian Advisory Group members visit UK as part of UKIERI project



6th UNICEF Awards organised by CMS in 2014



CMS-NILERD celebrate International Year of Evaluation (EvalYear) 2015



CMS VATAVARAN travels to Chattisgarh in 2014



Dr Rao attends as key speaker at 2014 IAMCR Plenary Session in Hyderabad



User Satisfaction Survey of City Bus Services organised by MDRA in 2014



Ms P N Vasanti attending the 7th Ya'an International Animal & Nature Film Week in China in 2014

Other Participation

Dr N Bhaskara Rao, Chairman, CMS

Dr Rao – presented paper on “ The Resilience of Indian Print Media” at IAMCR Plenary Session, Hyderabad, July 19, 2014.

Centre for Environment Education (CEE) launched Dr Prithi Nambiar’s book on ‘Media Construction of Environment and Sustainability in India’ at IIC on September 8, 2014. Dr N Bhaskara Rao, Chairperson, was one of the panelists of the event, which also included Mr. Kartikeya Sarabhai, Prof. Anantha Duraiappah and Mr. Sudhanshu Mohanty.

Gave a lecture on “Accountability of Civil Services and Good Governance?” at IILM Institute for Higher Education, Lodhi Road, New Delhi) during IAS Officers. training programme on “Ethics and Accountability in Civil Services for Good Governance”, on September 23, 2014

Attended SynTalkr for an episode (working) titled TSOK (The Structure of Knowledge) in Prabhadevi, Mumbai, on October 18, 2014.

Was a panelist for discussion meeting on India’s Defence FDI Policy at Institute for Studies in Industrial Development in New Delhi on November 1, 2014

Gave a presentation on “India One Year After Elections – Sustainable Development, Climate Change and the Indian Middle Classes”at International Workshop at IIM Ahmedabad, held between 3rd - 5th March 2015.

Ms P N Vasanti, Director General, CMS

Participated in the Adhock-Task Force (ATF) meetings to review 2014-15 (**Results-Framework Document**) RFDs from March 19 – April 4, 2014.

Hosted a workshop organized by MDRA on June 28, 2014, at the India Habitat Centre, New Delhi, to share & discuss the findings of **User Satisfaction Survey of City Bus Services**, which was conducted under the aegis of The World Bank in 12 cities and funded by Australian Aid.

Attended 17th meeting of the Indian National Committee for the IUCN on June 27, 2014, at the India International Centre (IIC) Annexe, New Delhi.

Attended the International Association of Media and Communications Research (IAMCR) conference from July 15-19, 2014, in Hyderabad with *Ms Anita Medasani, Regional Manager, CMS Regional Office, Hyderabad.*

Attended the 7th Ya’an International Animal & Nature Film Week in China from October 18-21, 2014 with *Ms. Priya Verma, Festival Coordinator, CMS VATAVARAN* including two filmmakers Ms. Rita Banerjee and Mr. Krishnendu Bose.

Presented a paper on December 30, 2014 at Indian History Congress, Jawaharlal Nehru University.

Participated as a panelist in the Workshop on ‘Audio Visual Media as a Tool in Research’ for Young Social Science Researchers at Institute for Studies in Industrial Development on November 24, 2014.

Ms Anita Medasani, Regional Manager, CMS Regional Office, Hyderabad

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

Mr. Alok Srivastava, Director, CMS Social

Took a session on Qualitative Research and Use of QSR N Vivo software for Data Analysis, during a training workshop organized by VVG National Labour Institute, Gol, on June 21, 2014

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

Participated in a Roundtable on Global Evaluation Agenda 2016-2020, organized by Institute of Applied Manpower Research (IAMR) in collaboration with Planning Commission, Government of India, on September 26, 2014.

Participated as a resource person in a brainstorming workshop that examined various options and devised an appropriate strategy for implementing G2C initiative in Bhutan from October 30-31, 2014, in Thimpu, Bhutan.

Took a session on Developing Monitoring Indicators during Monitoring & Evaluation (M&E) Diploma programme organized by the Institute of Applied Manpower Research on November 26, 2014

Participated as a Resource Person in a Government of Bangladesh's sponsored Mission to Dhaka on Government Performance Management Systems from November 10-16, 2014

Took a session on Qualitative Analysis using QSR N Vivo software in a training programme for Faculty/PhD/ MPhil programme students from across the country, organized by VV Giri National Labour Institute, Ministry of Labour and Employment, January 29, 2015

Attended the inaugural and concluding session of International Evaluation Year 2015 organized by

NILERD (formerly IAMR) and PEO, NITI Aayog. CMS was one of the partners in organizing this event in India.

Attended UN World Water Day celebrations held on 20 March, 2015 at The Oberoi Hotel, New Delhi.

Ms. Paramita Dasgupta, Director, CMS Communication

Attended the Technical Resource Group's (TRG) meeting on 'CNA among PLHIV and HRG's in 6 states' on December 8, 2014 with Mr Abison Paul

Attended an National Stakeholders Meeting for Leprosy-free India and was the keynote speaker on 'Innovative approaches to capacity building and Information, Education and Communication in reducing the leprosy burden in India' in the session- 'Integrated set up and further reducing the disease burden due to leprosy', held on March 12, 2015 at New Delhi.

Mr Mumtaz Ahmad, Sr. Research Manager, CMS Social

Attended the event organised by BBC Media Action on September 26, 2014, at Constitution Club, New Delhi, to celebrate the success of the 'Majboor Kisko Bola,' a project on prevention of bonded labour and promotion of human rights.

Gave a presentation during an Interactive Workshop of National Level Monitors of Ministries of Rural Development and Drinking Water & Sanitation at Chandigarh, which was scheduled from October 27- 28, 2014.

Amrendra Pathak, Sr. Manager - IT,

Participated in Indira Gandhi Paryavaran Puraskar - 2011& 2012 held on February 2, 2015 at Indira Paryavaran Bhawan, New Delhi with Mr Anand A Jha, Deputy Manager, Library & KM

Participated in Regional Evaluation Workshop and Training programme, held during 12th-13th January, 2015 at Forest Research Institute (FRI), Dehradun,



National Stakeholders Meeting for Leprosy-Free India in 2015



Workshop for implementing G2C initiative in Bhutan in 2014



Workshop on Designing and Implementing Government Performance Management Systems in 2014

Uttarakhand. This workshop was organized to evaluate the functioning of the ENVIS Centres as per the Guidelines of the ENVIS Scheme, framed by Ministry of Environment, Forest & Climate Change, Government of India. *Mr Anand A Jha, Deputy Manager, Library & KM*

Mr Anand A Jha, Manager, Library & KM

Attended the 1st India Public Libraries Conference (IPLC-2015) organised by Digital Empowerment Foundation (DEF) and Developing Library Network (DELNET) from March 17-18 at India International Centre, New Delhi

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

Attended the National Seminar on 'New Dalit Agenda for 21st Century' at IIPA, New Delhi from April 11-12, 2015.

Ms. Chetali Kapoor, Project Manager, CMS Advocacy

Attended a seminar on Role of Corporates in Road Safety at the India International Centre, New Delhi, on May 15, 2014.

Ms Deepmala Dutta, Sr. Research Executive, CMS Communication

Attended a one-day Gender Audit organised by the Centre for Equity and Inclusion (CEQUIN), in Mewat, on May 16, 2014 with Ms Garima Tiwari.

Ms. Indira Akoijam, Manager, CMS Academy

Attended the Business World Higher Education Summit on May 30, 2014, held at Hyatt Regency, New Delhi.

Attended the Business World Higher Education Summit on May 30, 2014, held at Hyatt Regency, New Delhi.

Attended the third edition of CII Big Picture Summit on September 19, 2014, at the Taj Palace, New Delhi.

Attended a talk 'The BBC in India- An interaction with Peter Horrocks' at the Observer Research Foundation, in New Delhi on November 14, 2014.

Attended the 27th Climate Reality Leadership Corps- India Training 2015 in February 22-24, 2015 at New Delhi. All the Climate Reality Leaders were trained by Mr Al Gore, Former US Vice President, Chairman of The Climate Reality Project. The training included sessions on effective outreach activities through storytelling, public speaking, social media networking and grassroots organizing by communicators, innovators from India and abroad

Ms. Priya Verma, Head Programmes, CMS VATAVARAN

Attended a workshop on 'National Biodiversity Targets' on June 26-27, 2014, at the India International Centre (IIC) Annexe, New Delhi.

Mr Prabhakar Kumar, Coordinator, CMS Media Lab

Attended the ABU Copyright Meeting & Forum from March 25-26, 2015 in New Delhi.

Ms Rashi Gupta, Executive, CMS VATAVARAN

Attended a conference organized by the EU delegation to India on the topic Resource Efficiency and the Circular Economy – Sharing Best practices in the Waste and Water Sectors on February 26, 2015.

Attended the 7th European Union-India Environment Forum organized by The Indian Government (Ministry of Environment and Forestry) and the European Commission on The Role Played by Resource Efficiency and the Circular Economy in Meeting Environmental Challenges on February 25, 2015.

Mr. Sundeep Srivastav, , Head Coordination, CMS VATAVARAN

Attended 'Think, Eat, Save', an event organized by MoEF – Ministry of Environment and Forests, on the occasion of The World Environment Day, at The Ashoka Hotel, on June 05, 2014. During this celebration, CMS VATAVARAN's 2009 award winning film "The Final Tide" by Mr. Vikram Mishra was also screened. This film won the Best Climate Change Award in 2009 in the Indian Category.

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

Dr Yamini Verma, Sr. Research Executive, CMS Environment

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



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.

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.

The CMS Managing Committee met twice last year for taking stock of efforts and overall guidance. These meetings were held at IIC on August 1, 2014 and April 3, 2015.

The CMS Annual General Meeting which includes Advisory Council Members and Managing Committee was held on Friday, 26 September 2014 between 1.30 pm and 3.30 pm at Private Dining Hall, India International Centre, New Delhi.

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, NIHFWS

Shri. Vinod Vaish, IAS (Retd.), former Secretary, Dept of Telecom, Govt

Prof. M. K. Premi, Demographer, former Professor, JNU

CMS-Advisory Council

Swami Agnivesh, Social Activist

Shri Alok Mehta, Eminent Editor

Ms Asha Das, IAS (Retd.), Former Secretary Ministry of Women and Child Development

Shri B. G. Varghese, Eminent Editor

Shri D. R. Kaarthikeyan, Former Director CBI

Shri H. K. Dua, Eminent Editor, MP (Rajya Sabha)

Shri Kiran Karnik, Former President, NASSCOM

Dr. Mohini Giri, President, Guild of Service

Shri N. Vittal, IAS (Retd.), former Chief Vigilance Commissioner (CVC), Govt

Dr. S. Venkat Narayan, Senior Journalist, former Editor India Today

Shri S. D. Saxena, former Director (Finance), BSNL

Shri S. Naveen, Market Researcher

Prof. P. C. Joshi, Economist & Former Director, Delhi School of Economics

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

Shri Pratyush Sinha, IAS (Retd.), former Chief Vigilance Commissioner (CVC)

Shri Ramesh Sharma, Eminent Film Maker

Shri Samar Singh, IAS (Retd.), former Seceratry General WWF-India

Dr. Shyam Benegal, Ex. MP, Eminent Film Director

Ms Usha Bhasin, former DDG Prasar Bharti

Ms Usha Rai, Eminent Journalist

Prof. Y. S. Rajan, former Principal Advisor, CII

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 Social

During 2014-2015, CMS Social worked on **10 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.

Areas of Expertise

Monitoring & Evaluation

M&E Framework

Policy review

Developing index on key human development indicators

- o Poverty Index
- o Food Consumption Score
- o Human Capital Score
- o Disaster Preparedness Index

MIS database creation

Areas of Work

Development:

Millennium Development Goals, Employment, Gender, Poverty Alleviation and Livelihood, Food Security, Child Labour, Migration, Tribal Development, Ageing, Disability, Social Security, Vulnerability Analysis and Mapping

Education:

Right to Education, Adult Education (Total Literacy Campaign, Post-Literacy Programme, Continuing Education Programme, Jan Shikshan Sansthan), Elementary Education (Sarva Shiksha Abhiyan-SSA) and Higher Education

Health:

Public Health, Maternal and Child Health, Nutrition, Public Private Partnership, Health Infrastructure, Health Economics, Adolescent Health, HIV/AIDS, Immunisation, Safe Abortion, Communicable Diseases.

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.

List of Projects

- BAIF-National Consultant (M & E) for Godhan Project, *BAIF Foundation*
- Special Monitoring Nirmal Bharat Abhiyan -UK-Visit, *MoDWS*
- Regular Monitoring of Centrally Sponsored Rural Development Programmes and Schemes in Mizoram, *MoRD*
- Study on Status of School Participation (6-14 years) and Availing of Health & Nutrition Services (0-6 years) for Children of Migrant Labourers, *NCPCR*
- Third party Quality Assessment 2015, *Digital Green Trust*
- Evaluation of the Mukhya Mantri Viklangta Sashaktikaran Yojna (Sambal), *Govt of Bihar*
- Evaluation of a multi-pronged intervention to Improve access to safe abortion care in selected districts of Madhya Pradesh, India A Follow up Study, *Ipas Development Foundation (IDF)*
- Sanitation Facilities in India, *KKC-Japan sponsored by JICA*
- Regular Monitoring of Centrally Sponsored Rural Development Programmes and Schemes in Uttar Pradesh, *MoRD*



Monitoring of Centrally Sponsored Rural Development Programmes and Schemes in Mizoram



Interviewing officers on status of sanitation facilities in India



CMS Environment

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 2014-2015. 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.

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-ENVIS

CMS ENVIS is a premiere centre designated by Ministry of Environment and Forests (MoEF), GoI 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 **aresource centre, co-ordinating body** and **acentre 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 of reaching 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 you tube 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 study of 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 70,000 news coverage, around 2116 advertising agencies,



over 5973 audio-visual programmes and 1039 weblinks of environment related organisations. Approximately 720 environment filmmakers, 540 plus environment print and electronic journalists are also part of the database.

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

List of Projects

- Genx Entertainment Ltd. *B for Change*
- Envis Centre-Grant 2014-2015 *MoEF*
- Travelling CMS VAT 2014 (Amritsar, Puducherry, Raipur, Agra & Gangtok), *Punjab State Council for science and technology, Puduchery Polution control Board, Chhatishgarh Council of Science and Technology, Office of Principal Chief Conservator of Forest & ICICI Bank*

Activities of CMS Envis Centre

New Databases developed during the Financial Year (2014-15):

Quarterly Journal – Green Voice



Theme: COP 20
http://cmsenvis.nic.in/qnewsletter/2015_Jan_Mar.pdf



Theme: Environment & Social Media
http://cmsenvis.nic.in/qnewsletter/Oct-to-Dec-2014_Social-Media.pdf



Theme: Environment & Print Media
<http://cmsenvis.nic.in/qnewsletter/July-to-Sep-2014-Environment-Print-Media.pdf>



Theme: Environment & Television
<http://cmsenvis.nic.in/qnewsletter/Apr-to-June-2014.pdf>

Databases:

Name of Database	Description
Environment News	Uploaded 11,001 News items in a year
Advertising Agencies	Maintained and updated existing database (2116).
Green Films	236 Green Films added in different categories. (Add in AVRC Physically)
Weblinks	Maintained and updated existing database (1039).
Green Filmmakers	Maintained and updated existing database (It is slightly down by 220).
Journalists	418 new journalists working on environmental issues, added and updated complete database with their details.
TV Channels	Maintained and updated existing database (141).



Cleaning Drive in Agra



Cultural Performances during Gangtok CMS VATAVARAN 2014



Nature Trail during Puducherry CMS VATAVARAN 2014



Interaction with school students during film screening at Amritsar CMS VATAVARAN 2014

CMS VATAVARAN

CMS VATAVARAN is a pioneering international festival of films on environment and wildlife. Over the decade, it has evolved into a platform for meeting likeminded individuals and stakeholders. The theme of the 8th edition was 'Water for Life', with special focus on conserving water bodies. The festival this year entailed a Panorama of Award-winning Films on Water and multi-stakeholder dialogues on critical water issues. Other programmes included environment and wildlife National and International Film Screenings, Film Workshops, Exhibition, Green Haat and Cultural Evenings.

The Call for Entry was announced in June 5, 2014 and continued till April 22, 2015. 18 awards in 11 Indian categories and 17 awards in 11 International categories were announced in the 8th 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.

Though it is aimed at sensitising people about their rich environmental heritage and the need to conserve it, **CMS VATAVARAN is not just a film festival celebrating the cinematic art of films but focuses more on using the films as a tool and catalyst for creating impact.** CMS VATAVARAN remains resolute to encourage environment films and forums resulting change in perception, practice and policy.

CMS VATAVARAN has built a forum for forging partnership and bringing together diverse stakeholders on one platform. Today, it has evolved as an active

platform for policy discourse and agenda setting on critical contemporary issues. Each competitive festival takes on a thematic focus for further deliberations and a range of activities, including seminars, debates, lectures, exhibitions, etc are organized around the same.

The main **Competitive Festival** happens in New Delhi every alternate year, where the best entries from all over the world are nominated and awarded. Public screenings are held and a vast range of conservation issues are deliberated among practitioners and people in interactive sessions. The **Traveling Festival** then follows, where the festival's vast panorama is shared with people in other cities of the country.

Travelling Film Festival

Sixth edition of CMS VATAVARAN Environment and Wildlife Travelling Film Festival and Forum, was successfully organized in five cities (Amritsar, Agra, Gangtok, Raipur and Puducherry) of the country during 2014. The festival and forum touched upon the immediate ecological problems and development issues in different regions of the country through the medium of green films, workshops, panel discussion, nature trail and various outreach activities.

This festival witnessed a large-scale participation from people of different sections of the society, including government organizations, science and research institutes, management institutes, public and private sector organizations including representatives from various environmental groups. More than 22000 people participated in various capacities in the five festival cities.

CMS VATAVARAN 2014: Festival Cities and Issues

PUDUCHERRY-AUROVILLE (October 7-12, 2014):

Pondicherry, recently renamed as Puducherry-Auroville, is a town tucked away on the Eastern seaboard of India. Among its diverse attractions are, a coastline of 32 kms, palm-fringed beaches, backwaters, fishing villages, beach resorts, the Sri Aurobindo Ashram, the international city of Auroville, the French boulevard town with its French heritage, and so on issues.

- Increased Population and human-induced changes i.e. unsustainable lifestyle; decrease in wildlife species.
- Coastal destruction due to man-made interventions.
- Salt water intrusion has turned the ground water saline.
- Pondy's coast has turned into a high erosion hotspot.
- The coast is vulnerable to cyclones and tsunamis and as a result agricultural land has turned to wasteland; Loss of homes and livelihoods; Loss of space for recreation, tourism & coastal processes; No beach for local fishing Community to park their boats; No beach for the Olive Ridley Turtles to lay their eggs every year.
- Exploitation of Captive Elephants in Zoo, Temples, for Tourism.

AMRITSAR (November 3-5, 2014): Amritsar city situated in northern Punjab state of northwestern India lies about 15 miles (25 km) east of the border with Pakistan. Amritsar is an important city in Punjab and is a major commercial, cultural, and transportation centre. It is also the centre of Sikhism and the site of the Sikh's

principal place of worship. It is also the home to the Harmandir Sahib, also known as the Golden Temple. The city gets its name from the pool-Amritsar (Pool of Nectar), which was constructed by Guru Ramdas, the fourth Guru of Sikhs issues.

- Falling water table
- Pollution via industrial sources
- Unsafe drinking water
- Lack of public toilets
- Fertilizer runoffs into the wetlands
- Inefficient sewage disposal practices
- Rampant deforestation

RAIPUR (January 15-18, 2015): Raipur is the capital city of the state of Chhattisgarh, India. Traditionally, Raipur's economy has been based on agricultural-processing and saw-milling. The city is located centrally in the state of Chhattisgarh, and now serves as a regional hub for trade and commerce for a variety of local agricultural and forest products issues.

- Pollution through pesticides
- Fertilizer runoffs into the wetlands
- Release of untreated waste water into water bodies
- Multiplicity of laws creates confusion and hampers efforts towards environmental protection and development

GANGTOK (March 12-17, 2015): Wreathed in clouds, Gangtok, the capital city of Sikkim is located on a ridge at a height of 5500 feet. With a spectacular view of the Khangchendzonga, the town provides the perfect base for travel through the state. Once an important transit



Green Ambassadors felicitated at Puducherry CMS VATAVARAN 2014



Felicitations of Green Ambassadors in Raipur CMS VATAVARAN 2014



Inaugural Ceremony of Amritsar CMS VATAVARAN 2014



Biodiversity Quiz at Gangtok CMS VATAVARAN 2014

“Puducherry - Auroville CMS VATAVARAN is an individuals’ celebration on biodiversity to improve comprehension, thankfulness and move in mentality about the common world and its protection through movies and discussions”

P N Vasanti
Director General, CMS

point for traders traveling between Tibet and India, it is today a busy administrative and business centre and presents an interesting mix of cultures and communities issues.

- Ecotourism is being promoted by a range of stakeholders in the state
- Lack of convergence between the various state departments

AGRA (March 26-28, 2015): Located in Uttar Pradesh on the banks of the River Yamuna, the city of Agra is synonymous with the Taj Mahal- one of the Seven

Wonders of the World, renowned for its beauty and historical significance. Agra is located 363 kms from the state capital of Lucknow and is on the itinerary of all travelers- domestic and international issues.

- Garbage strewn everywhere
- Extremely poor sewage management
- Water pollution
- Irregular electricity supply
- Deforestation
- Deteriorating condition of the river Yamuna
- Community ponds have run dry



Inaugural Ceremony of Puducherry CMS VATAVARAN 2014



Film Screening at Army Cantonment, Agra



CMS COMMUNICATION

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 2014-15, CMS Communication has been engaged in 6 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.

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)

A team of dedicated enthusiastic researchers, CMS Communication has made remarkable contribution in the field of development communication in the country.

List of Projects during 2014-15

- Audience Research on Indian Medical Drama – *Hamari Sister Didi*- for Hollywood, Health & Society and USC Annenberg Norman Lear Center, USA.
- Formative study to understand perceptions of parents and community based structures regarding rights and entitlements and redress systems within the RTE Act as well as the motivations/triggers for seeking redress in 6 states, UNICEF ICO
- Pre test of *Facts for Life's* Special Chapter on Non-Communicable Diseases (NCDs), NCD Child, American Academy of Pediatrics & UNICEF
- Base line survey on gender roles and perceptions in Mewat, CEQUIN
- Pre test of communication materials developed for MHM projects in UP & Jharkhand, UNICEF ICO
- Pretesting of five FFL IPC videos on menstrual hygiene issues, UNICEF ICO



CMS Survey team at work



Briefing on menstrual hygiene issues in Bihar



CMS Transparency

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.

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

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.

Research Projects

- Monograph on CMS-India Corruption Study: Lure of money in lieu of votes in Lok Sabha and Assembly Elections The trend: 2007-2014.
- Independent Audit of Implementation of CCC, covering 59 Ministries/Departments of Government of India, Performance Management Division, Cabinet Secretariat.



Audit of Implementation of Citizens Client Charter (CCC)

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



CMS Survey

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.

Areas of Expertise

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

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.

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.



Field survey for Maternal and Adolescent Health study

The Tejpal media trial-Part I

BY A HOOT STUDY | IN BOOBS | 30/01/2014



Journalists themselves as victims and perpetrators of sexual violence is new territory for the media to handle, and balance has been difficult to maintain.

A HOOT study revisits the stormy Tehelka and Tarun Tejpal coverage last year. PIX: Shoma Chaudhury answering questions



Research: CMS Media Lab, Font and Pixel Media, Divya Jain.

Analysis: Sevanti Ninan

CMS Media Lab

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.



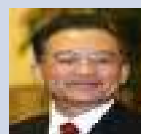




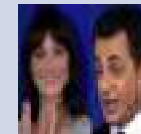
The CMS Media Lab possesses technologies, expertise and experience for studying 24x7 news channels. It has developed unique methodologies for customising research products for the needs of media, advertising and marketing communities. It also organises regular debates and brings out publications on ethical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

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.

Visit of Head of State: Primetime News Coverage by Channels 2005-2014



2005	2006	2010	2014	2005	2009	2006	2010
							
7%	6%	14%	40.5%	3%	2%	4%	8%
Wen Jia Bao				Junichiro Koizumi		Jacques Chirac & Bernadette Chirac	
Hu Jintao & Liu Yongqing				Yukio Hatoyama & Miyuki Hatoyama		Nicolas Sarkozy & Carla Bruni	
Chinese				Japanese		French	

2006	2010	2011	2010	2010	2010	2009
						
55%	95%	0.05%	2%	7%	14%	2%
George Bush & Laura Bush		Susilo Yudhyono & Ani Bambang	Dmitry Medvedev		David Cameron	S Hasina
Barack Obama & Michelle Obama		Indonesia	Russian		UK	Bangladesh

(Percentage of Prime time news bulletins time)

Source: CMS Media Lab

Areas of Expertise

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



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.

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

UK Advisory Group Meeting

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

As part of UKIERI funded project, ‘Faculty Development Programme - To Support Research and Innovation in media institutions in India and UK’, a team of Indian Advisory Group members led by Ms. P.N. Vasanti, Director General, CMS visited UK from October 6-10, 2014. The team, which includes Prof. Ashok Ogra (Director, AIMC), Prof. BP Sanjay (Professor of Communication, University of Hyderabad), Dr. Nalini Rajan (Dean of Studies, ACJ) and Shravan Kumar Garg (Editor in Chief, NaiDunia) met their UK counterparts at the University of Stirling campus on October 7, 2014. During this visit, the Indian and UK members shared their research findings.

The Indian delegation to the UK also met stakeholders representing media agencies in the UK. Among those who met the IAG members were Mr. Daya Thussu (Professor of International Communication and Co-Director of India Media Centre, Department of Journalism and Mass Communications, University of Westminster), Prof Nick Nugent, Mr Jon Godel (Director, Broadcast Journalism Training Council), Professor Jeremy Strong (Professor of Literature and Film Institute for Practice, Interdisciplinary Research and Enterprise, University of West London), Tony Johnston (Head of Press Association Training) and Peter Weil (Chief Executive Officer, CTVC).



CMS Advocacy

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.

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

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

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

Disney India the country’s leading diversified, multi-brand entertainment company launched its global multi-platform citizenship initiative titled “Friends for Change” in Delhi-National Capital Region (NCR) on April 15, 2014. The Indian initiative has been titled “Disney Friends for Change: Conserving Green Spaces 2014-2015” and has been launched in an innovative interschool volunteering competition format. As part of this project, schools have to adopt an underdeveloped/ developing park in their neighbourhood and develop it with the participation of school children and their parents, teachers, local community members and park authorities. Disney

India is providing financial grant of up to Rs. 5 lakhs to 10 shortlisted schools. In addition to this, CMS is providing technical, administrative and project management support to the schools. Park development will be completed in three months between August and November 2014.

After completion of the project, events will be held in December to dedicate the developed park to the respective authority and the local community. The inaugural edition of this project in India will culminate with Gala Award Ceremony in February 2015 in which all participating schools will be

felicitated and the best project will be honoured with Disney Friends for Change Trophy. After completion of the project, schools will later also work with community on engagement activities and the local authorities to carry out the maintenance of the park

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

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

The final leg of the ‘Disney Friends for Change (FFC):Conserving Green Spaces 2014’ Project saw an eminent jury panel visiting all the 9 parks adopted by 9 schools over Delhi-NCR. They interacted with the teachers and students present

in the park who showcased their hard work over a period of 4 months. The jury panel comprised of:

1. Mr Hem Pande, Additional Secretary, Ministry of Environment, Forests & Climate Change
2. Dr S D Singh, CEO, Delhi Parks & Gardens Society, Govt. of Delhi
3. Ms Henriette Faergemann, First Counsellor - Environment, Energy & Climate Change, Delegation of the European Union to India
4. Mr Manu Bhatnagar, Principal Director, Natural Heritage Division, Indian National Trust for Art and Cultural Heritage (INTACH)
5. Dr Reena Ramachandran, Former Chairman & Managing Director, Hindustan Organic Chemicals Ltd. (HOCL)
6. Ms Charu Jain, Founder & Director, Advit Foundation

The winners were awarded in a gala Award Ceremony on 25 February, 2015 in New Delhi in the presence of principals, teachers and students of the 9 schools, representatives of other schools from Delhi-NCR and NGOs . National Award winning actress Ms Vidya Balan graced the occasion as the Guest of Honour and gave away the Awards to the winning schools. Mr Siddharth Roy Kapur, Managing Director of Disney India was also present on the occasion



Disney Friends for Change Award Ceremony 2015 organised by CMS



A workshop of WHO Road Safety Journalism Fellowship organised by CMS



6th UNICEF Awards co-organised by CMS in Hyderabad

WHO Road Safety Journalism Fellowship 2014

The first workshop for the 15 Fellows was held on 21 August, 2014, at India Habitat Centre, New Delhi.

The workshop saw Fellows interacting amongst themselves and with a range of experts from road safety, research, legislation, transportation, enforcement belonging to institutions like Ministry of Road Transport & Highways, Delhi Traffic Police, Hindustan Times, IIT Delhi, etc.

The first field visit for the WHO Road Safety Journalism Fellowship 2014 was held on Oct 9, 2014 in Bengaluru, Karnataka. The Hyderabad and Delhi Fellows took an early morning flight to reach Bengaluru, where they visited the Traffic Management Centre, which acts as a hub for all technology driven activities related to traffic in the city. The Fellows interacted with Sub-Inspector,

Mr. Vasant Bhagwat, at the Traffic Management Centre, briefed them about the functioning of the Centre. The Fellows also interacted with Mr. B. Dayananda, Additional Commissioner of Police (Traffic), Bangalore to know more about the TMC and other initiatives for road safety and traffic management by the BTP

Next, the group moved for an interaction scheduled with Mr. Praveen Sood, Principal Secretary (Home), Govt. of Karnataka, in his office in Vidhan Suadha. Mr. Sood shared how he has always stressed on evidence-based enforcement and also explained the idea behind setting up the Traffic Management Centre. The last visit of

the day was to the office of the Karnataka State Road Transport Corporation (KSRTC), where the Fellows were made conversant with the functioning of the public transport system and the practices followed with respect to road safety.

6th UNICEF Awards

The UNICEF Awards for Gender Sensitive Programmes was initiated by UNICEF Office for Andhra Pradesh and Karnataka, in partnership with CMS (Centre for Media Studies) in 2009. From the fifth edition (2013), focus of the Awards expanded from Girl Child to Children-Related issues.

The overall response and participation of Telugu TV channels is encouraging. The content analysis of programming over the years establishes a substantial increase in both quantity and quality of gender programming and later on children issues. Also, the numbers of content violations have reduced over the years.

The UNICEF Awards for children-related programmes for Telugu TV Channels returned with its sixth edition in 2014 and received an encouraging response from the visual media. In this edition of the Awards, the channels went beyond the drive of the TRP race and devoted 11,386.23 minutes of their prime-time space (6:30p.m. to 10:30p.m.) to championing the cause of children. Complementary relationship between UNICEF, CMS and the Telugu television industry has led to producing impactful and quality programmes on Child

Protection, Child Education, Child Health and Child Development issues in the states of Andhra Pradesh and Telangana

A Jury of four eminent persons headed by Mr. P.V.R.K. Prasad was formed in July, 2014. The Jury met on July 28, 2014 to formulate and finalize the modalities of the sixth edition of the UNICEF Awards. Based on the finding of the previous editions, the Jury made two major changes this edition.

Another significant initiative that was introduced in this edition was media orientation workshops on 'Child Rights' and 'Maternal and Child Health'. The purpose of these workshops was to strengthen the capacity of media for better reporting on the respective subjects.

In these 100 days, the channels together contributed a record number of 2,578 programmes on children-related issues which accounts for 11,386.23 minutes – this is approximately 2.5 percentage of the channel's prime-time in the 100 days of monitoring of 4,56,000 minutes. The News Stories dominated the entries with 2,175 programmes. The other formats which were covered by the channels were – 111 News Features, 64 Discussions, 40 Documentaries, 2 Fictional Programmes, 42 Public Service Messages and 144 Other Formats.

A significant enhancement this year was a total of 76 Self-Nominations with a total duration of 1524.33 minutes.

In this sixth edition of the Awards, there was a substantial increase in the number of programmes and the total time contributed by the participating 19 channels. In all, the percentage of prime airtime dedicated to children in this edition of UNICEF Awards is 2.5 per cent. This is significant improvement from the previous year contribution of 1.34 per cent. In terms of quality better programmes and a wider range of issue related to children were covered. Overall it has been found that the quantity and quality of programming on children has improved substantially.

The Jury noted that channels had done some excellent programmes on children's issues. They spent more than 42 hours in viewing the entries and short listed 121 programmes. After a tedious process, 24 nominations were finally selected and 11 Awards were declared. The channels were awarded for their dedicated efforts on December 16, 2014 in Hyderabad, at the sixth UNICEF Awards function.

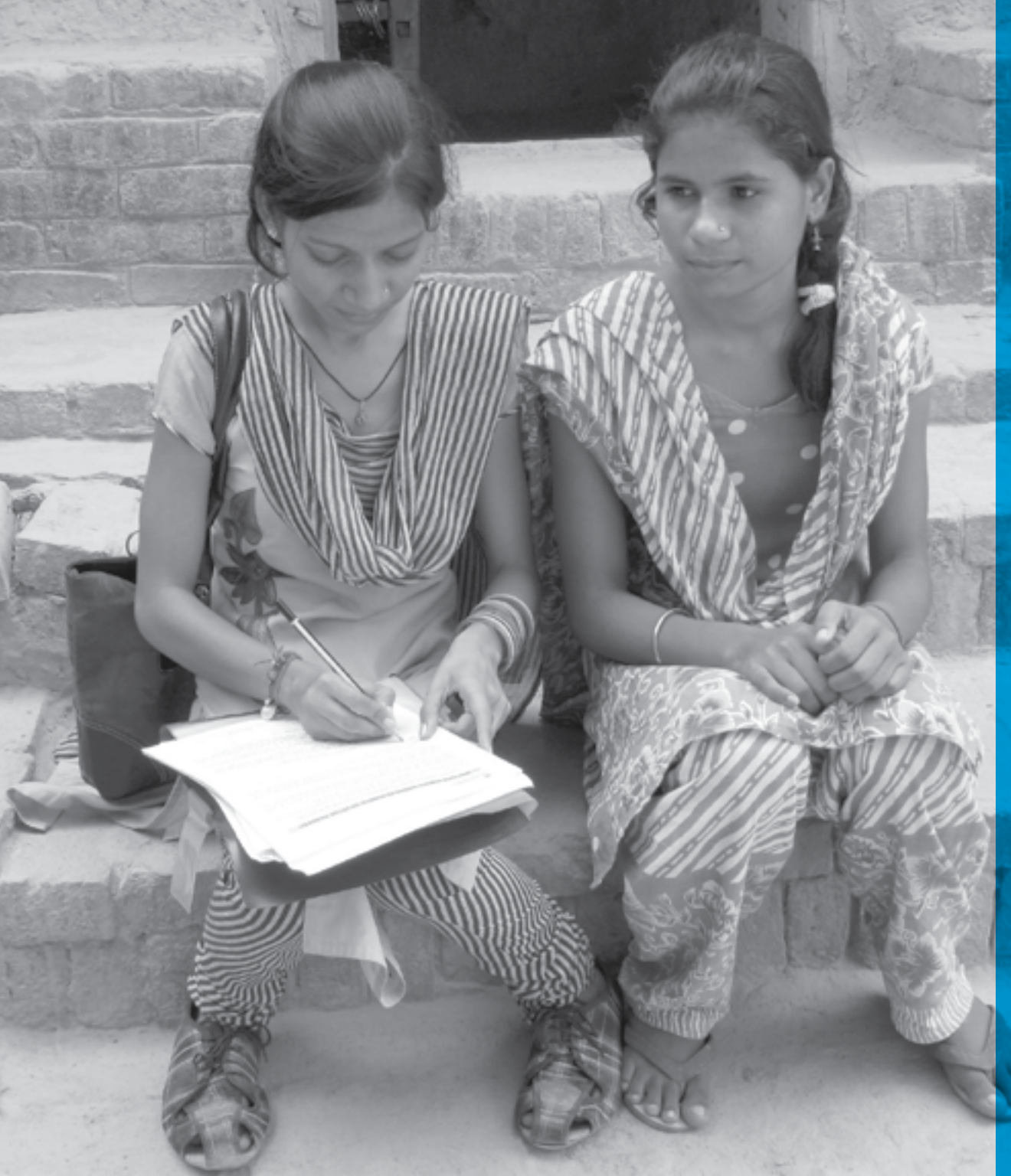
How many deaths happened is definitely news, but this only creates panic among people. Instead, channels should focus on symptoms, reasons and what to do in such situations. It is only then that the viewers will gain from the news report. From the programmes viewed, we felt that there is a tendency to depict events as individual phenomena rather than as a part of a larger social process/ issues. Depiction of isolated incidents do not make an impact on the viewer.

Unicef Awards Jury Remarks

List of Projects 2014-15

1. Towards Organization of the on-ground environmental education activity titled "Disney Friends for Change" in Delhi and NCR, *The Walt Disney India*
2. Towards Editing of Report on "Stricter Implementation of Laws for Drinking and Driving", *College of Traffic Management*
3. Road Safety Journalism Fellowship India, *WHO*
4. Advocacy for Improved School WASH Facilities in Government Schools in Andhra Pradesh, *Plan India*
5. Unicef Media Award 2014, *Unicef*
6. Towards services provided as WHO Focal Point for the Bloomberg Global Road Safety Programme in Andhra Pradesh, India, *WHO*

Since documentaries are longer expositions of ground realities, a more rounded, well-researched three-dimensional reporting is required, covering aspects of children's entitlements, rights pertaining to the theme, state's obligation and actions of civil society. It should facilitate awareness among the viewers and educate them on whom to approach to get services when they find children's rights are being violated.



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 organization including:

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

With a dedicated team of 24 people, these departments ensure that CMS executes large-scale national and international projects with remarkable efficiency.

Areas of Expertise

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

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 team also releases a bi-monthly KRIS bulletin featuring projects and events undertaken and attended by all CMS professionals, independently and as part of their respective teams.

In its own communication efforts, CMS has begun to use its website and social media with a more integrated approach. We now have 4 Facebook accounts CMS, CMS VATAVARAN, CMS Envis, CMS Accademy- with around 3000 friends and 548 follower in Twitter.

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 4,202 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 5 mbps leased line. CMS IT team manages 08 websites of the organisation on different themes.

CMS IT Team is equipped with the latest infrastructure facilities, like 3 IBM Xeon servers and 1 HP Proliant Mail Server, 1 Watchguard firewall, 4 managed Switches, 70 desktops, 20 laptops, 2 HP colour printers, 3 b/w printers, 1 photocopier, 3 NAS Storage, 3 DVRs, 2 scanners, 1 Fax, 29 tablet 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.



Yoga session for CMS staff



CMS annual meeting

In the year 2014-15, a total of 8 professionals were inducted in CMS under different teams. Ms. Joselyn Joseph and Ms. Romiya Das joined the Knowledge Management team; Mr Srikant joined Media Lab – Hyderabad; Ms. Babytim Huidrom and Ms. Archita Moitra joined CMS Communication team; Mr Suraj and Ms. Rashi Gupta joined CMS VATAVARAN; Ms. Praachi Pathak joined CMS Social team.

Significant Initiatives

Policy Against Sexual Harassment

CMS is committed to creating and maintaining a secure work environment where it's Employees, Associates, and Partners can work and pursue objectives together in an atmosphere free of harassment, exploitation and intimidation. In this regard, CMS has laid down a committee against sexual harassment and it is made available to all. The organization has zero-tolerance for sexual harassment at workplace. During the year under review there were no cases filed in pursuit to the sexual harassment of women at workplace (Prevention, Prohibition and Redressal) Act, 2013.

Created **OrangeHR** for efficient management of Human Resource processes.

Created special **MIS for the World Food Programme**.

Developed and Managed **4 websites** for highlighting various CMS Teams and their endeavours. Facebook, Twitter and Instagram accounts are regularly updated and managed.

Efficiently **managed remote servers** for web hosting and e-mail services.

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.

Established effective relationships with external agencies/authorities like MCD, DDA, Noida Authority, Electricity Board and the local police, to ensure smooth operations.



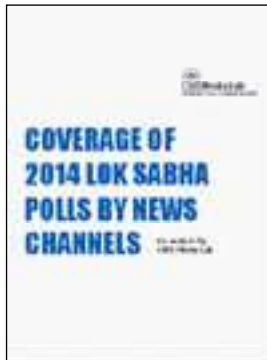
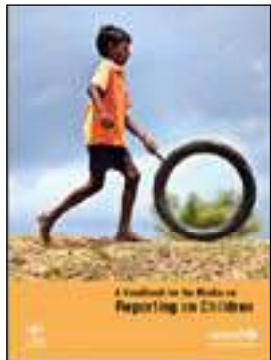


CMS Publications

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

CMS Cart:

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



Articles and Research papers

Mr Alok Srivastava's paper abstract on "Mobile Phones: Effective Governance and Vaccinated Children".

Mr Alok Srivastava's article on Independent Audit of Implementation of Citizens'/Clients' Charter (CCC) published in Performance Matters, a newsletter published by Performance Management Division, Cabinet Secretariat, GoI

Dr N Bhaskara Rao: Giving up without a fight: Congress' weakest ever campaign paved way for an easy victory for BJP on Mydigitalfc.com

Dr N Bhaskara Rao: Greening is best bet to absorb effects of massive infrastructure

Dr N Bhaskara Rao; Media driven 2014 polls

Mr Alok Srivastava, shared his experiences from his visits to the Governments of Bhutan and Bangladesh. in an article.

Workshops/ Conference Papers presented:

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

Mr Prabhakar 's paper abstract on "Effects of Social Network on Tehelka Scandal Coverage in TV and Print – A Case Study".

Mr Prabhakar & Ms P N Vasanti's paper abstract on "Sexualization of Female in Hindi/ Bollywood Music in India".

Dr Anuradha Bhattacharjee & Ms Anushi Agrawal's paper abstract on, "Measuring and Mapping of Media Ownership and Concentration in India and calculation of Company Power Index of 12 major media common ownership units (2000-12)."

Mr Alok Srivastava, shares his experiences from his visits to the Governments of Bhutan and Bangladesh.

Mr Alok Srivastava contributed a paper on "Ethical Challenges for Evaluation in India", published in the edited book- Evaluations for Sustainable Development: Experiences and Learning, Daya Publishing House, New Delhi, 2015 released during International Year of Evaluation 2015 celebration in India.

Reports, Monograph, Books and Directories

A Handbook for the Media on Reporting on Children by CMS and UNICEF

Monograph on CMS-India Corruption Study: Lure of money in lieu of votes in Lok Sabha and Assembly Elections The trend: 2007-2014.

6th Unicef Awards for Children Related Programmes in Telugu TV Channels, 2014

Monograph on CMS-India Corruption Study: Lure of money in lieu of votes in Lok Sabha and Assembly Elections The trend: 2007-2014, 2014

Monograph on Trends in the Coverage of Environment in News Channels, 2014

Monograph on Coverage of 2014 Lok Sabha Polls by NEWS Channels - An analysis by CMS Media Lab, 2014

Monograph on To Support Research and Innovation in Media Institutions in India and United Kingdom, 2013-15

Journals and Newsletters:

Transparency Review - A bi-monthly journal

Green Voice - A quarterly newsletter on environment and media

CMS ENVIS Green Media - A daily e-newsletter

As usual, CMS has rendered another great service to the nation by bringing CMS-India Corruption Study: Lure of money in lieu of votes in Lok Sabha and Assembly Elections The trend: 2007-2014 report. The rot it reveals is truly alarming. With your permission, we would like to distribute copies of this report as part of the background material for the forthcoming national conference on Electoral Reforms at IIC on 25 October. You personally must actively participate and guide.

–Dr Subhash C Kashyap,
former Secretary - General, Lok Sabha
New Delhi, September 27, 2014

16-17 हरिभूमि राधिका

16-17 हरिभूमि राधिका



डिजिटल युग में आसान हुई अब फिल्म मेकिंग

डिजिटल युग में आसान हुई अब फिल्म मेकिंग

पांच साल में चुनाव पर खर्च हुए 1.5 लाख करोड़ रुपए

इसमें से आधी से ज्यादा खर्च टेलीविजन पर ही हुआ

Kejri tops TV poll coverage

AGE CORRESPONDENT NEW DELHI, APRIL 24

Age Correspondent New Delhi, April 24

Airline survey

Kejri tops TV poll coverage

चुनाव खर्च डेढ़ लाख करोड़!

पांच साल में चुनाव पर खर्च 1.5 लाख करोड़ रुपए के पार।

चुनाव के लिए 15,000 करोड़ रुपये खर्च किए गए हैं। इसमें से आधी से ज्यादा खर्च टेलीविजन पर ही हुआ।

चुनाव के लिए 15,000 करोड़ रुपये खर्च किए गए हैं। इसमें से आधी से ज्यादा खर्च टेलीविजन पर ही हुआ।

मोदी और केजरीवाल छाप रहे चुनाव के चुनावी चित्रों में

चुनाव के चुनावी चित्रों में मोदी और केजरीवाल छाप रहे



चुनावों पर खर्च 1.5 लाख करोड़ के पार

चुनावों पर खर्च 1.5 लाख करोड़ के पार

चुनावों पर खर्च 1.5 लाख करोड़ के पार

चुनावों पर खर्च 1.5 लाख करोड़ के पार

Gangtok to host CMS VATAVARAN International Environment & Wildlife Film Festival & Forum

24 best films related to wildlife and environment of the N.E region to be screened

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 100 articles and quotes published in the country's leading National and Regional newspapers from 2014- 15.

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.

CMS VATAVARAN was covered widely by a range of national and regional dailies.

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 24 International and National Partners to execute over 27 projects between 2014-2015.**

CMS gratefully acknowledges all the Partners for supporting its activities.

- *BAIF Foundation*
- *MoDWS*
- *NCPCR*
- *Digital Green Trust*
- *Govt of Bihar*
- *Ipas Development Foundation (IDF)*
- *JICA*
- *MoRD*
- *Genx Entertainment Ltd.*
- *B for Change*
- *MoEF*
- *Punjab State Council for science and technology*
- *Puduchery Pollution control Board*
- *Chhatishgarh Council of Science and Technology,*
- *ICICI Bank*
- *University of Southern California USC*
- *American Academy of Pediatrics*
- *Cequin*
- *Unicef*
- *Performance Management Division, Cabinet Secretariat, Gol.*
- *The Walt Disney India*
- *College of Traffic Management*
- *WHO*
- *Plan India*



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 General, 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.

Balance sheet details*	FY 2013-14	FY 2014-15
Total income	3,73,65,232.00	5,11,89,441.00
revenue expenses	4,74,01,459.00	4,28,64,378.00
capital expenses	3,98,060.00	2,77,597.00

(*from Audited Statement of Accounts)



Mr Bruce Stokes of Pew Research assessing Indian views on Global Economic Surveys



Ph.D students from JNU visiting CMS to learn research methodologies in practice

Visitors to CMS

Mr Ashvini- Aumentis Consulting, Bangalore

Amy Henderson Riley, Doctoral Candidate on Health Communications at Drexel University School of Public Health

Mr. Bruce Stokes, Director of Global Economic Attitudes, Pew Research Center, USA

Mr Chris Dzialo, PhD, Program Administrator, Global Centers for Health & Development, Hollywood, Health & Society, USC Annenberg Norman Lear Center

Ms Danielle Naugle, Annenberg School for Communication at the University of Pennsylvania

Mr David Sasaki from the Strategic Partnerships Initiative of the Bill and Melinda Gates Foundation.

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

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

Ms Vinta Nanda, Co Founder, Managing Director, ACEE & Director The Third Eye, Mumbai Maharashtra

Ms Kate Folb, Director, Hollywood, Health & Society

Ms Kiran Patel, Program Manager, Global Child Health, NCD Child Secretariat, Office of International Affairs, American Academy of Paediatrics.

CMS Professional Team

Dr. N Bhaskara Rao, Chairperson, PhD, MA

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

Mr. Alok Srivastava, Director - CMS Social, B.Sc, PGD (Rural Development and Management).

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. Dinesh C Sharma, Fellow, Master's (Communication & Journalism)

Mr. Prabhakar Kumar, Coordinator; Master (Mass Communication and Psychology), PG Diploma (Radio & TV Journalism)

Mr. Mumtaj Ahmed, Sr. Research Manager, MA (Sociology), LLB

Dr. Amit Rahul, Sr. Research Manager, PhD, M Phil, MA (Sociology)

Mr. Debanand Mohanta, Sr. Research Executive, B.A, MA (Political Science)

Mr. Anisur Rahman, Team Leader (WASH), Bachelor of Science (Statistics Hons.), Masters in Science (Operation Research), Pursuing MBA

Ms. Kalpa Sharma, Research Manager, B.Sc biotechnology, PGDHM (Health Management)

Mr. Sundeep C Srivastav, Head Coordination-CMS VATAVARAN, BA, Dpl (Theater Art and Russian Language)

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

Dr. Yamini S Verma, Deputy Research Manager, B.Sc, M.Sc, PhD (Environmental Science),

Ms. Preeti Kashyap, Executive - Envis Centre, B.A, M.Sc (Mass Comm, Advt & Journalism), Dpl (Comp App & Web Designing)

Mr. Raj Kumar, Executive-CMS VATAVARAN, BA

Mr. Suraj, Associate-CMS VATAVARAN, Pursuing BA MCAJ

Ms. Rashi Gupta, Sr. Executive - CMS VATAVARAN, B.Sc (Physics Hons), M.Sc. (Geoinformatics)

Ms. Monisha Bhatnagar, Executive, BA (English hons), MA (Media Governance)

Mr. Abison P Anchalackal, Research Manager, MA (Communication Studies), Certificate Course (Counselling)

Ms. Tulsi Gour, Research Executive, MA (Psychology)

Ms. Babytim Huidrom, Research Executive, MA (Sociology)

Ms. Archita Moitra, Research Executive, MA (Mass Comm), PGDP (Communication)

Ms. Rumani Chakraborty, Research Executive, MA (Sociology)

Mr. Ajay Kumar Singh, Sr. Manager-Field Operations, B.Sc (Chemistry Hons.)

Mr. Jitender Prasad, Manager - Field Operations, BA (Philosophy Hons.)

Mr. Pawan Kumar, Executive-Field Operations, BA (History, Political)

Mr. Sanjay Kumar, Executive-Field Operations, BA (Geography)

Mr. Shivesh Kumar, Executive-Field Operations, MA (Public Administration)

Mr. Ashish Pandey, Executive-Field Operations, MA (Sociology)

Mr. Anil Kumar Pandey, Sr. Research Executive, BA (History Hons.), PGD (Radio & TV Journalism)

Ms. Chetali Kapoor, Project Manager, BSc (Home Science), MA (Social Work)

Mr. Anand Anjani Jha, Manager Library & KM - Sociology, MA (Library and Information), Dpl (Medical Laboratory Tech)

Ms. Bharti Kapoor, Sr. Executive -KM, MA (Hindi), Dpl (Information & Software Management)

Mr. Zia ul Arfin, Sr. Executive-KM, BA, Dpl (Graphic Design)

Ms. Joselyn Joseph, Executive,- 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, Sr. Executive, IT-Pursuing BCA, Dpl (JCHNP)

Mr. B. Sundara Rao, Manager - EDP- MA (Sociology), One year Advance Career Oriented Diploma & MS Office

Ms. Kanchan Singh, Sr. Executive - EDP- BA, BLIS, Dpl (Computer Applications)

Mr. Rohit Kumar, Sr. Executive – EDP BA, Dpl (Computer Applications), Pursuing Dpl (Graphic Designing & Video Editing)

Mr. Neel Kamal, Executive - EDP, Basic Computer Course F-Tech, Pursuing BA

Mr. Vivek Kumar, Executive – EDP, BA, Professional Dpl (Multimedia App)

Mr. Regi. V. John, Head- HR, Admin & Accounts, MA, PGDPM, DCA

Mr. Sukanta Kumar Sahoo, Sr. Manager (Accounts), B.Com, MBA, Dpl (Comp Applications)

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, XIIth

Mr. Tek Bahadur K. C., Sr. Driver, IXth

Internship

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))

Ms. Shreen Vaid, BSoc SC (Hons) Politics & International Relations

Mr. Jugnu Trivedi, Bachelors in IT, Pursuing Masters in Media Research

Ms. Akanksha Gupta, BA, Pursuing MSc in Media Research

Ms. Shivani Singh, BA, Pursuing MCA

Ms. Prachee, Pursuing Bachelors (Mass Comm)

Ms. Juhi Handa, Pursuing Bachelors (Mass Comm)

Ms. Jahaanvi, Pursuing Bachelors (Mass Comm)

Ms. Priyadarshini K Raj, Pursuing PGD in Comm

Mr. Naveen Kumar Singh, Pursuing PGD in Comm

Ms. Tishya Jain, Pursuing PGD in Comm

Ms. Aakriti Tomar, Pursuing BA Journalism

Consultant

Prof (Retd.). Ehsanul Haq, JNU

Ms. Niharika Goel, BA (Hindi - Hons), PG Dpl in Advtg & Public Relation & Pursuing MA in Mass Comm

Mr. Rajender Singh Gusain, Pursuing BA (Hons)

Editorial Team

P N Vasanti,

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