



MAKING A DIFFERENCE...

Twenty six 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 and Responsive Governance.

ANNUAL REPORT 2015-16

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 and Formative
- Baseline, Mid Term and End-line
- Needs and Impact Assessment
- Monitoring and Evaluation
- Pre Testing SBCC/IEC Material
- Process Documentation
- Policy Review
- People's Perceptions and Experience

Advocacy

- Workshops, Seminars and Symposiums
- Publications
- Felicitations/Awards
- Corporate Social Responsibility Programmes
- Film Festivals and 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 and Regulations

CMS AT A GLANCE

Over the past 26 years, CMS has carved out a niche for itself as an interdisciplinary professional body with a wide range of concerns and capabilities.

WHO WE ARE?

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

CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. We have completed **over 690 projects** in collaboration with **206 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.

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.**

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 and Capacity Building in **Social Development, Environment, Communication, Media and Transparency** issues through **innovation and partnerships.**



Ms P N Vasanti with faculty of Sri Padmavati Mahila Visvavidyalayam (SPMVV)



Book release of 'RTI Use and Abuse'



Ms P N Vasanti addressing Symposium on 'Vision for Media & Communication in Education in India'

Highlights (2015-16)

CMS has worked with **20 International and National partners** to execute over **28 projects** in the last year.

- CMS has signed MOUs with Sri Padmavati Mahila Visvavidyalayam (SPMVV), University for Women.
- CMS VATAVARAN collaborated with Rajpur Community Initiative Society to organise the first Rajpur Nature Film Festival at Rajpur, Dehradun, on April 2015.
- CMS VATAVARAN collaborated with Dastkar to be a part of their Environment Month celebration called Galli- e- Khaas in June. Special award winning animation and short duration films were screened at the Galli-e-Khaas every weekend during this event.
- A panel discussion on 'A Decade of RTI - A Long Way to Go' and book release on 'RTI Use and Abuse' written by Central Information Commissioner, Prof. Sridhar Acharyulu took place on July 30, 2015 at India International Centre. Hon'ble Mr. Justice J Chelameswar, Judge of Supreme Court of India was the chief guest of the event.
- A symposium on 'Vision for Media & Communication in Education in India' was organized by CMS Academy on August 7, 2015
- Screening of award winning films twice every month at India Habitat Centre is being organised since July 2015. The screenings are open to all.
- Film Panorama on environment conservation organised at the Open Frame Festival of PSBT in September 2015.
- The 8th edition of competitive CMS VATAVARAN was organized successfully on the theme 'Water for Life' from October 09 – 13, 2015 at the NDMC Convention

Centre, New Delhi, during which, a total of 22 awards were presented to filmmakers, journalists and conservationists..

- National award winning filmmakers organised three workshops on 'Digital Cinematography', 'Art of Storytelling in Films', 'Acquisition and distribution of environment films' in October 2015 for amateur and aspiring filmmakers at the CMS VATAVARAN film festival. CMS VATAVARAN collaborated with international film festivals such as **Jackson Hole Wildlife Film Festival, Voices from Water** and organizations such as **Conservation International** for exchange of films and holding Film panoramas at the festivals.
- In addition, a key component of CMS VATAVARAN film festival and forum 2015 was the forum on 'Water for Life' comprising workshops and discussions particularly for informing the youth, children, filmmakers, journalists and environment enthusiasts, of the policies and good practices that shape the present day challenges associated with water in the country. Two media workshops to impart skills and information to journalists, writers and filmmakers and a children's workshop on water auditing were included in this forum.
- Water Festivals were organised in schools and colleges across Delhi NCR. Film screenings, interaction with experts and art and essay competitions, cultural performances were organised for students.
- CMS was a stakeholder in preparation of the National Wildlife Action Plan (NWAP) 2017-31. Policy inputs from CMS on communication and information dissemination have been included in the action plan.

- Book release of 'Chronicles of a Village Boy in New Delhi' written by Dr N Bhaskara Rao on October & November 2015 at Hyderabad, Vijaywada & New Delhi.
- In commemoration of the 125th Birth Anniversary of Pandit Jawaharlal Nehru, Children's India, Bengaluru organized its 10th International Children's Film Festival at Mangaluru. 14 award winning films of CMS VATAVARAN were part of this festival.
- CMS VATAVARAN collaborated with You and I Foundation to organise the 2nd edition of Dayittwa Film Festival and Forum in Chandan Nagar (West Bengal) in December 2015 with a focus on raising nature awareness.
- CMS in partnership with UNICEF organised a 'Media Orientation on Pentavalent Vaccine' on May 5, 2015 in Hyderabad. The media orientation was to inform journalists about new pentavalent vaccines, the benefits and misconceptions.
- CMS in partnership with UNICEF organised 'Media Roundtable on Education' on 31 October, 2015 in Hyderabad. The Roundtable was designed to discuss the role of media as an importance stakeholder in education system and for holistic reporting of protection issues in the education system.
- 7th UNICEF Awards for Children-Related Programmes in Telugu Television Channels were presented at a special ceremony on December 10, 2015 at Hotel Taj Deccan in Hyderabad.
- CMS in partnership with UNICEF organised a 'Roundtable discussion with content creators to discuss Children's Rights based Issues on December 21, 2015 in Hyderabad.

- 9th CMS VATAVARAN Call for Film Entries announced at Mumbai International Film Festival 2016 (MIFF). Thirteen award winning films screened at Doordarshan Kendra Studio in Mumbai as part of MIFF.
- Second edition of **Disney Friends for Change** 'Conserving Green Spaces' programme was implemented by CMS with 7 grantee schools in Delhi that undertook park restoration work. Summer Fields School, Kailash Colony was awarded the Best Project award for using waste material in the park and involving temple trust members in park development to ensure sustainability. KDB School, Ghaziabad was recognised for their vision of making the park a space for sparrows and DLF Public School, Ghaziabad for demonstrating excellent community engagement in their work with slum children to make them park rangers, and involvement of the temple priests.
- Film Screenings and Discussions on 'Save Water!' was organised at Vignan's Foundation for Science, Technology and Research University, Guntur on March 10, 2016.
- CMS VATAVARAN in collaboration with National River Conservation Directorate (NRCD), Ministry of Environment, Forests and Climate Change screened award winning films on March 22, 2016 at Indira Paryavaran Bhavan.



Book release of Dr Rao's book 'Chronicles of a Village Boy'



7th UNICEF Awards for Children-Related Programmes in Telugu Television Channels



Summer Fields School being conferred Disney Friends for Change 'Conserving Green Spaces' award 2016



Dr Rao at the 11th GCA International Conference on Ombudsman: Media and social responsibility, at Mysuru

Other Participation

Dr N Bhaskara Rao, Chairman, CMS

- panelist of the 11th GCA International Conference on Ombudsman: Media and social responsibility, at Mysuru on January 28, 2016.

Ms P N Vasanti, Director General, CMS

- attended the IUCN Asia Regional Conservation Forum (RCF) held in Bangkok, Thailand from August 10-12, 2015.
- attended regular ASCI CCC meetings in Mumbai.
- attended the workshop on “Policy Implications of Indian CS Participation in India’s Development Cooperation” on November 20, 2015 at Society for Participatory Research in Asia (PRIA).
- attended the Mumbai International Film Festival at Mumbai from January 28 to February 3, 2016, with Mr Sundeep C Srivastava and Ms Indira Akoijam.
- attended the 6th National Sammelan of Operational Community Radio Stations organized by Ministry of Information & Broadcasting from March 18-20, 2016 at VigyanBhawan, in association with One World Foundation, India.



Ms P N Vasanti at IUCN Asia Regional Conservation Forum held in Bangkok



Ms Anita Medasani at capacity building roundtable on media reporting on children related issues

Mr. Alok Srivastava, Director, CMS Social

- gave a presentation on findings of Union Government’s Performance Appraisal by CMS-Two Years of Modi Government on April 30, 2016.
- took a session on ‘Indicators for Monitoring’ during a course for the officers of Government of Jammu & Kashmir organized at National Institute of Labour Economics Research and Development (NILERD), NITI Aayog on January 6, 2016.
- participated in a National Consultation on ‘Road to Sustainable Development Goals’ held during February 9-10, 2016.
- contributed a write up on National Evaluation Policy- a must for achieving SDGs in Evaluation Community of India’s newsletter, January 2016.
- participated in a national conclave on ‘Driving India’s Growth Momentum: Capacity Building in Public Policy, Healthcare, Manufacturing and Infrastructure’ organized by Indian School of Business on Dec 3, 2015.
- Presented a paper in evaluation conclave 2015 held in Nepal
- Became Founder, Core Group member of Evaluation Community of India (ECOI), launched in October 2015.
- took a session on Components and Indicators of monitoring during Fourth International Programme on Monitoring and Evaluation organized by NILERD (formerly Institute of Applied Manpower Research), NITI Aayog on September 24, 2015.
- attended the Asia-Pacific Launch in Delhi of State of the World’s Volunteerism Report 2015 titled ‘Transforming Governance’ organized by UN Volunteers/UNDP on June 23, 2015.

- gave a presentation on Independent Audit of Implementation of Citizens'/Clients' Charter (CCC) during the 'National Roundtable on State-level Governance Performance Management' organized by Indian School of Business (ISB) on May 18, 2015.

Ms. Paramita Dasgupta, Director, CMS Communication

- Presented findings of formative research for Infant and Young Child Feeding (IYCF) hygiene practices and maternal nutrition in Bihar, in Patna among stakeholders March 2016
- participated in a brainstorming session on 'Research design, survey tools for Behavioral Change Communication and its administration in Rural India' at World Bank on March 16, 2016 with Mr Abison Paul.

Mr Anisur Rahman, Team Leader, WASH

- attended a Consultation on Development of a Hygiene Framework and Indicators on March 16, 2016.
- attended a workshop on Developing Smart, Healthy and Sustainable Cities: Learnings from US, China & India on January 11-12, 2016.

Mr Mumtaz Ahmad, Sr. Research Manager, CMS Social

- Special Monitoring visit on behalf of the Ministry of Panchayati Raj from January 5-8, 2016 with Dr Amit Rahul
- attended an Orientation Workshop for National Level Monitors (NLMs) at New Delhi organized by the Ministry of Rural Development on January 11, 2016.

Mr. Sundeep C Srivastav, Head Coordination, CMS VATAVARAN

- participated in the inaugural ceremony of Delhi International Film Festival held on December 5, 2015 with Ms Indira Akoijam, Mr Anand Jha & Mr Suraj Basu.

- attended a full day workshop on fundraising organized by Guide Star India, Mumbai on January 19, 2016.

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.
- presented findings of Regular Monitoring of Rural Development Programmes Phase I, 2015-16 conducted in 6 districts of J&K during in the Regional Interactive Workshop of National Level Monitors (NLMs) organized by MoRD, GOI on 21-22 April, 2016 at Pusa, New Delhi.
- attended a training workshop on evaluation titled 'From Rhetoric to Reality' organized by ISST and NITI Aayog on October 15, 2015.

Mr Anand A Jha, Manager, Library & KM

- attended ENVIS Brain storming Session on Role of ENVIS (Environmental Information System) in Decision & Policy Making for the MoEF&CC and Road Map Ahead at 'Narmada' Conference Room, Indira ParyavaranBhawan on January 12, 2016 with Dr Yamini Srivastava and Mr Dipendra Bans Mishra.

Ms. Indira Akoijam, Manager, CMS Academy

- attended a film screening at the Smile International Film Festival for Children and Youth held in Siri Fort. The film festival was held from December 21 - 27, 2015, with Mr Raj Kumar, Executive, CMS VATAVARAN.
- represented CMS VATAVARAN in the 2016 DocEdge Kolkata which was held from February 29 to March 6, 2016.
- attended the **46th International Film Festival of India** held in Goa from November 25th to 30th. She attended screenings, forums and interacted with programmers, curators, filmmakers and the team at IFFI, Goa.



Mr Alok Srivastava attending Evaluation conclave in Nepal organized by community of Evaluation South-Asia.



Ms Paramita Dasgupta presenting findings of Infant and Young Child Feeding (IYCF) in Bihar



Ms P N Vasanti and Mr Sundeep C Srivastava at MIFF 2016



CMS ANNUAL GENERAL MEETING 2015

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.

CMS-Managing Committee

Dr. N. Bhaskara Rao,
internationally known social scientist, media expert & psychologist.

Ms. P. N. Vasanti,
Social Psychologist, and Media Researcher

Dr. Shanti Swarup Medasani,
Scientist

Ms. N. Bharati,
Development Consultant

Mr. Vinod Vaish,
IAS (Retd.), former Secretary, Dept of Telecom, Gol

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

The Advisory Council Includes

Swami Agnivesh, Social Activist

Mr Alok Mehta, Eminent Editor

Ms Asha Das, IAS (Retd.), former Secretary Ministry of Women & Child Development

Ms Asha Swarup, IAS (Retd.), former Secretary Ministry of Information & Broadcasting

Mr D. R. Kaarthikeyan, former Director CBI

Dr. Mohini Giri, President, Guild of Service

Dr Reena Ramchandran, former CMD Hindustan Organics Chemicals Ltd

Dr Shyam Benegal, Ex MP (Rajya Sabha), Eminent Film Director

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

Mr H K Dua, Eminent Editor, Ex MP (Rajya Sabha)

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

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

Mr S. Naveen, Market Researcher

Mr Kiran Karnik, former President, NASSCOM

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

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

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

Mr Rajender Singh, founder Tarun Bharat Sangh

Mr R S Butola, former Chairman PetroFed& IOC

Mr Ramesh Sharma, Eminent Film Maker

Mr Samar Singh, IAS (Retd.), former Secretary General WWF-India

Mr Sudhir Chandra, IRS, former Chairman Central Board of Direct Taxes

Dr S Y Quraishi, Former Chief Election Commissioner of India, New Delhi

Ms Usha Bhasin, former DDG Prasar Bharti

Ms. Usha Rai, Eminent Journalist

Dr U N B Rao, IPS (Retd.), Chairman of Urvi Vikram Charitable Trust

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.

The CMS Managing Committee met twice for taking stock of efforts and overall guidance. These meetings were held on November 27, 2015 and May 20, 2016.

The CMS Annual General Meeting which includes Advisory Council Members and Managing Committee was held on November 27, 2015

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

-Dr. N Bhaskara Rao, Chairperson, CMS



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



CMS Social

Mapping Progress in Development Sector

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

The team continues to focus on providing research, monitoring and evaluation (M&E) support to planners and implementing partners at national and state levels. The key priority areas are livelihood, agriculture and livestock management, migration, food security, nutrition, women and child development, RTE. In the health sector, the focus areas for research and evaluation studies related to maternal and child health, public health, health services and WASH issues among others.

During 2015-2016, CMS Social worked on **14 projects**.

Significant Contribution

- CMS Social as a national M&E consultant to BAIF's Godhan Project since 2010 has guided and provided insights to BAIF with regard to the project's progress and corrective measures to be taken for the project more successful and effective. Further, as part of the project, a Poverty Index Tool was developed for capturing the socio-economic status of beneficiary households, using data logger.
- In tough terrain of Tripura state, during observance of National Deworming Day (NDD), CMS team members visited schools and anganwadi centres for monitoring and documenting the process. A detailed report was shared to help the Government of Tripura take corrective measures prior to the next round of NDD.
- CMS Social team conducted a detailed time use study among rural households in Bihar for London School of Economics and London Business School. This research study is expected to help maximize programme reach.
- Monitoring of centrally sponsored rural development programmes in states have provided insights to union, state and district administration for improving the programme reach and achievements of three ministries namely, Rural Development; Drinking Water & Sanitation and Panchayati Raj.
- Physical verification of the standing crops in the individual farmer's field to assess the cropping practices such as SRI/SWI followed by them for improving productivity.

Projects

- Rapid Assessment Study of Godhan Project as National Consultant (M & E), *BAIF Development Research Foundation*
- Need Assessment study across 250 schools in Chittoor district of Andhra Pradesh, *FICCI Social Economic Development Foundation*
- Independent Monitoring and Coverage Validation of School and Anganwadi based Deworming Programme during National Deworming Day 2016 in Tripura, *Evidence Action*
- Third Party Quality Assessment in Bihar, *Digital Green Trust*
- Regular Monitoring of Centrally Sponsored Rural Development Programmes in Rajasthan, *MoRD*
- Evaluation of a multi-pronged intervention to Improve access to safe abortion care in selected districts of Madhya Pradesh, India: A Follow up Survey –Round II, *IPAS Development Foundation*
- A Qualitative Study on Improvement of Environment in Varanasi City, India, *JICA-KKC-Japan*
- A follow up study for Community Mobilization for Improved Access to SRH Service and Information among Young Women in Two Selected Tribal Blocks of Jharkhand, India, *IPAS*
- Rural Innovativeness and Time Use Study in Bihar, India, *London Business School*
- Fact finding visit of NLM to ascertain complaint of financial irregularities in implementation of MGNREGA in Chandauli, Uttar Pradesh, *MoRD*
- A Quantitative Study on Improvement of Environment in Varanasi City, India, *JICA-KKC, Japan*
- Regular Monitoring of Centrally Sponsored Rural Development Programmes in Jammu & Kashmir, *MoRD*
- Fact finding visit of NLM to ascertain complaint of financial irregularities in implementation of MGNREGA in Gonda, Uttar Pradesh, *MoRD*
- An Assessment of Volunteering Experience among Youths in India, B for Change Initiative, *Genx Entertainment Limited*

We really appreciate the speed and professionalism with which you (CMS) carried out the task...just wanted to say thanks for doing such a wonderful job, on everything so far. You and your organization (CMS) came highly recommended, and I can see why...

–Prof. Om Narshiman, London Business School



CMS Environment

Promoting Responsibility

CMS Environment is a specialised team working on research and advocacy initiatives on various environment and wildlife issues, including water, sanitation, climate change, sustainable development, renewable technologies, etc.

This team also focuses on raising awareness on environmental issues for a sustainable future using films and other communication and media strategies.

Highlights of the 8th CMS VATAVARAN included Curtain Raiser Programme at The American Centre, Global Water Walk for Peace, Green Haat cultural performances.

Close to 5000 participants including school and college students, partners, filmmakers, conservationists, corporate professionals, journalists, nature enthusiasts, amateur filmmakers and representatives of various indigenous tribes of the country were part of this five-day film festival and forum.

More than 100 films (nominated, special premier and panorama) were screened followed by interactions of the filmmakers, guests and experts with the audiences. Interesting forums on crucial water issues were organized in partnership with organizations such as Arghyam, GIZ, Asia Foundation, to name a few. Bringing together around 30 environment and wildlife journalists from across the country this year were two media workshops conducted by India Water Portal and CMS ENVIS & The Third Pole.

8th CMS VATAVARAN preparations & other initiatives:

A peer review team performed quality checks and appraised the appropriateness of each of the film entries received (178) in this edition of the festival. A compilation of all films entered in the festival were then showcased in the festival directory

The 8th CMS VATAVARAN's Nomination comprised of 24 eminent personalities from widely divergent sectors and streams. Stockholm Water Prize 2015 winner and popularly called the Water Man of India, **Mr. Rajendra Singh**, was the Nomination Jury Chairperson of the 8th CMS VATAVARAN.

To bring about awareness on water conservation and as a prelude to the theme of 8th CMS VATAVARAN, water festivals were organised in schools and colleges for two months (Aug & Sep).

The 8th CMS VATAVARAN Award Jury viewed 75 nominated films to select a total of 22 awards. The Indian films jury was headed by Mr Amol Palekar while Mr Girish Kasavaralli headed the International films Jury.

CMS VATAVARAN Opens CALL FOR ENTRIES for its 9th Edition

CMS VATAVARAN has announced call for entries for the 9th CMS VATAVARAN Environment & Wildlife International Film Festival and Forum to be held from 2nd to 6th November 2017 in New Delhi. The bi-annual film festival and forum addresses contemporary environment and wildlife issues through the medium of films, forums, workshops, field visits, food festival, nature bazaar, etc.

Environment and wildlife filmmakers, amateurs, animators, student filmmakers are invited to submit films in 13 categories in both Indian and International sections.

As on Aug 2016-675 films have been received. Final deadline for entry: February 2, 2017

7th CMS VATAVARAN International River Festival

The 2016 travelling edition of CMS VATAVARAN will feature International River Festivals across important rivers in India. The focus of these river festivals is to delve into the various issues related to conserving and protecting these precious resources, like river pollution, biodiversity habitats, concretization of river banks and sustenance of the water flow and associated ecological flows. There will be a conscious attempt to highlight the state of water resources in rapidly changing environment and the respective behavioural and policy change required to address the same.

CITY	RIVER IN FOCUS
Hyderabad	Musi
Mangalore	Netravati
Guwahati	Brahmaputra
Pune	Mula-Mutha
Gandhinagar & Ahmedabad	Sabarmati
Allahabad	Ganga
Tiruchirappalli	Cauvery

The emphasis will lie in actively involving local stakeholders such as policymakers, officials, conservationists, scientists, journalists, filmmakers, corporate leaders, academicians and students.

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”.

- Hosted on the NIC server, CMS ENVIS website was updated regularly with RSS feed, TV news stories on YouTube channels, fully downloadable publications, on-line databases and research studies.
- CMS ENVIS quarterly newsletter “Green Voice” came out with 4 editions in 2015-16. The daily e-newsletter “Green Media” continued to reach more than 3500 everyday.

The centre also engaged itself into focused research studies and analysis of media coverage and trends on environment news in the mainstream news channels and print media (Coverage in Indian News Media, COP 21 Paris- UN Climate Change Conference 2015)

Projects

Recurring grant to ENVIS Centre on Communication and Electronic Media, MoEF

8th CMS VATAVARAN International Environment and Wildlife Film Festival & Forum, GIZ, YES BANK, WWF, Arghyam, The Asia Foundation and American Centre

“...this notion of bringing film and technology and popular culture together is really, really important (for spreading awareness amongst people for environment and climate),”

– Mr Richard Verma, US Ambassador



“Thank you so much for hosting a wonderful and meaningful festival. I really enjoyed the whole experience.”

–Mr Saurabh Shukla, Lead Actor of KaunKitnePaani Mein



CMS Communication
Enhancing Behaviour & Social Change

CMS Communication has made remarkable contribution in development communication in the country. The team experiments with methodologies in developing communication strategies, as well as monitoring of interventions' progress and evaluating their impact towards enhancing behaviour & social change.

The team provides objective research support to development communication initiatives. Special interest of this team continue to be meaningful entertainment education for children and adults on issues like health, education, hygiene, rights, survival, and other development issues.

During the year 2015-2016, CMS Communication worked on **07 projects**.

Significant Contribution

Conducting Recipe Creation and Trials of Improved Practices (TIPS) for the first time in India

CMS Communication Team has conducted large scale studies on Young Child Feeding (YCF) in Bihar and Uttar Pradesh for Alive & Thrive, FHI. The studies have mapped the prevailing Maternal, Infant and Young Child Feeding practices in the states to identify the gaps and opportunities to improve nutrition intake. The next step was to involve lactating mothers, under the guidance of nutrition experts, to create nutritionally appropriate food combinations using food items which are affordable, available and acceptable. The created recipes and the recommended breast feeding, diet diversity, quantity and quality of food to be given and hygienic practices were introduced, tested and evaluated among the selected mothers and pregnant women through the Trials of Improved practices (TIPs). TIPs involved pre trial counseling and pre trial 24-hour dietary recall exercise; a trial period of 14 days; and a post trail evaluation along with post trial 24-hour dietary recall exercise.

Concurrent Monitoring of Intervention using CBPR

The team had successfully executed the concurrent monitoring of Menstruation Hygiene Management Project of UNICEF in Uttar Pradesh, Bihar and Jharkhand. The concurrent monitoring provided evidence to improve the implementation and prove the efficacy

of the MHM project. The concurrent monitoring utilized a mixed methods approach, including quantitative data while also harnessing the power of Community Based Participatory Research (CBPR).

The application of CBPR principles including visual, narrative, and numeric data ensured that this project attempted to the voices of participants in the design, implementation, and analysis of research. Both structured questions and participatory research were embedded within FGDs, structured interviews, exit interviews and observations to create data collection processes interactive, engaging, and empowering. Another unique feature of this study was the combination of paper and TABs for data collection. Qualitative activities, open-ended questions, and the 'other/specify' category responses were collected on paper. The TABs and paper transfer was aptly designed for ease of administration.

Benchmarking of the Key Performance Indicators

The Team has undertaken the first ever benchmarking of the Key Performance Indicators (KPIs) for the Global Communication & Public Advocacy Strategy for UNICEF India. The strategic objective included a set of specific KPIs, targets and baseline to track and measure the impact of communication and public advocacy as envisaged in the strategy over the four-year period of planning and implementation (2014–2017). The study encompassed both qualitative and quantitative methodologies to analyze and benchmark the achievements.

Policy Studies and Regulatory Inputs

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

“We do appreciate all the excellent work you and entire CMS team have put into this large and complex activity”.

–Tina Sanghvi, Alive and Thrive

Projects

- Baseline and Benchmarking the Key Performance Indicators for the global communication & public advocacy strategy (A&C), *UNICEF*
- Concurrent Monitoring studies of Menstrual Hygiene Management in select districts of UP, Bihar& Jharkhand, *UNICEF*
- Pre test of PSA scripts for WASH, Eastern UP), *UNICEF*
- Pre-testing of Five radio and TV spots for State Nutrition Mission-CDN, UP), *UNICEF*
- Formative Research and Trials of Improved Practices in Bihar, *Alive & Thrive, Bihar, FHI*
- Formative Research on Improved Material Nutrition (MN), Infant and Young Child Feeding (IYCF), and Household Sanitation and Hygiene (HSH) Practices in UP, *ALIVE & THRIVE, UP, FHI*
- Pretest of special chapter on Non-Communicable Diseases (NCDs) in New Delhi, *American Academy of Pediatrics & UNICEF*



CMS Transparency has been providing significant database and momentum to create responsive governance systems in our country.

The team will continue to establish links with civil society groups and design campaigns for RTI to further social objectives like transparency in elections, exposing corruption and improving civic services.

Projects

Union Government's Performance Appraisal by CMS-Two Years of Modi Government (2016)

CMS conducted a comprehensive assessment of performance of 20 key ministries and ministers of Union Government just before BJP led Union Government completed two years. Eleven indicators under three Parameters namely Initiatives and Actions, Interface with Citizens and Citizens' Perception were used to assess and rank Union Ministries and Ministers.

Independent Audit of Implementation of Clients'/Citizens' Charter (CCC) of Central Board of Excise and Customs (2015)

CMS conducted the first ever independent audit of the implementation of CCC in Delhi zone offices of Customs and Central Excise. The indicators covered under the audit included degree of visibility of CCC in relevant area, awareness of departmental officers/staff about CCC, degree of accuracy of numbers and names of contact persons mentioned in charters, response rate for phone calls made to contact persons, quality of self-assessment report and feedback of users about the implementation of the charter.



CMS India Corruption Study-Perception and Experience with Public Services in Delhi (2015)

The study undertaken in 2015 is the tenth round of India Corruption Study and focuses on Delhi. The uniqueness of Delhi is that different public services are governed by different government agencies such as Delhi Police, LPG cylinders, Railways, Passport services (Union government); Electricity, Water, PDS, Education (State government) and Sanitation, Birth/Death Certificates, Building Plan Sanction (Municipal Corporations). With three government agencies responsible for different public services and ensuring corruption free service delivery system in place, it was of immense importance and appropriate to gauge opinion of Delhi citizens on their perception and experience about 15 public services picked from these three governing agencies.

Indo Japan Public Opinion Poll Survey, Japan Embassy

I am happy to note that Centre for Media Studies (CMS) has been carrying out the exceptional good work in various areas having substantial public interest. One of their initiatives is the study on corruption in the country in particular in certain geographical areas or on a theme.

*... K.V. Chowdary, Central Vigilance Commissioner,
Central Vigilance Commission*



CMS Survey team has a nation-wide network of professionals for undertaking extensive field studies. CMS also works with many institutions on various projects in a collaborative basis.

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.

...It is for the first time that Dr Bhaskar Rao (Founder Chairman, CMS) and his highly talented and dedicated colleagues at CMS have taken pains to come up with a scientific, objective and entirely nonpartisan assessment of the achievements and failures of the (Union) Government and its functioning.

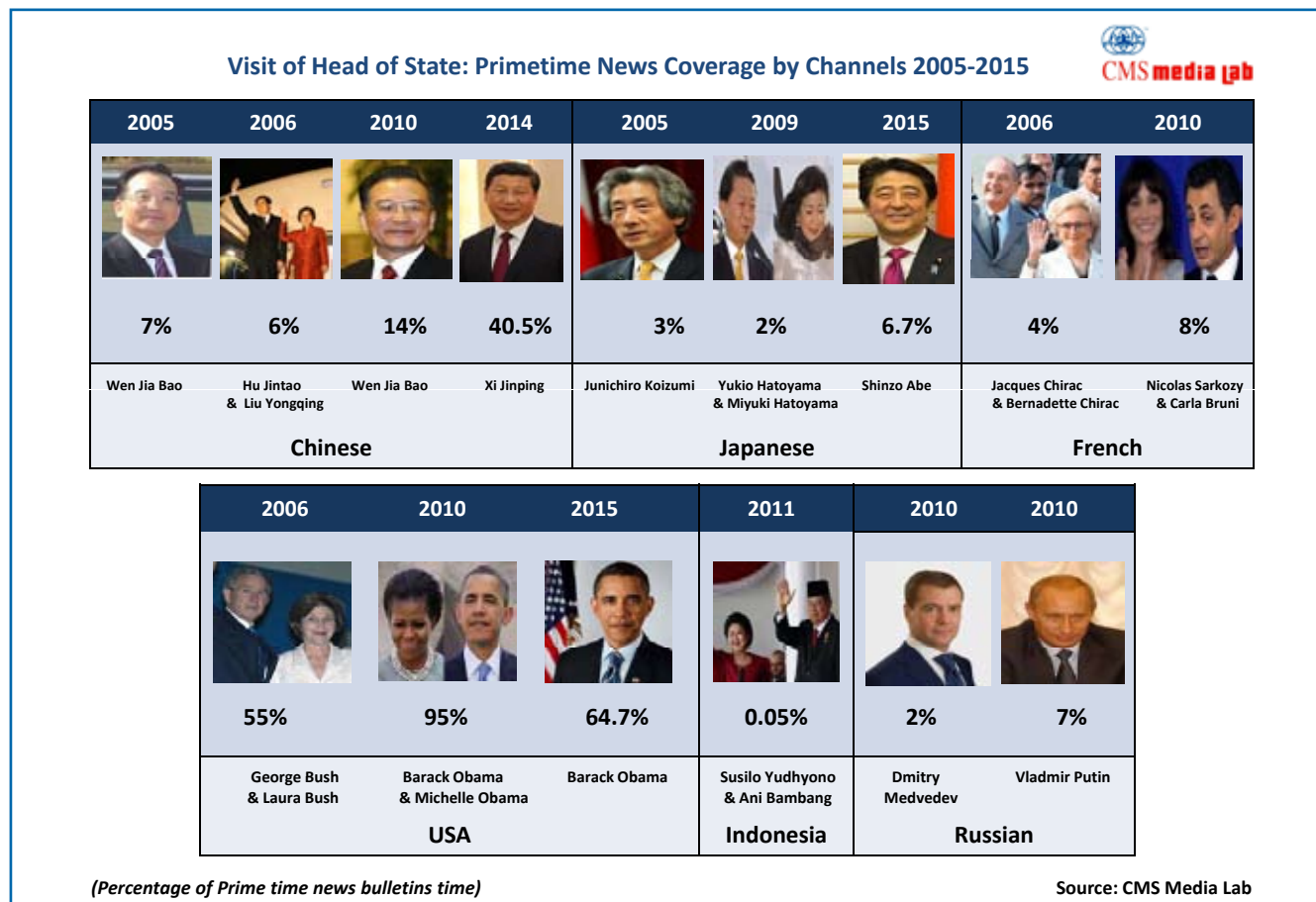
...Excerpts from Foreword by Dr.Subhash C. Kashyap, Constitutional Expert and former Secretary General, Lok Sabha

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.





Symposium on Vision for Media and Communication Education in India

CMS Academy and UKERI had organized a seminar on the topic “Vision of Media Education in India” on 7th August 2015 at India International Center New Delhi. Stakeholders of Media and communication Education participated in the daylong symposium. Educators from public and private universities/

institutes interacted with senior industry professionals on the agenda of the symposium. Educators and professionals of media from different states of the country shared their experiences on different themes. The event had diversity in terms of representation from different parts of the country from Shilong to Pondicherry and fields of media & communication from news to film.

There is a need to make the journalism students more entrepreneurial because many of them are not going to be employed by large media companies, they have to be freelancers. So, the model of profession as a journalists has changed with the shrinking journalism markets.

–Loren Ghiglione, Association of Schools of Journalism and Mass Communication



CMS Advocacy

Innovative Engagements & Strategies

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

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

The 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 2015-16 - Disney India

The Second edition of **Disney Friends for Change** 'Conserving Green Spaces' programme was implemented by CMS with 7 grantee schools in Delhi that undertook park restoration work. Summer Fields School, Kailash Colony was awarded the Best Project award for using waste material in the park and involving temple trust members in park development to ensure sustainability. KDB School, Ghaziabad was recognised for their vision of making the park a space for sparrows and DLF Public School, Ghaziabad for demonstrating excellent community engagement in their work with slum children to make them park rangers, and involvement of the temple priests.



Advocacy with Media (Print and TV Channels) in partnership with UNICEF, Hyderabad Office

As part of the influence the influencers initiatives a series of workshops/roundtables/ symposiums were organised in 2015 and 16. The main purpose behind these activities is to engage with the local journalist- print and TV channels to build their capacities in certain areas so they can report better and more holistically, keeping in mind the interest of the child and respecting their rights.

CMS in partnership with UNICEF organised a ‘Media Orientation on Pentavalent Vaccine’ on May 5, 2015 in Hyderabad. The media orientation was to inform the journalist about the new pentavalent vaccines, the benefits and misconception about it.

CMS in partnership with UNICEF organised ‘Media Roundtable on Education’ on 31 October, 2015. The Roundtable was designed to discuss the role of media as an importance stake holder in education system and for holistic reporting of protection issues in the education system.

CMS in partnership with UNICEF organised a ‘Roundtable discussion with content creators to discuss Children’s Rights based Issues on December 21, 2015 in Hyderabad.

CMS in partnership with UNICEF organised a ‘Media Consultation - Achieving Open-Defecation Free (ODF) in Telangana’ on September 7, 2016 in Hyderabad.



Advocacy with TV Channels - ‘UNICEF Awards for Children-Related Programmes in Telugu Television Channels’ organised in partnership with UNICEF, Hyderabad Office.

These unique awards are an annual project. In 2015, the 7th edition of the ‘UNICEF Awards for Children-Related Programmes in Telugu Television Channels’ were organised on December 10, 2015 in Hyderabad. The goal of these awards has been to motivate the channels to ensure quality and responsible reporting of children along with highlighting important rights based issues concerning children in the states of Andhra Pradesh and Telangana. This is a seven month long project where media is constantly advise on how to better their programmes.

Projects

1. Towards Organizing of the on-ground environmental education activity titled “Disney Friends for Change” in Delhi and NCR-2015, *The Walt Disney Company (India) Pvt. Ltd and United Home Entertainment Pvt. Ltd.*
2. Media Support and Coordination for Conduction of Media Workshop on Pentavalent Vaccine Launch for Telengana and Andhra Pradesh on 05 May 2015 at Hyderabad for A&C Programme, Unicef
3. Unicef Media Awards 2015, Unicef

“More than the numbers, these statistics tell a story. A story of partnership. A story of media metrics. And a story of a common intent to champion the issues of children. Thanking all for participating in this intent”

–Ms Ruth Leano



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.

In the year 2015-16, a total of 8 professionals were inducted in CMS under different teams.

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.

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 Academy- with around 4000 friends and 538 followers on 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.

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, etc.

Electronic Data Processing (EDP)

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

Administration, Human Resource and Accounts

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

Significant Contributions

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 caused by acts of Sexual Harassment. In this regard CMS laid down 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.

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

Standardisation of recruitment processes.

Developed **360 degree appraisal system**, which is used twice a year at CMS.

Organised staff welfare activities like sports meet, picnics and festival parties.

The Administration team has developed and maintained the New Delhi and Noida Campus.

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

Developed project-based accounting systems.

CMS Publications

Articles and Research papers

Dr N Bhaskara Rao (2016): Scores higher than NDA mydigitalfc.com

Dr N Bhaskara Rao (2016): SabkaSaath, SabkaVikas should be the yardstick for second year celebrations of Modi Government (for The Hans India)

Dr N Bhaskara Rao (2016): UNESCO should reopen debate on media freedom ,The Hans India

Dr N Bhaskara Rao (2016): Why public schools are being pushed to a close down?, The Hans India

Dr N Bhaskara Rao (2015): High time we debate role of Public and Private Schools .

Dr N Bhaskara Rao (2015): RTI does not hamper, it is best bet for Political Parties

Mr Alok Srivastava article(2015): Time to give it up more Subsidy, Governance Now

Mr Alok Srivastava's (2015), User Feedback is the Key to Success of Citizens' Charters', Transparency Review

Mr. Alok Srivastava ways to curb corruption in public service www.ichowk.in

Dr Amit Rahul's (2015) Does MGNREGA Need Restructuring, The Flag Post

Dr Amit Rahul (2015), Changing Pattern of Relationships – Caste Vs Occupations', The Thumb Print: A Magazine from the East.

Dr Amit Rahul's (2015), Relevance of MGNREGA Today,The Thumb Print

Mr Anisur Rahman (2015), Key challenges in Water and Sanitation Sector, Transparency Review

Workshops/ Conference Paper presented:

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

Mr Alok Srivastava, contributed a chapter "Ethical Challenges for Evaluation in India", published in the edited book- Evaluations for Sustainable Development: Experiences and Learning, Daya Publishing House, New Delhi, 2015

Mr. Alok Srivastava presented a paper on Measuring Corruption in Public Services: Challenges and Lessons Learnt during Global Evaluation Week and Community of Evaluators South Asia (CoE SA) Evaluation Conclave 2015 in Kathmandu, Nepal; 23-27 November 2015

Reports, Monograph, Books and Directories

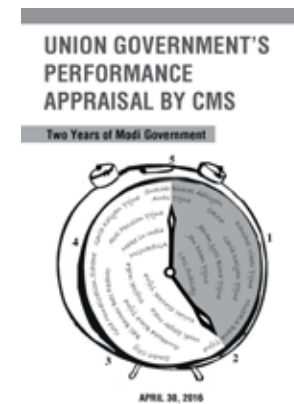
A handbook for the media on Reporting on Education, 2015

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

CMS 25 Year Brochure

Union Government's Performance Appraisal by CMS -Two Years of Modi Government

CMS India Corruption Study 2015



A report published by NCPDR based on the study conducted by CMS Social: Study on Status of School Participation (6-14 years) and Availing of Health & Nutrition Services (0-6 years) for children of Migrant Labourers.

Journals and Newsletters:

Transparency Review - a bi-monthly journal

This Journal was initiated by Shri Ajit Bhattacharjea (eminent journalist and former editor TOI, IE & HT) who was also the founder editor since its inception in March 2006. The first issue was released by Ms Aruna Roy (founder MKSS) at CMS Office. This bimonthly journal covers and tracks issues related to RTI implementation and other such accountability concerns in governance. Dr N Bhaskara Rao (Chairman CMS) and Mr Dinesh Sharma, eminent journalist, regularly write for this internal publication.

Green Voice - a quarterly newsletter on environment and media

'Green Voice' is a quarterly newsletter of CMS ENVIS with a circulation of more than 3000 individuals and 500 Organisations. It has a highly diversified readership such as environmentalists, filmmakers, students, academicians, conservation activists, researchers, media professionals, political activists, lobby and advocacy groups, and similar organizations.

The newsletter has recently been given a makeover with its design and its content, resembling a modern look. It now includes several new segments like exclusive interviews, features and articles. The aim is to share the space with individuals and organizations that are active in the field of environment advocacy and have been promoting the same through several mediums.

CMS ENVIS Green Media - a daily e-newsletter

'Green Media' is an electronic documentation of news and features which appear in English News dailies in India.

This newsletter, which reaches to more than 8000 email boxes every day, caters to the information requirements of environmentalists, wildlife enthusiasts and experts, conservationists, activists, researchers, media professionals, filmmakers, political activists, NGOs/ scientific organisations, mass communication institutes, lobbyists and advocacy groups in an effective and functional manner.



బాలల హక్కుల పరిరక్షణ సామాజిక బాధ్యత

సాజీ, సిడీబ్యూరో: బాలల హక్కులపై మీడియాలో ప్రసారమయ్యే అత్యుత్తమ కథనాలకు యూనిసెఫ్ అవార్డులను ప్రధానం చేయనుంది. అవార్డుల వివరాలను మేరీ గోల్డ్ షోల్డర్లో శుక్రవారం తెలియజేశారు. ఆగస్టు 1 నుంచి నవంబర్ 8 వరకు 100 రోజుల పాటు బాలల హక్కులు, బాలల సమస్యలపై ప్రసారమయ్యే ఉత్తమ కార్యక్రమాలకు ఈ అవార్డులను అందజేస్తున్నామని యూనిసెఫ్ ప్రతినీది రూత్ లీయానో ప్రకటించారు. స్పెషల్ కేటగిరీలో రానెక్ల యజమానులు నామినేషన్లు పంపవచ్చు. జనవరి 1, 2016 నుంచి నవంబర్ 8 వరకు ప్రసారం చేసిన బాలల కార్యక్రమాలను దీనికి పంపవచ్చునని సీఎంఎస్ రీజనల్ మేనేజర్ అనిత మేదపాటి తెలిపారు. తొలిసారిగా ప్రైవేట్ మీడియాను ప్రకటించారు. అవార్డు జ్యూరీ డైరెక్టర్, రిచర్చర్, యూనిసెఫ్ ప్రతినీది పునఃపర్యవేక్షించి రెడీ ప్రకాశ్, ప్రాజెక్టులు వర్జీన్స్ పిన్కీ మీడియాకు జ్యూరీగా పేర్కొని, రిచర్చర్, బందారు శ్రీనిధి రెడ్డి, ప్రైవేట్ మీడియాకు కుమార్, వరదాచారి వ్యవస్థాపక ప్రకటించారు.



दिल्ली

विश्व का सबसे अधिक प्रदूषित शहर है 34,459 लोगों के

सबसे अधिक भ्रष्टाचार सरकारी महकमों में

महकमा	सबसे अधिक भ्रष्टाचार
राज्य सरकार	100
राज्य सरकार	95
राज्य सरकार	90
राज्य सरकार	85
राज्य सरकार	80
राज्य सरकार	75
राज्य सरकार	70
राज्य सरकार	65
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राज्य सरकार	55
राज्य सरकार	50
राज्य सरकार	45
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राज्य सरकार	30
राज्य सरकार	25
राज्य सरकार	20
राज्य सरकार	15
राज्य सरकार	10
राज्य सरकार	5

Two years of Modi government: Survey says nearly half feel 'no change'

By PTI | Apr 30, 2016, 06:58 PM IST

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NEW DELHI With the Modi government close to completing its two years in office, a new survey today said nearly half of the respondents (49 per cent) feel 'no change' in their living standards while another 15 per cent feel the situation has actually worsened.

The survey, conducted by the Centre for Media Studies (CMS), further claimed that "a significant percentage (43 per cent) feels that poor people are not benefiting from programmes and schemes under the Modi government."



At the same time, the performance appraisal of the two years of the Modi government also found that Narendra Modi's performance as Prime Minister was being liked by a vast majority (62 per cent) and as many as 70 per cent wanted him to continue as Prime Minister beyond the first five years.

The survey, of around 4,000 respondents across rural and urban areas of 15 states, will be available on the website www.cmsindia.com and www.pib.gov.in.



UNICEF institutes print media awards

Open Register

The United Nations Children's Emergency Fund (UNICEF) conducted a symposium to announce the upcoming "Media Awards 2016" at Green Park Hotel in Bengaluru on Friday.

An interesting extension this year is that the 'Awards' have been opened for print media. Anita Madhusudhan, Regional Manager, CMS Hyderabad moderated the programme and covered the milestones. She explained that for this year these awards are being extended to national channels present in the two States and contributions from entertainment media.

Both Leela, Chief Field UNICEF Office for Andhra Pradesh, Telangana and Karnataka announced the launch of the 'Awards' and covered four thematic areas, which will be considered for the same. This includes 'Child and Maternal Health', 'Child Nutrition', 'Child Education' and 'Child Protection'.

eminent media professionals from Telugu News Channels and newspapers participated in this symposium. The event was attended by Rachel Chatterjee who is the chairperson of the 2016 UNICEF Media awards along with other jury members viz. Hrudayini Srivastava, retired Indian Indian media Officer, KN Lakshmi, senior journalist and a social activist and Dr C Menon, retired professor from TS Telugu University. Other important members from UNICEF Office for Andhra Pradesh, Telangana and Karnataka were Beth Leana, Chief, Soashty George, Child Protection Specialist and Prasad Sen, Advocacy and Communication Specialist. Subject experts and other speakers were G Valluvar, Chief Editor (Bhaskar Today), Reddy Prakash, Education Consultant and Dr. PV. Sarada.

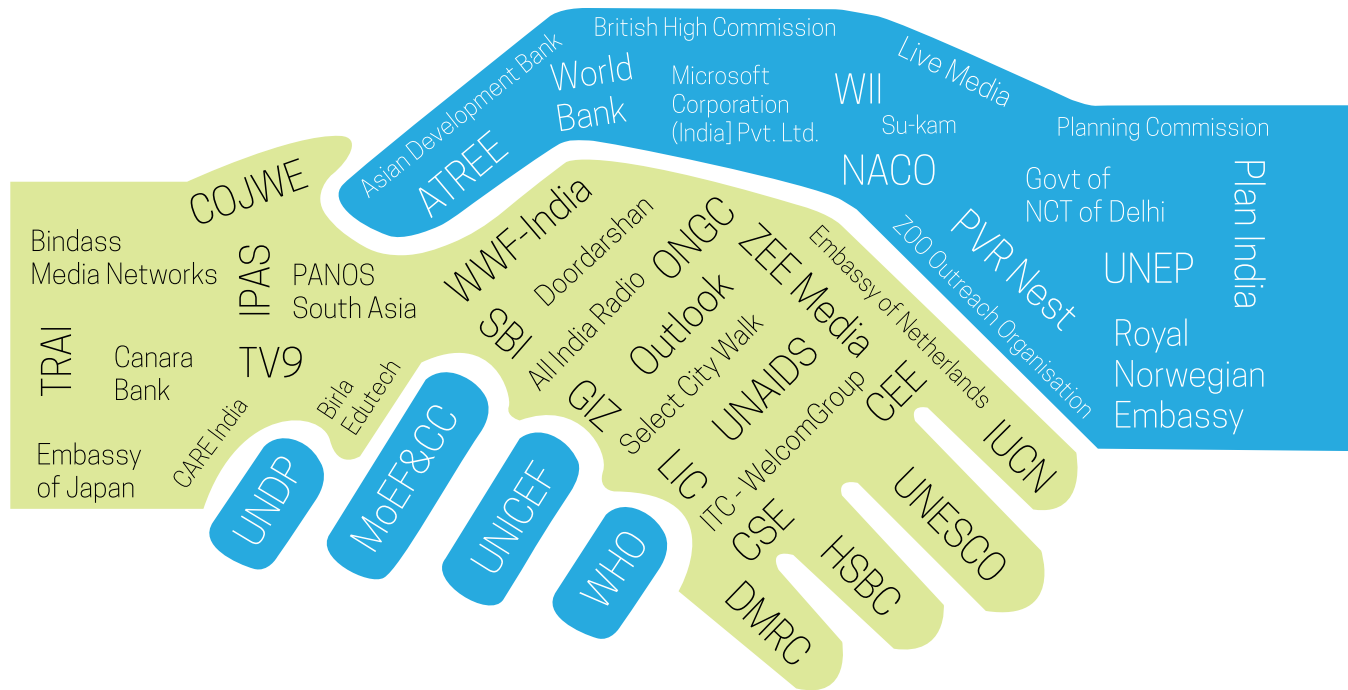


Media Presence

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 initiatives were covered in **100 articles and quotes published by the country's leading National and Regional newspapers** during 2015- 16.

35 National Newspapers and **60 Regional Newspapers** covered CMS activities including **The Times of India, Indian Express, The Hindu, The Hindustan Times, The Mint, The Business Standard, The Pioneer, The Economic Times, Dainik Bhaskar, Dainik Jagran, Eenadu, Andhra Jyoti, Sakshi** etc.



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 20 International and National Partners to execute over 28 projects between 2015-2016.**

CMS gratefully acknowledges all the Partners for supporting its activities.

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

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 2015-16
Total income	58,107,052.00
Revenue expenses	50,239,969.00
Capital expenses	26,250.00

(*from Audited Statement of Accounts)

CMS PROFESSIONALS

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)

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

Mr. Narendra Kumar Bhatt, Head- Field Operations, BA (History Hons.)

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

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

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

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

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

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

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, 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 Communication, Advt& Journalism), Dpl (Comp App & Web Designing)

Mr. Raj Kumar, Executive-CMS VATAVARAN, BA

Mr. Suraj, Associate - CMS VATAVARAN, BAMCAJ

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

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

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

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

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

Ms. Archita Moitra, Research Executive, Bachelor (Media Sciences), Masters (Mass Communication), PGDP (Communication)

Ms. Rumani Chakraborty, Research Executive, BA (Hons), M.A. (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, B.A (History, Political)

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

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

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

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

Mr. Anand Ajani Jha, Manager Library & KM – Graduation (Sociology), Masters (Library and Information), Dpl (Medical Laboratory Tech)

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

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

Ms. Joselyn Joseph, Sr. Executive- KM, B.A, M.A (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, One Year Dpl (JCHNP)

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

Mr. Neel Kamal, Executive - EDP, Basic Computer Course F-Tech, Pursuing BA
Mr. Vivek Kumar, Executive – EDP, B.A, Professional Dpl (Multimedia App)
Mr. Pradeep Kumar Tiwari, Computer Operator, BA (History Hons), DMOA, DMCP, DTP & Tally
Mr. Regi. V. John, Head- HR, Admin & Accounts, BA, MA, PGDPM, DCA
Mr. Sukanta Kumar Sahoo, Sr. Manager (Accounts), B.Com, MBA, Dpl (Comp Applications)
Mr. Bharat Singh Bisht, Executive – Accounts, B.Com, Certificate in Computer financial Accounting Tally 4.5 to ERP 9.0
Ms. Sheetal Arora, Front Office Executive, BA, Dpl (Computer)
Mr. Ravindra Singh Thakur, Executive-Office Maintenance, Xth
Ms. R. Rajamani, Pantry Assistant
Mr. Lal Singh, Sr. Office Assistant, XIIth
Mr. Dharam Pal Jamwal, Sr. Office Assistant, IXth
Mr. Dayal Singh, Office Assistant, IXth
Mr. Jai Kishan Sharma, Office Assistant, Pursuing BA
Mr. Tek Bahadur K.C., Sr. Driver, IXth



Editorial Team

P N Vasanti,

With input from:

Alok Srivastava, Paramita Dasgupta

Compilation

Bharti Kapoor

Editing

Joselyn Joseph

Design

Zia ul Arfin

Photographs

Photos taken by the staff during fieldwork in India's remotest corners

For Details on Projects, Programmes and Initiatives:

Ms. P N Vasanti

Director General

E: pnvasanti@cmsindia.org

CMS National Office

RESEARCH HOUSE, Saket Community Centre
New Delhi 110 017

P: 91 11 2685 1660
91 11 2686 4020
F: 91 11 2696 8282
E: info@cmsindia.org

CMS Regional Office

1300 A Jubilee Hills Society, Road No. 66
Hyderabad 500033

P: 91 040 2354 0493
F: 91 040 2354 0493
E: cmshyderabad@cmsindia.org

CMS Academy

17 & 18, Sector-106, Noida
Uttar Pradesh

P: 91 11 2685 1660
91 11 2686 4020
F: 91 11 2696 8282
E: info@cmsacademy.org

www.cmsindia.org

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