



## MAKING A DIFFERENCE...

**Twenty-eight 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 2016 – 18

## THE CMS EDGE

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

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

**Resources:** State-of-the-art facilities for research, documentation, data analysis and training.

**Ethics in Research:** CMS has an internationally recognized Institutional Review Board (CMS-IRB) to review protocols of research & evaluation concerning human participants.

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

**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

**Policy Research | Socio-economic Development Research | Monitoring and Evaluation  
Communication Strategies | Advocacy | Capacity Building**

## CMS SERVICES

### Research

- Monitoring and Evaluation
- Scoping and Formative
- Feasibility
- Needs and Impact Assessment
- Baseline, Mid Term and End-line
- Pre Testing SBCC/IEC Material
- Process Documentation
- Media Content Analysis
- Policy Review
- Opinion Polls

### Advocacy

- Orientation & Exposure Visits on Social & Development Issues for Media, Research Scholars, Academicians, Corporates & Civil Society
- Media Fellowships
- Workshops, Seminars and Symposiums
- Publications
- Felicitations/Awards
- CSR Programmes
- Film Festivals and Competitions

### Capacity Building

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

# CONTENT

1. CMS at a Glance	4
2. Highlights 2016-18	6
3. Projects/ Studies	8
4. Leadership	11
5. Contribution by various CMS Teams	13
6. CMS Knowledge Initiatives	37
7. Media Presence	39
8. CMS Partners	40
9. Financial Summary	41
9. CMS Professionals	42
10. Participation of CMS in other Initiatives	43



## CMS AT A GLANCE

Since 1991 inception in, CMS has carved out a niche for itself as an interdisciplinary professional body with a wide range of concerns and capabilities

### 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.



## 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 on **Research, Advocacy and Capacity building on Social Development, Environment, Communication, Transparency and Governance** issues at various local and national policy levels

CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. We have completed **over 700 projects** in collaboration with **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?

We work across the country through network, agencies, universities.

**CMS** has a fully-equipped Office in New Delhi 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 nationally as well as internationally across the globe.

Located in the heart of New Delhi, the **CMS office** has its own **five-storey building**. CMS is well-equipped with in-house data processing and high-end computation facilities, with broadband connectivity along with **updated software for quantitative and qualitative data analysis**.



## Highlights (2016-18)

CMS has worked with 8 **International and National partners** to execute over 18 projects in the year 2016-18

### Significant highlights initiatives in the years:

- For the first time CMS used composite methods to **appraise functioning of Union Government of India** as it completed 2 years in May 2016. The report was released on April 30, 2016 by Dr Subhash C. Kashyap, eminent constitutional expert and Dr N Bhaskara Rao, Chairman, CMS at India International Centre.
- CMS and the CSDS jointly organised a one-day seminar on **Cross Media Ownership and Concentration in Indian Media** focusing on its likely implications and way forward, on February 15, 2017.
- Released the findings of **11th CMS India Corruption Report 2017** at IIC on, April 27, 2017 by Dr Bibek Debroy, Member, NITI Aayog. This national report covers corruption that citizens encounter in their availing key basic public services. The report also presents an overview of petty corruption since 2005.
- During Swachhta Pakhwada for implementation of Swachh Bharat Mission, a cleanliness drive was organised with active participation of Delhi based ENVIS members at India Gate on June 17, 2017. The drive was followed by group discussion.

- Workshops on '**Gender Sensitivity in Programming**' was held between October 11 -13, 2017 at NABM premises with 30 officials from radio and television production. The second workshop was held on November 22- 24, 2017 at NABM premises with 22 officials of Doordarshan.
- CMS in Partnership with UNICEF organised Brainstorming Session on "**Mainstreaming Gender Responsive Pro-social Content in Private Broadcasting in India**" on December 21, 2017 at Mumbai. The specific objective of the session was to learn from earlier experiences, share efforts of this pilot program and also build a long-term program to strategically integrate gender responsive pro-social content in Indian television entertainment.
- A Consultation on **Ethical Standards in Social Research and Evaluation: Indian and International Perspectives and Practices in SDG era**, was organised during Evalfest 2018 on February 7, 2018 at CMS office, Saket. CMS was also one of the partners in EvalFest2018 organised during February 7-9, 2018 by Evaluation Community of India and other national and international partners.
- CMS and IHCAP jointly organised a state level **media workshops on climate change** in Almora (Uttarakhand), Imphal-(Manipur), Gangtok (Sikkim), Shillong (Meghalaya) and Kohima (Nagaland) in the year of 2016 and 2017.
- CMS in collaboration with GIZ organised **National Media Consultation on Climate Change** in Delhi on January 24, 2017. The workshop brought together climate change experts, the policy makers and media professionals from different states with the objective of improving reporting skill on the subject throughout the country.
- CMS in collaboration with GIZ organised the **State Media Workshop on Climate Change** in Hyderabad, Chennai, Jalandhar (Punjab) and Shimla (Himachal Pradesh) in the year of 2017.
- The 9th CMS VATAVARAN International Film Festival and Forum on Environment & Wildlife, was organised on November 2 – 6, 2017 at Gandhi Smriti Darshan and Samiti, Rajghat, New Delhi. This year, the festival saw enthusiastic participation of nominated filmmakers from many countries including Switzerland, Iran, Germany, and from various Indian states. Several eminent conservation experts and nature enthusiast participated in this festival, including Padmshri Shri Chandi Prasad Bhatt, Ms. Marina Walter, Country Director UNDP, Ms. Marylaure Crettaz, Head Swiss Cooperation Office and Counsellor, Mr C K Mishra, Secretary MOEFCC, Grammy Awardee Ricky Kej, noted film maker Mr. Neela Madhab Panda, Mr Soumitra Dasgupta, IG Wildlife, and Mr. Abhisar Sharma, ABP News. Close to **7,500** participants were part of this five-day film festival and forum.
- CMS collaborated with MoEF&CC to launch clean air for Delhi campaign on February 12, 2018 at MOEF&CC.
- A session on 'Meditation for Self-Realization' by Sister Shilpa from Brahma Kumaris, was organised for CMS Staff on April 14, 2016.
- CMS organised a lecture and interactive session with Dr Arvind Singhal on Tracking the Alchemy between Media Production, Reception, and Social Change: How to make media narratives work harder, and know they made a difference! on July 20, 2017 at CMS office, Saket, New Delhi
- An interactive session with Mr Ramesh Sharma, a multiple national and international award winning filmmaker and director of the acclaimed movie 'New Delhi Times', was organised on September 2017 at CMS office, Saket, New Delhi



## Projects & Studies in 2016-18

CMS has worked with **International and National partners** to execute over **40 projects** in the year 2016-18

1. Situational Analysis and Impact Assessment of Swachh Bharat Mission in India, Ministry of Drinking Water & Sanitation, 2016-17
2. End line Study and Documentation of Cases Studies of Godhan Project as National Consultant (M & E), BAIF Development Research Foundation 2016-17
3. Regular Monitoring of Centrally Sponsored Rural Development Programmes, Phase II in Jharkhand and Haryana, Ministry of Rural Development 2016-17
4. Need Assessment of Financial Literacy Awareness in Jharkhand, FICCI Socio - Economic Development Foundation 2016-17
5. Third Party Quality Assessment and Adoption Verification in Bihar, Digital Green Trust 2016-17
6. Regular Monitoring of Centrally Sponsored Rural Development Programmes, Phase I in Assam and Mizoram, Jharkhand and Haryana, Ministry of Rural Development 2016-17
7. Regular Monitoring of Centrally Sponsored Rural Development Programmes, Phase I in Haryana and Jharkhand, Ministry of Rural Development 2016-17
8. Comparative Evaluation of Medical Termination of Pregnancy services provided in Public and Private Health Facilities in Bihar, Ipas Development Foundation 2016-17
9. Assessment of ISRO Telemedicine Services in six states of Himalayan Region, DECU-ISRO 2016-17
10. Fact finding visit of NLM to ascertain complaint





of financial irregularities in implementation of MGNREGA in Baghpat, Uttar Pradesh, Ministry of Rural Development, 2016-17

11. An Outcome Assessment under Global Sanitation Programme in three states for Water Supply and Sanitation Collaborative Council (WSSCC), Geneva, 2018
12. Independent Monitoring & Coverage Validation Household Survey under National Deworming Programme in Jharkhand, Evidence Action/ PKIPL, 2017-18
13. Community Mobilization for Improved Access to SRH Services and Information among Young Women in Two Selected Tribal Blocks of Jharkhand, India-A Follow-

up Evaluation, Ipas Development Foundation, 2017-18

14. A Baseline study and Landscape Assessment for the Pahel project with PRI representatives on Health and Sanitation issues in Bihar, Centre for Catalyzing Change, 2017
15. Research Partner to Sandhi Project through Monitoring & Verification of data collection; Observation of Information Dissemination about Schools to Community; and Baseline Report, Centre for Civil Society, 2018
16. Regular Monitoring of Centrally Sponsored Rural Development Programmes, in four districts of Himachal Pradesh and two districts of Uttar Pradesh (Phase-II)

- and in two districts of Tripura (Phase I), Ministry of Rural Development, 2017-18
17. Trails of Improved Practices on Infant & Young Child Feeding (IYCF), Hygiene Practices and Maternal nutrition in Bihar, 2016
  18. Formative Research on Maternal Nutrition (MN), Infant and Young Child Feeding (IYCF), and Household Sanitation and Hygiene (HSH) Practices in UP, Alive & Thrive, 2016-17
  19. Assessment of Infant & Young Child Feeding Counseling Center Services in Bihar, Alive & Thrive, 2016-17
  20. India Assessment of Marketing of Breastmilk Substitutes in Mumbai City in partnership with WESTAT for Access to Nutrition Foundation (ATNF) 2016-17
  21. Pretest of 'Aadha Full' and 'Full on Nikki', UNICEF 2016-17
  22. Concurrent Monitoring of Menstrual Hygiene Management Project in Bihar, Jharkhand and UP, UNICEF 2016-17
  23. Assessing Determinants of unequal access to NCD services at the District Level in Maharashtra, PHFI, 2017
  24. Media Component of the South Asia Water Governance Programme (Sawgp) Evaluation, IOD PARC, 2017
  25. Communication Needs Assessment to inform design of BCC package for High Risk Groups (HRGs) and Bridge Populations, in 10 states FHI 360, 2018
  26. Information Ecosystem Research, AP, TN, Orissa, West Bengal in India and Khulna, Barisal, Chittagong in Bangladesh, INTERNEWS, 2018
  27. Study on Effectiveness of SMC Radio Intervention in 10 districts of UP, UNICEF 2018
  28. CMS India Corruption Study-Perception and Experience with Public Services, 2017
  29. Union Government's Performance Appraisal by CMS- Two Years of Modi Government, 2016-17
  30. Public Opinion Survey to Understand and Analyze the Public Images of Japan among India's Opinion Leaders and General Public on behalf of Ministry of Foreign Affairs, Japan 2018
  31. CMS India Corruption Study-Perception and Experience with Public Services, 2018
  32. Capacity Building Orientation program for media on Climate Change and Sustainable development and developing the media manual; GIZ, 2017
  33. National Media Consultation on Climate Change Reporting in New Delhi, GIZ, 2016
  34. Capacity Building Programme on Climate Change for Journalists in the 12 states of the Indian Himalayan Region. SDC- IHCAP & DST, 2016 – 2019
  35. DST-SDC Media Fellowship for Reporting on Climate Change in Indian Himalayas. IHCAP 2016-2019
  36. Media Program for providing an understanding and insights into Universal Health Coverage(UHC) in India; WHO, 2017
  37. Fellowship program for media persons on climate change; DST-IHCAP, 2017
  38. Media Fellowship Programme #write4climate- A step closer to Climate Change. GIZ, 2018
  39. Mainstreaming Entertainment Education & Pro-social Content in Public and Private Broadcasting in India, UNICEF, Delhi 2017-18
  40. Project Vrikshdaan, ONGC, Delhi 2017-18



## Leadership

CMS has worked with **8 International and National partners** to execute over **18 projects** in the year 2016-18

**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 for taking stock of efforts and overall guidance. These meetings were held on September 23, 2016 and May 20, 2016, December 15, 2017, October 28, 2017 and April 28, 2017

The CMS Annual General Meeting which includes Advisory Council Members and Managing Committee was held on September 23, 2016 and October 28, 2017

### CMS-Managing Committee

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

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

**Shri N K Mathur**, former Special Secretary to GoI

**Ms. N. Bharati**, Development Consultant

**Prof. M K Premi**, Demographer, Former Senior Professor, JNU

**Shri. Vinod Vaish, IAS (Retd)**, Former Secretary, Dept. of Telecom, GoI

**Dr. G Lakshmi Kumari**, National Scientist and Former Senior Professor, NIHFV

## The Advisory Council Includes

**Shri 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

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

**Dr. Mohini Giri**, President, Guild of Service

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

**Dr Reena Ramchandran**, former CMD Hindustan Organics Chemicals Ltd

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

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

**Mr S. Naveen**, Market Researcher

**Dr. Shanti Swarup Medasani**, Scientist

**Mr Kiran Karnik**, former President, NASSCOM

**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.), President - Samarpan Foundation; Tourism and Wildlife Society of India | Trustee - Foundation for Ecological Security; Duleep Matthai Nature Conservation Trust

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

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

**Ms Usha Bhasin (Retd.)**, Channel Head, Art and Culture, Doordarshan, India

**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



## Contribution by various CMS Teams

CMS has worked with **8 International and National partners** to execute over **18 projects** in the year 2016-18



**CMS Social**

Mapping Progress in Development Sector



**CMS Communication**

Enhancing Behaviour & Social Change



**CMS Advocacy**

Innovative Engagements & Strategies



**CMS Survey**

Field Based Scientific Studies



**CMS Environment**

Promoting Responsibility



**CMS Transparency**

Towards Responsive Governance



**CMS Media Lab**

Monitoring Trends & Empowering Media



**CMS Academy**

Nurturing Talent & Concerns



## 5.1 CMS SOCIAL

The research and evaluation studies conducted by CMS Social team has facilitated programme partners in making corrective measures, as well as to take a note of the findings in their future programmes. Around 17 Research, Evaluation & Monitoring assignments were completed by CMS Social in financial year 2016-18.

### Significant Contribution

- On completion of one year of **Swachh Bharat Mission (SBM)**, on behalf of Ministries of Drinking Water & Sanitation, Urban Development and DAVP, an all-India Situational Analysis and Impact Assessment was undertaken in a record time of four months, wherein comprehensive reports for each of 29 states and seven UTs were developed along with a National Report. Findings and Pointers for Action detailed out in the reports were observed to be part of the implementing ministries' plan of action.
- Medical Termination of Pregnancy (MTP) or **Safe Abortion Services** is very critical for ensuring health safety of a service seeker (women). A comparative evaluation of services available in public and private health facilities accredited by Government of Bihar (GoB) under Yukti Yojana was conducted by CMS Social team. Facts and figures provided through the research will help the implementing partners- IPAS Development Foundation and GoB -in improving abortion services.
- **Tele-medicine** has lot of potentials to serve the populations living in hard to reach areas. Need Assessment of public health services in six Himalayan states for DECU-Indian Space Research Organization provided the data and information for initiating the process of tele-medicine services a reality in these areas. A challenging task to visit remote locations and interact with range of stakeholders in states like J&K, Uttarakhand, Sikkim, Nagaland, Mizoram and Meghalaya.
- **Financial Inclusion** of marginalized community is very important for ensuring reach of benefits from government programmes and schemes. An assessment of extent of financial literacy among rural population and particularly women, was undertaken among tribal dominated population in Jharkhand for FICCI-SEDF. The programme intervention based on this Need Assessment will help to sensitize the community and maximize the reach of monetary benefits by the Union and state governments.
- Improving productivity through healthy farming practices is a major thrust in India. Continuing its research support to Digital Green Trust's intervention among small and marginalized farmers, physical verification of the standing crops in the individual farmer's field was done to assess the extent of adoption of cropping practices by farmers.



- **Outcome survey of Global Sanitation Fund (GSF)** Programme was undertaken with the over-arching purpose to describe the distribution of key sanitation and hygiene indicators in the program coverage areas on completion of implementation activities. The outcome survey also afforded an opportunity to develop measurement approaches to describe prevalence of key constructs in the household behavior change pathway of the GSF sanitation and hygiene intervention.
- Provided a baseline benchmark of enabling factors that contribute to parental choice in education and standardized information on school inputs and learning outcomes, which being made public will have an effect on the **school education ecosystem**. Ensuring good monitoring and validation of data and information on activities undertaken as part of Sandhi Project, CMS Team provided the platform for optimal utilization of facts and figures critical for the success of the project in Delhi.
- Monitoring and Coverage Validation of **National Deworming Day (NDD)** and follow up activities at school, Anganwadi and household levels was undertaken by CMS Team in a professional manner ensuring real-time data is available with the project team and concerned government officials for follow up action. Spread across all districts of Jharkhand, the team members visited schools and Anganwadis in the remotest locations of the districts to provide on-spot data on the management and observance of NDD.
- Medical Termination of Pregnancy (MTP) or **Safe Abortion Services** is very critical for ensuring health safety of a service seeker (women). A follow up evaluation of extent of awareness and practices of the tribal community on MTP by CMS Social team will help implementing partners, Ipas Development Foundation (IDF) to strategize their intervention for far-reaching impact.
- Continuing its support to Ministry of Rural Development as **National Level Monitor (NLM)**, monitoring of centrally sponsored rural development programmes in several states including Himalayan and North-Eastern states, CMS team have provided insights to union, state and district administration for improving the programme reach and achievements of the ministries namely, Rural Development and Panchayati Raj.
- Panchayati Raj Institutions(PRIs) play an important role in sensitizing community members on **reproductive and maternal health (RH/MH)** issues. Landscape assessment aimed to ascertain the efforts being made by government and donors to strengthen health system delivery by identifying initiatives taken in this direction by various stakeholders, government and non-government in Bihar. Baseline study taken simultaneously among elected representatives of PRIs provided data and information to address gender inequalities and spearhead social change within their constituencies with a focus on improving RH/MH services in the project intervention areas.



## 5.2 CMS ENVIRONMENT

The CMS Environment in policy research and programme evaluation aimed at creating sustainable solutions for environment protection. In 2016-17 and 2017-18, efforts of this team were focused on CMS VATAVARAN and CMS Envis Centre.

### CMS VATAVARAN

CMS VATAVARAN is a pioneering international festival of films on environment and wildlife initiated on 2002, Over the decade, it has evolved into a platform for meeting likeminded individuals and stakeholders.

The travelling CMS VATAVARAN plays an important role in sharing the best of environment and wildlife films to a variety of audiences, and also highlighting local environmental issues. The format of the travelling edition has been effective in reaching out to a wide audience. In each city, the programmes are simultaneously organized in multiple venues. The emphasis lies in actively involving local stakeholders such as policymakers, officials, conservationists, scientists, journalists, filmmakers, corporate leaders, academicians and students.

The 2016 travelling edition of CMS VATAVARAN was in the form of International River Festivals across important rivers in India. The focus of these river festivals was 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 was 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.

**Brahmaputra River International Festival** was held from September 7-11, 2016 in various venues across Guwahati. The festival comprised of inauguration, media roundtable, nature trail, slogan writing competition and film screenings

**Sabarmati River International Festival** was held from October 19-23, 2016 in various venues across the twin cities of Ahmedabad and Gandhinagar in Gujarat. CMS VATAVARAN films touched the chords of the people with issues ranging from water conservation, environment awareness, marine biodiversity conservation. Film screenings, biodiversity quiz, slogan writing competition were organized at Chimanbhai Patel Institute and Calorx Olive International School. Film screenings were also organized at M G Institute of Sciences, Van Chetna Kendra, Pandit Deendayal Petroleum University.

**Mula Mutha River International Festival** was held from December 14-18, 2016 at various venues across Pune. The festival comprised of Inauguration Ceremony, Felicitation of Green Ambassadors, Panel Discussion, Green Film Making workshop, Green film appreciation workshop,





walk along the river, Slogan Writing Competition and Film Screenings. Water Footprint workshop was organized at Global Indian International School. Film screenings and interactive sessions were held at Fergusson College and Bharati Vidyapeeth University

**Musi River International Festival** was held from January 14-18, 2016 at various venues across Telangana. Mr Y Subhash Reddy was felicitated for his remarkable contribution in the field of rainwater conservation in the city of Hyderabad and surrounding districts of Telangana. Film screenings were organized for the students at Ravindra Bharathi, Telangana State Pollution Control Board (TSPCB), Jawaharlal Nehru Technological University, Government City College and Telangana State Forest Academy.

**9th CMS VATAVARAN pre-event:** The Facebook and twitter pages of CMS VATAVARAN carried regular updates on environment and wildlife issues.

**Peer Review:** A team performed quality checks and appraised the appropriateness of each of the film entries received (331) in this edition of the festival. A compilation of all films entered in the festival were then showcased in the festival directory.

**Nomination Jury** - The 9th Competitive edition of CMS VATAVARAN Nomination Jury Meet was held from July

5-7, 2017 at Amity University, Noida. The Jury was chaired by Prof (Col) R K Dargan, Prof & Advisor, Amity School of Communication. The panel comprised of 33 members (26 eminent professionals including environmentalists, journalists, academia from film and communication background and seven student jury members from Amity School of Communication).

**Award Jury** - Award Jury Meet was held from August 28-30, 2017 at Residency Resorts Private Limited, New Delhi. An illustrious group of 12 personalities from cinema, film festivals, media, environment and wildlife sector was part of this award jury and selected awardees for the prestigious CMS VATAVARAN awards from the 113 nominated environment and wildlife films. The Jury was chaired by the eminent filmmaker, Mr. Govind Nihalani.

As a prelude to the 9th CMS VATAVARAN, a number of film screenings and water festivals were organized across NCR region from September 15 to October 25, 2017. These schools hosted film screenings, competitions around the theme of water. The following schools participated in these activities: The Heritage School, Vasant Kunj, New Delhi, Sanskar World School, Meerut Road (UP), Gyan Mandir Public School, Naraina Vihar, New Delhi, Venkateshwar International School, Dwarka, New Delhi, Maharaja Agarsain Public School, Ashok Vihar, Delhi



## Highlights of the 9th CMS VATAVARAN:

**Call for Entry for the 9th Competitive edition of CMS VATAVARAN** was announced one year in advance, as the theme requires much research, understanding and efforts. The theme 'Conservation 4 Water' was an attempt to highlight the struggles of water in the current climate change discourse and action.

The 9th CMS VATAVARAN International Film Festival and Forum on Environment & Wildlife, was organised on November 2-6, 2017 at the Gandhi Smriti Darshan and Samiti, Rajghat, New Delhi

This year, the festival saw enthusiastic participation of nominated filmmakers from many countries including Switzerland, Iran, Germany, and from various Indian states. Several eminent conservation experts and nature enthusiast participated in this festival, including Padmshri Shri Chandhi Prasad Bhatt, Ms. Marina Walter, Country Director UNDP, Ms. Marylaure Crettaz, Head Swiss

Cooperation Office and Counsellor, Mr C K Mishra, Secretary MOEFCC, Grammy Awardee Ricky Kej, Noted film maker Neela Madhab Panda, Mr Soumitra Dasgupta, IG Wildlife, and Mr. Abhisar Sharma, ABP News. Close to 7,500 participants were part of this five-day film festival and forum. The festival also attracted a lot of younger audience with a rise in attendees from college students studying environment, science and media and journalism studies.

Each day consisted of screening of the nominated films in two halls simultaneously, seminars, Green Film Making/Nature Photography Workshop, Green Haat and competitions for various participating school & college students were held in the same venue. The five-day festival had a total of nine Seminars, four workshops, four Green Film Making workshops and several other events. These seminars addressed Resources Conservation, Water, Climate Change, Wildlife and Livelihood.



On the festival theme 'Conservation 4 Water', special programs were organised, including workshops, seminars on Conservation through Films, People participation in combatting Wildlife Crime, Sustainable Livelihoods and role of Gandhian Self-governance in conservation.

Filmmaking workshops conducted by Mr. Jalal-ud-Din Baba (award winning Documentary Filmmaker), Mr. Gautam Pandey (Director, Riverbank Studios), Mr. Sanjib Parashar (IDPA Golden Award Winner) and Ms. Harsimran Kaur Anand (2017 Golden Beaver Awardee) and a Photography Workshop by Dr. Anish Andheria (President, WCT), also turned out to be a huge success with full-packed, enthusiastic participants.

Other special programmes that were part of the 9th edition was the National Media Workshop on Climate Change, organised with support of IHCAP, Swiss Development Agency and Department of Science and Technology, GOI. It brought together around **40** environment and wildlife journalists from across the country and had eminent speakers from the Ministry, Swiss Embassy and several conservation experts.

A Gala awards night was hosted during the festival to

announce and present the prestigious CMS VATAVARAN awards to filmmakers, journalists (Young Environmental Journalism Awards) and conservationists. During this ceremony, more than 20 awards were presented to filmmakers, who were competing in various categories. The Awards were selected from 113 nominated films by an eminent Jury panel, chaired by Mr Govind Nihalani, in 13 categories for Indian films and five categories for International films.

The life time achievement awards to conservationist and films makers – Prithvi Bhushan and Prithvi Ratna were also presented on this occasion. The 2017 National Geographic-CMS Prithvi Bhushan Award was awarded to Shri Chandi Prasad Bhatt, a Gandhian environmentalist and renowned social activist. The National Geographic-CMS Prithvi Ratna Award was conferred to noted filmmaker Ms. Rita Banerji.

A total of 331 films were submitted by filmmakers in 12 categories in CMS VATAVARAN. Consistent with previous festivals, filmmakers from 40 countries entered their films in the international section this year with a total of 158 submissions, while 173 films were entered by filmmakers from 18 Indian states.



The festival was supported and partnered by Ministry of Environment Forest and Climate Change, National Geographic, UNESCO, GSDS, Doordarshan, IHCAP, Down to Earth, National Museum of Natural History, UNDP, CEE, HDFC Bank, NABARD, Wildlife Conservation Trust, CSE, Sony, WWF, WTI, Amity University, TERI University, India Climate Dialogue, The Third Pole and Delhi Greens.

#### **Other CMS VATAVARAN Highlights (2016–2018)**

- CMS VATAVARAN was collaborated with The American Centre celebrated World Earth Day and organized screenings of award winning films on wildlife, environmental activism, and interaction for children with a wildlife expert and a filmmaker, April 22, 2016
- Regular monthly screenings of award and nominated films are being organized at the Indian Habitat Centre (IHC), since July 2015. These evening screenings are scheduled twice each month and is open to all.
- ASN Senior Secondary School, Mayur Vihar and CMS VATAVARAN signed an MoU to screen the award winning films in schools and Universities on August 10, 2016
- In collaboration with International Elephant Film Festival celebrated World Elephant Day at ASN



Senior Secondary School, Mayur Vihar on August 10, 2016. Several film screenings and competitions were organized in the festival

- For the first time in India, World Elephant Day was celebrated by CMS VATAVARAN and TRAFFIC India in collaboration with MoEF&CC, on August 12, 2016 at Teen Murti Bhavan. The festival was inaugurated by Honourable Minister Shri Anil Madhav Dave, Minister and key officials from the Ministry of Environment, Forests and Climate Change. 10 schools of Delhi, government officials, members of several NGOs and civil society groups participated.
- IUCN World Conservation Congress 2016 on the theme 'Planet at the Crossroad' was held at Hawaii in September 2016. CMS VATAVARAN films 'Living with Elephant' by S U Saravana Kumar & 'I cannot give you my Forest' by Nandan Saxena and Kavita Bahl were screened at this Congress.
- WWF Wild Wisdom Quiz 2016 attended by VATAVARAN team on October 6, 2016 at WWF office, New Delhi.
- International Seminar-DAMMING CRISIS IN TIBET attended by VATAVARAN team on October 21, 2016 at India International Centre

- In collaboration with Naval Wives Welfare Association organized Film Screenings for Navy Children School, Delhi on October 27, 2016
- Northeast Festival 2016 attended by VATAVARAN team on November 4-5, 2016 at IGNCA, New Delhi
- 10th World Aqua Congress attended by VATAVARAN team in New Delhi on November 24, 2016 at India Habitat Centre
- Building Bridges to a Sustainable Future' program organised by WWF India to also launch their One Planet Academy. CMS VATAVARAN is collaborating with WWF in this initiative by providing relevant films for the same.
- FICCI CSR Summit & Awards 2016 was attended.
- Toxic Link Film Festival "Quotes from the Earth" at India international Centre, new Delhi from December 2-3, 2016 was attended.
- In Collaboration with Ranthambore Festival organized screening of CMS VATAVARAN Nominated Films from January 27-29, 2017 at Ranthambore. The Hon'ble Chief Minister of Rajasthan, Smt Vasundhara Raje inaugurated the festival which screened 10 select CMS VATAVARAN films in two days (six hours per day). These films were seen by large number of nature and wildlife lovers attending the festival.
- CMS VATAVARAN was a Film Screening Partner of



1st edition of India Environmental Festival (IEF), a three days long celebration hosted in Ahmedabad, Gujarat on February 24-26, 2017 on the theme of "BEING Waste Positive". CMS VATAVARAN created a package of 10 films relevant to the festival theme and were screened on all three days. This festival witnessed a heart-warming footfall of 7000 environmental lovers over the three days.

- CMS VATAVARAN team attended the World Wildlife Day, organised by CMS ENVIS in collaboration with Wildlife Crime Control Bureau (WCCB), MoEF&CC, Govt. of India with the help of other NGOs and UN agencies at National Zoological Park, Delhi on March 3, 2017. The theme for the year was "Listen to the young voices". CMS ENVIS mobilised approximately 500 students and participants from different schools and NGOs, who actively took part in clay modelling, T-Shirt painting, slogan writing, poster making etc.
- On World Environment Day – 2017, we partnered with Forest Research Institute (FRI), Dehradun to screen select Films on Environment conservation. The two day festival was inaugurated by the Hon'ble Chief Minister of Uttarakhand, Shri Trivendra Singh Rawat and saw a participation of a large number of officials and experts, including Shri Siddhant Das (D G Forests, Government of India), Dr. Amita Prasad (Additional Secretary, MoEF&CC), Govt. of India, Dr. Suresh Gairola (DG ICFRE), Dr. Savita (Director,



FRI) many more officials, environment activists, forest officers, faculties and students of FRI and the Indian Council of Forestry Research and Education (ICFRE)

- CMS VATAVARAN & CMS Envis Delhi organized special program for children on the eve of World Environment Day on June 4, 2017. On this occasion Naresh Yadav MLA, Mehrauli Assembly also participated in the program. Around 60 children participated were from various PVR Nest Centres and NGOs
- CMS VATAVARAN celebrated World Ozone Day in collaboration with Amity University on September 25, 2017.
- Bhoj Shodh Sanasthan organized November 12-14, 2017 children film festival in Dhar, Madhya Pradesh. CMS Vatavarán has provided a special package of films to this festival. Around 800 students watched these film during these three days. Students also actively participated in quiz and discussion after watching the films.
- Shivalik Eco-club organised “CMS VATAVARAN” Environment Film Festival on December 21-24, 2017, Moginand (Nahan), Sirmour, Himachal Pradesh. CMS VATAVARAN provided a package of 30 films on various environmental conservation issues for the three-day festival and approximate 900 school students watched these films from Moginand and surrounding areas of Nahaan (HP).
- CMS VATAVARAN collaborated with Kirloskar Vasundhara International Film Festival (KVIFF) from January 4-8, 2018 at Pune!!
- In collaboration with MIFF - Mumbai International Film Festival January 28 to February 03, 2018 as film showcase partner for prominent feature on environmental films.
- CMS VATAVARAN was collaborated with “India Environment Fest - 2nd Edition” from February 16-

18, 2018. Thought-provoking environment films were screen from the bouquet 9th CMS VATAVARAN International Film Festival to understand the issues of the interconnectedness of climate change and water and struggle for water in a world facing global warming, climate variability, food and health insecurity, biodiversity loss, and environmental damage.

- CMS VATAVARAN was collaborated with Grammy Award Winner Ricky Kej, and Suchitra Film Society organized CMS VATAVARAN 8th travelling festival @ Bengaluru from March 16 - 18, 2018 at Suchitra Cinema and Cultural Academy, Bengaluru.

New mandate under the revamped ENVIS Scheme of MOEFCC, 2017 has been communicated to all ENVIS Centers across the country.

As per the revised ENVIS mandate, from 2018 onwards, CMS ENVIS Centre is now called a Resource Partner (RP).

Now, after discussions with MOEF officials, the scope and mandate of CMS ENVIS RP is **Documentation, Evaluation and Communication**.

The broad objectives of the new ENVIS program is to function as the Decision Support System for Environmental Policy and Outcome/impact valuation to MOEFCC. And to help India achieve the Goals set – NBTs, Relevant SDGs and INDCs

Therefore, the aim of CMS ENVIS RP will be to strengthen the ENVIS network and its initiatives, in fulfilling the INDCs and NBTs.



## 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 sensitization. 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 you tube channels, fully downloadable publications, on-line databases and research studies.
- CMS ENVIS quarterly newsletter “Green Voice” came out with four editions in 2016-17 and four editions in 2017-18.
- CMS ENVIS daily published Green Media E – Newsletter an electronic documentation of news and features which appear in English News dailies in India on CMS ENVIS website



### Green Voice Quarterly Newsletter (April-June 2016)

CMS ENVIS Centre, which is sponsored by Ministry of Environment, Forests and Climate Change, Government of India, released a newsletter on World environment Day reporting in 2016 from April to June, that describes

June 5 is observed as World Environment Day (WED) since 1974. Organised by United Nations Environment Programme, the commemoration is aimed at creating awareness on the need to protect our environment.

### Green Voice Quarterly Newsletter (July-September 2016)



CMS ENVIS Centre, which is sponsored by Ministry of Environment, Forests and Climate Change, Government of India, released a newsletter on River of India reporting in 2016 from July to September, that describes Rivers in India not just play a big role in the agriculture and economy of the country. They are also culturally

important with many considering some rivers such as the Ganges very holy.

### Green Voice Quarterly Newsletter (October-December 2016)



CMS ENVIS which is sponsored by Ministry of Environment, Forests and Climate Change, Government of India, released a newsletter on 23 Conference of the Parties (COP22) Reporting in 2016 that

describes the Paris Agreement recognizes the importance of food security as part of the international response to climate change. In this way, COP22 was an opportunity for FAO to provide technical advice to member countries to support their involvement in the negotiations and in meeting their UNFCCC commitments, ensuring the linkages between climate change, agriculture, and food security. Agriculture sectors are key in addressing climate change.

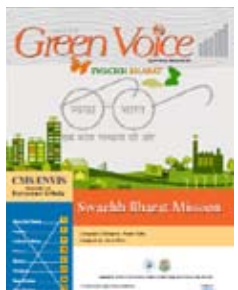
### **Green Voice Quarterly Newsletter (January-March 2017)**



CMS ENVIS News Centre, which is sponsored by Ministry of Environment, Forests and Climate Change, Government of India, released a newsletter on Climate Change Reporting in 2017 that describes climate change communication is about educating, informing, warning, persuading, mobilizing and

solving this critical problem. At a deeper level, climate change communication is shaped by our different experiences, mental and cultural models, and underlying values and worldviews.

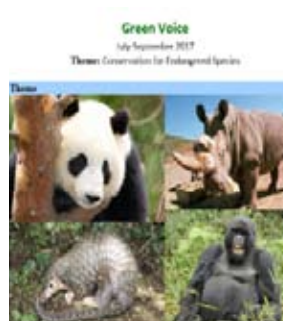
### **Green Voice Quarterly Newsletter (April-June 2017)**



CMS ENVIS Resource Partner, which is sponsored by Ministry of Environment, Forests and Climate Change, Government of India, released a newsletter on Swachh Bharat Mission reporting in 2017 from April to June, that describes People from different sections of the society have come forward and joined this mass movement of

cleanliness. From government officials to jawans, bollywood actors to the sportspersons, industrialists to spiritual leaders, all have lined up for the noble work. Millions of people across the country have been day after day joining the cleanliness initiatives of the government departments, NGOs and local community centres to make India clean. Organising frequent cleanliness campaigns to spreading awareness about hygiene through plays and music is also being widely carried out across the nation.

### **Green Voice Quarterly Newsletter (July-September 2017)**



CMS ENVIS Resource Partner, which is sponsored by Ministry of Environment, Forests and Climate Change, Government of India, released a newsletter on Conservation for Endangered Species reporting in 2017 from July to September, that describes As the world experiences its sixth mass

extinction event, species are disappearing at a rate of 1,000 to 10,000 times more than the Earth's natural extinction rate, according to the World Wildlife Fund. Right now, there are more than 16,000 species listed as endangered on the International Union for the Conservation of Nature's red list. The red list is regarded as the most comprehensive list of threatened species.

### **Green Voice Quarterly Newsletter (October-December 2017)**



CMS ENVIS Resource Partner, which is sponsored by Ministry of Environment, Forests and Climate Change, Government of India, released a newsletter on 23



Conference of the Parties (COP23) Reporting in 2017 that describes the global population is predicted to rise to 10 billion by 2050, and the majority of those people will live in cities. Given that cities already account for 75% of the world's energy use and 76% of carbon dioxide emissions, there's a growing focus on how urban planning and design can reduce emissions and help humanity to adapt to the impacts of climate change.

### Green Voice Quarterly Newsletter (January-March 2018)



CMS ENVIS News Centre, which is sponsored by Ministry of Environment, Forests and Climate Change, Government of India, released a newsletter on Climate Change and its impact on Water Reporting in 2018



CMS ENVIS daily published Green Media E – Newsletter an electronic documentation of news and features which appear in English News dailies in India on CMS ENVIS website

### Thematic Publications: Trend Analysis in Print Media on Swachh Bharat Abhiyan (July-September 2016)



CMS Envis analyzed three prominent Hindi and English newspapers were reviewed over the three months period starting from July 1st to September 30th, 2016. Extensive role of print media in spreading the need of the cleanliness drive. The data showed that the coverage has not been in any forms other than news reports and

advertisements. It was found that SBM related topics which were disseminated through advertisements and merely on topics such as, 'keeping lanes surroundings clean', 'curbing open defecation', 'propagating use of toilets', 'discouraging the practice of littering in public places' etc. However, other crucial aspects of SBM such as proper 'solid and liquid waste management' have not been prioritized.

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 22 Bonn- UN Climate Change Conference 2016)



### 5.3 CMS COMMUNICATION

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 their 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.

#### Significant Contribution

- CMS Communication Team conducted a Formative Research on **Maternal Nutrition (MN), Infant and Young Child Feeding (IYCF), and Household Sanitation and Hygiene (HSH) Practices in UP** for Alive & Thrive to identify specific dietary and hygiene problems, the practices that have led to these problems, the reasons behind these problems and the context in which these problems occur. The study also implemented '**Trials of Improved Practices**' (TIPS) first ever in India, using Test of Recommendations on diet diversity, quantity, IFA and calcium tablets consumption among pregnant women and complimentary feeding, safe disposal of feces, hand washing and child protected play area among 6-17.9 months' children.

The team has also conducted the **Assessment of Infant & Young Child Feeding (IYCF) Counselling Center Services** in Bihar prior to scaling up to all 38 districts. The Communication Team assessed the quality of the IYCF Counselling Center model established in four districts of the state and the feasibility of rapid scale up of the model within the state.

UNICEF has developed a comprehensive SBCC strategy on **Menstrual Management** among rural adolescent girls in the age group 10-19 years has been implemented in select districts in three states to increase knowledge on menstruation, eliminate numerous myths and misconceptions rooted in cultural norms and trigger discussion about the topic among the adolescent girls and her immediate surroundings. CMS Communication was assigned to conduct two rounds of concurrent monitoring studies to assess the extent to which different aspects of the intervention model resonate with the primary participants. The rounds of studies assessed the process and status of implementation of different activities and provide interim results regarding the change engendered by the activities. This monitoring was intended to provide evidence to improve the implementation and prove the efficacy of the MHM project. The **concurrent monitoring was characterized by several innovations**. Two that are specifically noteworthy included the **combination of paper and TABs for data collection** and the **inclusion of CBPR techniques into standard methods of data collection**, such as FGDs and structured interviews.



**India Assessment of Marketing of Breast Milk Substitutes in Mumbai City** was conducted on behalf of **Access to Nutrition Foundation (ATNF)**, an independent not-for-profit organization based in Utrecht, The Netherlands and in partnership with Westat, a health and social science research organization based in the United States. The study was to assess the compliance of the manufacturers of breast-milk substitutes with the Infant Milk Substitute Act (IMS Act). The components of this one of a kind study were conducting interviews with pregnant women, mothers of infants, and healthcare workers in sampled public and private health facilities that provide prenatal and pediatric health services across Mumbai City, identification of promotion of BMS products of any kind in and around health facilities and in media (print, digital, TV), label analysis of BMS products found in the city of Mumbai and to compare IMS ACT with the International Code to see which one is stricter.

CMS Communication team has signed a **long term association (LTA)** contract with **UNICEF India** and has been assigned to take up Pre-testing of development communication material in its concept stage, rough cut or scrap stage among the target audience.

During this period, the team had pretested TV series- AdhaFULL and Radio episodes -FULL on Nikki developed by UNICEF in partnership with BBC Media Action as a part of its 360°multimedia initiative, which focuses on burning adolescent issues with gender empowerment at its core.

The **South Asia Water Governance Programme (SAWGP)** aims to promote the better transboundary management of the three primary Himalayan rivers (the Ganges, Indus and Brahmaputra) shared by seven countries (Afghanistan, Bangladesh, Bhutan, China, India, Nepal and Pakistan). A key component of the SAWGP programme was to provide support to regional media to strengthen their capacity to report on transboundary water issues in a balanced and evidenced manner. The evaluation to explore how SAWGP's support to media has influence the volume and tone of coverage of this issue in print media, particularly focusing on three geographies – the Indus Basin, the Brahmaputra Basin and the Sundarban Landscape is one of the component of a larger assessment of the effectiveness and efficiency of the intervention. CMS conducted content analysis of news reports on transboundary water issues from 24 newspapers from 4 countries – India, Pakistan, Bangladesh and China around the geographies to identify detect any trends in the volume and tone of coverage.



## 5.4 CMS Transparency

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.

### Significant Contribution:



- The 11th annual CMS-India Corruption Study (CMS-ICS) was released by Dr Bibek Debroy, Member, NITI Aayog. This annual survey, since 2000, captures petty corruption citizen encounters in the course of availing public services using PEE (Perception + Experience + Estimation) model.
- CMS-ICS 2017 covered households from different socio-economic strata across more than 200 rural and urban clusters of 20 states. Perception and experience with regard to the ten public services namely, PDS, Electricity, Health/hospital, School Education, Water Supply, Banking Services, Police, Judicial Services, Land/Housing and Tax (only urban) related services, got reflected in the report. Prime Minister's Office, Union and state governments took note of the findings and mentioned at different forums and mediums.
- National and regional dailies as well as TV News Channels gave wide coverage and held discussions on the findings of the study.
- 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.
- Across eleven cities, opinion of general public as well as those of experts and opinion leaders was undertaken to assess opinion on issues of diplomatic, cultural, trades and economic relationship and partnership with Japan, in particular and other countries as well.

- The 12th annual CMS-India Corruption Study (CMS-ICS), foreword written by eminent jurist and Padam Vibhushan Fali S. Nariman, was released by Mr. Prakash Singh, Padamshree and Former DGP, Uttar Pradesh and former DGP, Assam. This annual survey, since 2000, captures petty corruption citizen encounters in the course of availing public services using PEE (Perception + Experience + Estimation) model.

CMS-ICS 2018 covered households from different socio-economic strata across more than 200 rural

and urban clusters of 13 states. Perception and experience with regard to the eleven public services namely, PDS, Electricity, Health/hospital, School Education, Water Supply, Banking Services, Police, Judicial Services, Land/Housing, Transport and MGNRES (only rural) related services, got reflected in the report. Governments and civil society groups took note of the findings and mentioned at different forums and mediums. National and regional dailies as well as TV News Channels gave wide coverage and held discussions on the findings of the study.

“...with all this background it is no surprise that the extremely phrased-intensely investigated-12th Report of the CMS for the year 2018...significantly ends guardedly-with a mark of interrogation: That is without addressing the phenomena of corruption, can we bring down the experience drastically across the public services and States?”

–Fali S. Nariman, Senior Advocate, Supreme Court of India

“ In terms of documenting corruption... everyone who works or writes in this area will quote Centre for Media Studies (CMS) “India Corruption Study”. Since this (the study) has now been undertaken for several years, it can be used to benchmark improvements over time too, with “public services” suitably defined by CMS.”

– Dr Bibek Debroy, Member, NITI Aayog



## 5.5 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 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.

### Significant Contribution

#### Media Training Programme

- CMS Advocacy team has organised 19 media training workshops on climate change in different parts of the country from November 2016 to April 2018. This include thirteen state level workshops like Almora (Uttarakhand), Imphal(Manipur), Gangtok (Sikkim), Shillong (Meghalaya), Hyderabad (Telangana), Chennai (TamilNadu) Jalandhar(Punjab), Shimla(HP), Aizawl (Mizoram), Kohima (Nagaland), Itanagar (Arunachal Pradesh) Darjeeling (West Bengal). In addition, two national level media consultations were also held at national capital New Delhi.

The program of engaging the media is continued and the objective of these workshops is engaging media persons to promote climate change reporting and to trigger interest in climate change, its impacts on

sustainability, livelihood issues and adaptation stories among journalists, editors and media houses in the region and thereby increase awareness among the masses.

The project started in the month of September in 2016 and will continue till 2019. The detailed report of the proceedings of workshop for each state, including overall feedback from participants, have been published.

Around 450 journalists have been oriented on the issue of climate change under the climate change program. And the issue has been reported well in print as well as digital media.

#### Assessment Study IHCAP, 2017

- A mid-term 'Impact Assessment Study' was conducted by CMS Advocacy team to evaluate and analyse the impact of media training program and understand



overall impact in terms of quality and quantity of climate change reporting. The idea of conducting such survey was to evaluate the impact of training program and come up with recommendations which help in improving the content and format of the program. The study has made certain recommendations which have been implemented in on -going training program.

- With the intention to have more informed and in-depth reporting on various aspects of **Universal Health Coverage in India and to strengthen the capacity** of journalists writing on public health, CMS Advocacy, launched a programme last year to provide grant to media persons. The program gave the opportunity to health journalists to write on different aspect including impact and implication of UHC dimensions like access to health services delivery, financial protection, and population coverage. The engagement also helped to focus on efforts towards UHC in the country, especially in the context of the recently approved National Health Policy of India.

### Media Fellowship Programme

- A fellowship program on climate change for environment journalists to report in depth about climate change impacts on Himalayan communities and how they are responding and coping with the impacts has been started by CMS Advocacy in collaboration with IHCAP in March 2017. This three- year program is open to journalists working in print, electronic and

digital media. A total of 14 fellowships will be granted to selected candidates over three years. In 2018 CMS also started another media fellowship program on climate change reporting in collaboration with GIZ. Six journalists have been selected to write on the issue from all over the country.

- The Fellowships are aimed at improving the quality of reporting on climate change, capturing the voices of the Himalayan communities, increasing scientific accuracy of media reports on climate change and thereby facilitating effective communication about mountain communities vulnerable to impacts of climate change. The overall objective of the Fellowship is to facilitate a deeper understanding among journalists and enhance public awareness on issues related to climate change and sustainable mountain development.
- So far 14 fellowships have been granted to the media persons working in different medium print, electronics and digital in collaboration with IHCAP and GIZ.
- ‘Adapting to Climate Change in Rural India’, a media manual, has been developed for media persons. It focuses on responses to climate change international, national and state level, key initiatives on mitigation and adaptation and how to report on climate change-challenges and pitfalls.



(Percentage of Prime time news bulletins time)

Source: CMS Media Lab

## 5.6 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.





## 5.7 CMS Survey

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. 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.



## 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, these departments ensure that CMS executes large-scale national and international projects with remarkable efficiency.

In the years 2016-18, total 21 professionals were inducted in CMS under different teams. Ms Annu Anand, Ms Kirti Arora, Ms Sangay Dolma Gyaltzen, Mr Arpit Agarwal & Ms Niti Kumari joined CMS Advocacy team; Ms Sakshi Aggarwal, Ms Ritika Kapoor, Mr. Anuj Dewan, Mr. Sabyesachi Bharti, Dr Deya Roy & Ms. Mounisha Samanta joined CMS VATAVARAN Team; Ms Ileena Roy joined CMS Environment Team; Ms. Pallabi Ghosh & Ms. Apoorva Nagarajan joined CMS Communication Team; Ms. Pratibha Khushwaha, Ms. Neelima Singh, Ms. Ruchika Sadhu & Ms. Jatinder Kaur joined CMS HR & Admin team, Ms. Kavita Rakheja joined CMS KM team, Mr Vijay Singh joined CMS Library & KM Team, Mr. Utpal Kumar Mishra joined CMS Survey Team.

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 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 Advocacy- more than 5500 friends and 944 followers in Twitter.



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

The centre has over 6600 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.

CMS AVRC has a dedicated space at RESEARCH HOUSE, Saket Community Centre, New Delhi, which houses over 3171 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 04 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 Dell Storage Server, 1 firewall, 4 Managed Switches, 44 desktops, 6 laptops, 2 HP colour printers, 2 b/w printers, 1 photocopier, 3 NAS Storage, 2 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.

- 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.
- Implemented revised 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 once in a year at CMS.
- Organised staff welfare activities like sports meet, picnics and festival parties.
- Developed project-based accounting systems.
- Created incentives/bonus remuneration system.
- Efficiently handled largescale National projects like India Corruption studies, Election Studies, Child Labour evaluations and Food security assessments..

# CMS Knowledge Initiatives

## 6.1. Articles and Research papers

### **Dr N Bhaskara Rao:**

Modi scores higher than NDA, Mydigitalfc, 2016

Sabka Saath, Sabka Vikas should be the yardstick for second year celebrations of Modi Government, The Hans India, 2016

UNESCO should reopen debate on media freedom, The Hans India, 2016

Why public schools are being pushed to a close down? The Hans India, 2016

### **Mr. Alok Srivastava:**

Engaging the Youth, with its demographic dividend, India is faced with several challenges that have to be overcome. But then, are young Indians ready for Skill India, 2017

Understanding Toilet Usage, Cleanliness and Hygiene in Rural India, published in International Research Journal of Human Resources and Social Sciences, August 2017.

Right to Information Act-the journey ahead' in Transparency Review, a journal of Transparency Studies, Vol. X, No. 2, October 2017

Food Security in India-the reality check', published in the International Research Journal of Human Resources and Social Sciences, Vol 4, Issue 11, November 2017

'Poverty and Inequality in Urban India: A Case of Poor Governance', published in the journal, Social and Management Solutions, Vol 12, Issue 2, December 2017

Going beyond rights to work' in Transparency Review, a journal of Transparency Studies, Vol. XI, No. 1, January 2018

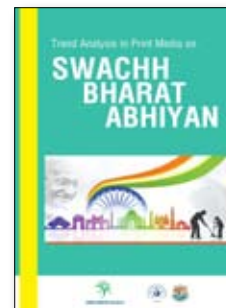
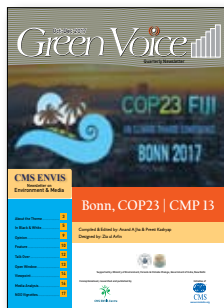
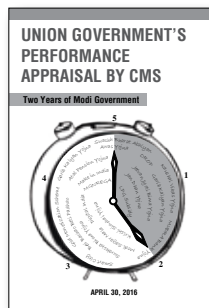
'Why does sport get such low priority in the media?', published in Vidura, Jan-Mar 2018 issue

'Engaging Citizens for Evaluation of Public Services: Critical for an Effective Service Delivery System in India' in the edited book- New Directions for Evaluations-Visibility, Voice and Value, published by Daya Publishing House, New Delhi, 2018

### **Dr Amit Rahul:**

Understanding Toilet Usage, Cleanliness and Hygiene in Rural India, published in International Research Journal of Human Resources and Social Sciences, August 2017.

'Farmers Rights to a dignified livelihood' in Transparency Review, a journal of Transparency Studies, Vol. XI, No. 1, January 2018



## 6.2. Reports, Monograph, Books and Directories

- Achieving Open Defecation Free (ODF) Telangana (2016)
- Union Government's Performance Appraisal by CMS - Two Years of Modi Government, April 30, 2016
- CMS ENVIS Handbook on Biodiversity Communication Engagement and Awareness Policies, Perceptions and Practices
- 9<sup>th</sup> CMS VATAVARAN Film Festival Directory

## 6.3. 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 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.



वरिष्ठ पत्रकार अनिल यादव की दो फिल्में नॉमिनेट

भोपाल। सीएमएस वातावरण अंतरराष्ट्रीय पर्यावरण और वन्यजीव फिल्म फेस्टिवल नई दिल्ली के लिए नवदुनिया के पत्रकार अनिल यादव की दो फिल्में नॉमिनेट की गई हैं। देश में पर्यावरण विषयक फिल्मों के इस सबसे बड़े फिल्म फेस्टिवल की मुख्य थीम सार कजरेवत था। इसकी राष्ट्रीय श्रेणी में श्री यादव फिल्म पानी-सहज सूरज से इफराती और वन्यजीव द ब्लॉक बैक-द बारासिया रिटर्न पर्यटन की ग 686 प्रतिष्ठियों की कलेर समीक्षा के बाद 330 नाम।



वातावरण में बदलाव को लेकर कार्यशाला आयोजित



उत्तराखण्ड, हिमाचल प्रदेश जन्म हिमालयन इन्फो के पत्रकारों ने किया प्रतिक्रमण

IHCAP to organise media workshop for Nagaland journalists

BY VASUKIN ON NOVEMBER 4, 2017 REGIONAL HT Correspondent

IMPHAL, Nov 3: The Swiss Agency for Development and Corporation (SDC) sponsored project – Indian Himalayas Climate Adaptation Programme (IHCAP) is all set to organise media workshop for Nagaland journalists on climate change issues in December this year.

The workshop will be organised as part of the undertaking capacity building programmes for 300 journalists in the 12 Indian Himalayan states.

"I'm happy to state that we've already organised workshops in Uttarakhand, Manipur, Sikkim, Meghalaya and



एगिटी स्कूल अंतर्गत काम्युनिकेशन में शुरू हुआ फिल्म फेस्टिवल



'सीएमएस वातावरण' आंतरराष्ट्रीय चित्रपट महोत्सव : तीन मराठी माहितीपटांना नामांकन

नवी दिल्ली : 'सीएमएस वातावरण' या प्रतिष्ठेचा असा फ्लॅगशपदेवत, चाइल्ड सार्फेक आंतरराष्ट्रीय चित्रपट महोत्सवाची नामांकन जाहीर झाली असून Livelihood (जीवव्यवसाय) या विभागाने तीन मराठी माहितीपटांना नामांकन दिल्याने आठवे.

'सीएमएस वातावरण' या आंतरराष्ट्रीय चित्रपट महोत्सवाच्या ९ व्या वर्षाची स्पर्धात्मक विभागातील विविध कॅटेगरी मधील नामांकन काल जाहीर करण्यात आले आहे. यामध्ये राष्ट्रीय आणि आंतरराष्ट्रीय असे दोन मुख्य विभाग आहेत. त्यापैकी राष्ट्रीय या विभागातील Livelihood (जीवव्यवसाय) या कॅटेगरीमध्ये तीन मराठी माहितीपटांना नामांकन मिळाले आहे. हे मराठी माहितीपटांच्या दृष्टीने खूप अभिमानदायक अशी गोष्ट आहे. कारण 'सीएमएस वातावरण' सारख्या आंतरराष्ट्रीय पातळीवरील महोत्सवामध्ये नामांकन मिळाने हे खूप प्रतिष्ठेची बाब मानली जाते. यापैकी 'सीएमएस वातावरण' महोत्सवाकडे राष्ट्रीय आणि आंतरराष्ट्रीय दोन्ही निवडून घेणाने ६.६ प्रशंसिका आल्या होत्या. त्यापैकी ३३० नॉर्मलिटेड डिप्लोमापट्टी स्पर्धात्मक विभागासाठी ११९ फिल्मवर्गीय निवड करण्यात आली आहे. २३ जगाच्या तऱ्हे प्रतिष्ठेची या स्पर्धात्मक विभागासाठीच्या फिल्मवर्गीय निवड केली आहे, अशी माहिती 'सीएमएस वातावरण' महोत्सवाकडे जाहीर करण्यात आली आहे.

विशाल कुडके दिग्दर्शित 'जय जवान ! जय किसान ! जय हिंद २०२१', सिमीत भगत दिग्दर्शित 'माय डिसअॅपिअरिंग मि' आणि अमोल कचरे, हीरा कुलकर्णी या संयोग पावकर यानी दिग्दर्शित केलेला 'पॅन्थरास आणि मी' या मराठी माहितीपटाची निवड या महोत्सवसाठी झाली

६ नोव्हेंबर २०१७ रम्यान 'सीएमएस वातावरण' हा राष्ट्रीय चित्रपट महोत्सव दिल्ली येथे पार पडणार आहे. ६ झालेल्या सर्व लघुपट, माहितीपटांचा क्रिकिंग दिल्ली येथे या रम्यान होणार आहे.

एव 'सीएमएस वातावरण' हा पर्यावरण आणि वन्य जीवना या विषयांभूता खूप महत्त्व असलेला आणि राष्ट्रीय पातळीवरील प्रतिष्ठेचा असा चित्रपट महोत्सव आहे. त्यामध्ये स्पर्धात्मक विभागाने निवड झालेल्या इतर जीवपटांमध्ये काय बाजी लागते हे नसू काळजात. परंतु आंतरराष्ट्रीय पातळीवरील मराठी माहितीपटांनी स्वामी सोहोदे यावान सुवात केलेली आहे, असे महोत्सवाबाबत नक्कीच म्हणता येईल.

4 Kashmir Films being showcased in 9th CMS Vatavaran

Shrinagar, Oct 18: Aish's largest International Environment and Wildlife Film Festival and Forum, a 5 days of featuring of authors across films, discussions, exhibitions and Open Stage Performances starting from November 2 for four days, to Gandhi Square and Chakraan Lanes, Doda will have four films from J&K being

'माय डिसअॅपिअरिंग फार्मस' आंतरराष्ट्रीय चित्रपट महोत्सवात

सिंधुदुर्गातील शेतकऱ्यांच्या गंभीर परिस्थितीवर प्रकाश टाकणारा माहितीपट

महोत्सवातील फिल्मवर्गीय निवड केली आहे, अशी माहिती 'सीएमएस वातावरण' महोत्सवाकडे जाहीर करण्यात आली आहे.

विशाल कुडके दिग्दर्शित 'जय जवान ! जय किसान ! जय हिंद २०२१', सिमीत भगत दिग्दर्शित 'माय डिसअॅपिअरिंग मि' आणि अमोल कचरे, हीरा कुलकर्णी या संयोग पावकर यानी दिग्दर्शित केलेला 'पॅन्थरास आणि मी' या मराठी माहितीपटाची निवड या महोत्सवसाठी झाली

शेतीची व्यथा मांडणारा माहितीपट आंतरराष्ट्रीय महोत्सवात

सिमीत भगत दिग्दर्शक : कोरगातील गंभीर व वास्तववादी परिस्थितीचे चित्रण

महोत्सवातील फिल्मवर्गीय निवड केली आहे, अशी माहिती 'सीएमएस वातावरण' महोत्सवाकडे जाहीर करण्यात आली आहे.

विशाल कुडके दिग्दर्शित 'जय जवान ! जय किसान ! जय हिंद २०२१', सिमीत भगत दिग्दर्शित 'माय डिसअॅपिअरिंग मि' आणि अमोल कचरे, हीरा कुलकर्णी या संयोग पावकर यानी दिग्दर्शित केलेला 'पॅन्थरास आणि मी' या मराठी माहितीपटाची निवड या महोत्सवसाठी झाली

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 450 articles and quotes published in the country's leading National and Regional newspapers from 2016-17 and 2017-18.

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 International and National Partners to execute over **40** projects between 2016-2017 & 2017-18.

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*	<b>FY 2016-17</b>	<b>FY 2017-18</b>
Total Income	5,02,12,195.00	3,87,34,860.48
Revenue Expenses	4,26,36,135.00	4,89,19,351.85
Capital Expenses	4,99,015.00	34,64,901.40

(\*from Audited Statement of Accounts)

(\*\*from FY 2017-18 Capital Expenditure replaced by Depreciation in the Audited Statement of Accounts)

# CMS Professionals

Dr. N Bhaskara Rao, Chairman, CMS

P. N Vasanti, Director General, CMS

Abison P Anchalackal, Senior Research Manager

Ajay Kumar Singh, Senior Manager - Field Operations

Alok Srivastava, Director - CMS Social

Anand Anjani Jha, Senior Manager - Coordination

Anil Kumar, Senior Research Executive

Anisur Rahman, Team Leader (WASH)

Anita Nagulapalli Medasani, Regional Manager

Annu Anand, Head Advocacy

Anuj Dewan, Consultant

Apoorva Nagarajan, Executive, Communication

Archita Moitra, Research Executive

Arpit Agarwal - Sr. Executive, Advocacy

Ashish Pandey, Executive - Field Operation

B.Sundara Rao, Senior Manager - Electronic Data Processing (EDP)

Babytim Huidrom, Research Executive

Bharat Singh Bisht , Executive - Accounts

Dayal Singh, Office Assistant

Debananda Mohanta, Senior Research Executive

Dharam Pal Jamwal, Senior Office Assistant

Dipendra Bansh Mishra, Senior Manager - IT

Dr. Amit Rahul, Deputy Team Leader

Dr. Deya Roy, Head- CMS Environment

Gaurav Bhatia, Senior Executive - IT

Ileena Roy, Research Executive

Jai Kishan Sharma, Office Assistant

Jatinder Kaur, HR & Admin

Jitendra Prasad, Manager - Field Operations

Kalpa Sharma, Research Manager

Kavita Rakheja, Senior Executive - Knowledge Management

Kirti Arora, Research Executive

Lal Singh, Senior Office Assistant

Monisha Bhatnagar, Research Executive

Mounisha Samanta, Executive, VATAVARAN

Mumtaj Ahmed, Deputy Team Leader

Narendra Kumar Bhatt, Head - Field Operations

Neel Kamal, Executive - EDP

Neelima Singh, Front Office - Executive

Niti Kumari, Executive - Advocacy

Pallabi Ghosh, Sr. Executive, Communication

Paramita Dasgupta Mazumdar, Director - CMS Communication

Pawan Kumar, Executive - Field Operation

Prabhakar Kumar, Coordinator

Pradeep Kumar Tiwari, Computer Operator

Pratibha Kushwaha, Manager HR & Legal

Preeti Kashyap, Executive - Envis Centre

R Rajamani, Pantry Assistant

Raj Kumar, Executive - CMS VATAVARAN

Ravindra Singh Thakur, Executive - Office Maintenance

Regi. V. John, Head - HR & Admin

Ritika Kapoor, Executive - CMS VATAVARAN

Ruchika Sadhu, HR Recruiter

Sakshi Aggarwal, Executive - CMS VATAVARAN,

Sangay Dolma Gyaltzen, Sr. Executive, Advocacy

Sanjay Kumar Singh, Executive – Field Operation

Shivesh Kumar, Executive - Field Operation

Sukanta Kumar Sahoo, Sr. Manager Accounts/ Finance

Utpal Kumar Mishra, Manager - Field Operation

Vijay Singh, Assistant Manager - Library & KM



## Participation of CMS in other events and initiatives

Dr N Bhaskara Rao and Ms. P N Vasanti attended a Seminar on Media, Governance and Democracy: Challenges, Opportunities and Implications for Journalism Education in India, organised by O P Jindal Global University on December 08, 2016. Dr Rao was the Guest of Honour.

Dr N Bhaskara Rao given a Keynote Address in Jindal School of Journalism & Communication - Seminar On Media, Governance and Democracy: Challenges, Opportunities and Implications for Journalism Education in India

Ms Vasanti attended the 6th National Sammelan of Operational Community Radio Stations being organized by Ministry of Information & Broadcasting from March 18-20, 2016 at Vigyan Bhawan, in association with One World Foundation, India

Ms. P N Vasanti, Ms Ileena Roy, Ms. Sakshi Aggarwal and Ms. Ritika Kapoor attended the Fourth Annual National workshop of IHR States under NMSHE held at the Development Alternatives office from January 30-31, 2017

Ms. P N Vasanti and Mr. Sabyesachi Bharti were invited to be a Part of the National Jury to select the best in-house programmes in Doordarshan for the 11th DD Annual Awards, December 2017

Ms. P N Vasanti was one of the panelists in a weekly programme of Astitva Environment Series on “CMS Vatavaran and films’ contribution to conservation on Lok Sabha TV, August 19, 2017

Ms. P N Vasanti attended the 6th Edition of CII Big Picture Summit 2017, 5-6th December 2017, Hotel Leela Palace, Chanakyapuri, New Delhi, India

Ms. P N Vasanti and Mr. Anand Jha attended an Expert Consultation Workshop on National Biodiversity Target 1 to seek inputs for sixth national report to CBD on 27 February 2018 at India International Centre, New Delhi

Ms. P N Vasanti one of the panelist in National Conference on Holistic Health & Wellness with the theme of Unifying Body, mind and spirit (22-24 March 2018) and speak on “Interdisciplinary Health Sciences” on 22rd March 2018 in Lecture Theater VMMC Building & Safdarjung Hospital New Delhi 110029.

Mr Alok Srivastav was a Panellist on TV Discussion on RTI in Jaanane ka Haq on DD News, May 2017 and as a Panellists in a discussion on Corruption in Public Services on Lok Sabha TV, May 2017

Mr Alok took a session on Concepts of Monitoring & Components of indicators in Monitoring during Sixth International Programme on Monitoring and Evaluation for participants from developing countries at National Institute of Labour Economics, Research and Development (NILERD), an institute under aegis of NITI Aayog, September 2017

He also took a session on Qualitative Data Analysis and Using Software during a two-week Course on Qualitative Methods in Labour Research organized by V.V. Giri National Labour Institute, Ministry of Labour, November 13- 24, 2017

Mr Alok was a Resource Person during training programme

for research scholars on Analysis of Qualitative Data using Computer Software at VV Giri National Labour Institute, an autonomous body of Ministry of Labour and Employment, GoI, December 2017

Mr Alok was a Resource Person during training programme for research scholars on Analysis of Qualitative Data using Computer Software at Institute for Studies in Industrial Development, a sponsored institute of Indian Council of Social Science Research (ICSSR), December 2017

Mr Alok attended Advisory Committee Meeting on finalization of Questionnaire for Grid Based Decision Support System (GRIDSS) for Sustainable Management of Natural Resources, under the ENVIS Scheme, on March 8, 2018 organized by MoEF&CC, GoI.

Mr Alok took a session on Use of NVivo for Analyzing Qualitative Data during One-Week Orientation Programme, sponsored by ICSSR, on Social Science Research Methodology for Research Scholars and Teachers belonging to Scheduled Castes and Scheduled Tribes on March 9, 2018 by Institute for Studies in Industrial Development, New Delhi

Mr Alok also participated in a day-long workshop exchanged views on enhancing the quality of evidence for Monitoring & Evaluation organized by Development Monitoring and Evaluation Office (DMEO), NITI Aayog on March 12, 2018.

Ms. Paramita Dasgupta, Ms. Archita Moitra and Ms. Tim Huidrom attended the launch of the television series “AdhaFULL” jointly produced by UNICEF and BBC Media Action on October 18, 2016 at ITC Maurya, Delhi. It is an action drama revolving around the lives of adolescents and young people who address sensitive social issues and fight for change. CMS was involved in pretesting this serial among the target audience i.e. adolescents and their parents in UP and MP.

Ms. Paramita Dasgupta and Ms. Archita Moitra attended the launch of the ‘Access to Nutrition Index, First India spotlight Index 2016’ on December 14, 2016 at India Habitat Centre. This index is an assessment of India’s

largest . CMS was involved in collecting data of one critical components of: Marketing of breast milk substitutes (BMS) in India.

Ms. Monisha Bhatnagar, Ms. Archita Moitra and Ms. Tulsi Gour from CMS Communication team attended a workshop on 'Preservation and Conservation of Knowledge and Practices of North East with special reference to Cleanliness and Sanitation', which was organised under the Swacchtha Pakhwada programme of Government of India jointly with TERI and Ministry of Development of North Eastern Region (MDoNER) on February 27, 2017.

Ms. Paramita Dasgupta attended a UNICEF NABM training of AIR and DD officials from 11-13 October 2017

Ms Annu Anand participated in a panel discussion on DD Kisan Channel, on the subject of portrayal of the women in media on December 9, 2016.

Ms Annu participated in the 'NEEDLE 2017' Conclave, organised by BBC Media Action on February 28, 2017.

Ms Annu participated in a panel discussion in DD Kisan Channel on the issue of the status of women during three years of BJP government. The Union minister for state for Women and Child Development, Ms. Krishana Raj, Scientist, Ms. Dr. Ravinder Kaur and Prof. Rubal Sharma also participated in the discussion.

Ms. Annu Anand, Head Advocacy, met the Noble Peace Laureate Sh. Kailash Satyarthi, in his office. She briefed him about the latest activities and projects of the CMS. Mr. Satyarthi talked about the Global campaign of children

Ms. Annu Anand, participated as a jury member of Media fellowship programme for Development Journalists, participated in a review meeting of Vikas Samvad at Bhopal. Seven fellows for the year 2017, presented their research work on Food Security of Tribal Communities

Ms Annu participated in the panel discussion on covering sexual harassment and Gender issues in the media in New Delhi on December 21, 2017, organised by the Partners for Law in Development and Charkha Development

Communication Network for the media persons.

Ms. Annu Anand elected as managing committee member in the IWPC election 2017

Ms. Annu Anand spoke as orientation panellist for media awardees of NFI ; March 2018

Mr Mumatc Ahmed presented findings of Regular Monitoring conducted in 6 districts of Rajasthan during two-day National Workshop of NLMs organized by Ministry of Rural Development, November, 2016

Mr Mumtaz participated and presented during the interactive workshop for NLMs organized by Ministry of Rural Development, GoI, at New Delhi held on August 21-22, 2017

Dr. Amit Rahu/ Attended National Social Work Conference 2017 organized by Amity Institute of Social Sciences, Amity University in association with Uttar Pradesh Association of Professional Social Workers and supported by Ministry of Health & Family Welfare, GoI, January, 2017

Dr Amit attended a Seminar on CSR opportunities in Rural Development Projects organized by Ministry of Rural Development, in association with FICCI – SEDF, December,2016

Dr Amit attended a Meeting cum discussion for Monitoring of NRDWP and SBM G schemes of the Ministry of Drinking Water & Sanitation, December,2016

Dr Amit presentation of findings of Regular Monitoring conducted in 6 districts of J&K during two-day National Workshop of NLMs organized by Ministry of Rural Development, April, 2016

Dr. Amit Rahul attended the launch of "Active Citizens India Programme" and Panel discussion on "Youth Leadership Development through Social Action", organized by the British Council and Ministry of Youth Affairs and Sports, Government of India on July 13, 2017

Dr. Deya Roy was invited as a Judge for evaluation of competitions under Partnerships for Action in Education (PACE), National Museum of Natural History (NMNH),

Ministry of Environment, Forest & Climate Change (MoEF&CC), Government of India, December 2017

Dr. Deya Roy was invited as a discussant for a Roundtable discussion on the topic of air pollution's effects on health, The American Centre, New Delhi on November 16, 2017

Dr. Deya Roy Chaired the Breakout Sessions: Youth and Education / Entrepreneurship and Wildlife-based tourism, in The Global Wildlife Programme (GWP) Conference, New Delhi & Pench National Park in October 2017

Dr. Deya Roy and Mr. Sabyesachi Bharti were invited to Judge "Experiential Learning Workshop for school students", organised by Hridai in association with Croatia Business Forum in August 2017.

Dr. Deya Roy was invited as a speaker during the workshop on The Future of Sustainable Development in the Post-Paris World: The Role of Community Based Organizations, ABV-Indian Institute of Information Technology and Management Gwalior, August 2017.

Mr Anand A Jha visited Palasoli village near Pataudi (Haryana) for 'Model Green Village' project along with all Delhi ENVIS Centres and Ministry Staff on April 6, 2016.

Mr Anand and other CMS VATAVARAN team members attended the Northeast Festival 2016 from November 04 – 05, 2016

Mr. Anand Jha, Mr. Suraj Basu and Ms. Preeti Kashyap attended an Awareness Generating Program on 'World Wildlife Day 2017' from February 27-28, 2017

CMS VATAVARAN team attended the launch of WWF-One Planet Academy on September 11, 2017.

CMS VATAVARAN team attended the YES Bank Natural Capital Awards 2017 on September 01, 2017

CMS VATAVARAN team attended the XI World Aqua Congress 2017, Silver Oak, Habitat, New Delhi, 9- 10 November 2017

Mr Indira attended 'International Water Convention' 'Water for Sustainability: Towards Development and Prosperity' organised by 3rd India Water Forum in association with TERI - The Energy and Resources Institute & Ministry of Water Resources, River Development & Ganga Rejuvenation on April 21, 2016.

Mr. Debananda Mohanta attended the interactive workshop for NLMs organized by Ministry of Rural Development, Gol, at Jabalpur, Madhya Pradesh held on September 4- 5, 2017.



**Editorial team** - P N Vasanti

**Compilation** - Kavita Rakheja

**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](mailto:pnvasanti@cmsindia.org)

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](mailto:info@cmsindia.org)

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

Follow us

