



MAKING A DIFFERENCE...

Twenty-nine 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 2018 – 19

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

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NOTE FROM DIRECTOR GENERAL

The financial year 2018-19 has been yet another eventful year for the CMS team. Along with series of innovative studies, this year substantial efforts were made in conducting series of workshops on climate change among media professionals, specially in the Himalayan states.

One of the endeavors of CMS has always been to be an important bridge between the scientists or experts and media. The purpose being that media is attune to the important issues like climate change, specially in the interpretation of the implications of its complex science. I am glad to note the enthusiastic response of local media professionals and their eagerness to understand the same. Given this positive response and the important implications of climate change to the Himalayan region, the CMS VATAVARAN theme for 2019 was decided to be “Celebrating Himalayas”. The travelling edition (8th) is also being held in four Himalayan states.

Another, important breakthrough made this year was the first ever guidelines for gender sensitive programming adopted by Doordarshan. This was the outcome of series of advocacy initiatives and workshops on how gender stereotyping in media has been resulting in very grave consequences in our society. CMS will continue to advocate with other private media channels and producers for creating more gender transformative entertainment programs.

This Annual Report for the financial year 2018-2019 is a compilation of all the efforts undertaken in this year by the dedicated professionals at CMS. Their sincere efforts and motivation drives this organization under the leadership of our founder Chairman Dr N Bhaskara Rao. I also take this opportunity to thank our Managing Committee Members for their continued guidance and inspiration. Many thanks to all the partners and stakeholders for their unstinted faith in us.

We invite your suggestions and ideas for further making our efforts more relevant!

In solidarity

P N Vasanti, PhD
Director General, CMS



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 in **Monitoring & Evaluation, 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 (2018-19)

Significant initiatives in this financial year are listed below:

- CMS released the report titled “**CMS-India Corruption Study (CMS-ICS) 2018: How well are states placed?**”. The report was released by Shri Prakash Singh (Former DGP UP & Assam), Dr N Bhaskara Rao (eminent Social Scientist & Chairman CMS) and Dr Venkat Narayan (President, FCC South Asia) on May 18, 2018 at The Foreign Correspondents Club of South Asia (FCC), New Delhi
- Vrikshdaan is a campaign collectively initiated by CMS, ONGC Limited and All Time Productions Pvt Ltd to advocate for ‘**Green Cremation options**’ i.e. cremation by natural gas, electricity and solar energy. On April 05, 2018 a Vrikshdaan project was launched at ONGC, Vasant Kunj, New Delhi.
- The **state level media workshop on climate change**, organized jointly by CMS and IHCAP at Itanagar, Arunachal Pradesh, from April 10-12, 2018 focused on sensitizing media representatives on issues relating to climate change and adaptation, its link between global climate change scenario. After participating in technical sessions journalists visited Potin Village, Lower Subansiri where the community is indulged in plantation of local spice trees. The workshop brought together around 30 representatives from different media organisations.

- In the series of **training workshops for media persons**, CMS Advocacy organised a workshop in Darjeeling during May 10 – 12, 2018 for the hill districts of West Bengal. The workshop was inaugurated by Shri Amar Singh Rai MLA, Darjeeling, West Bengal. During the three-day workshop participants got to know the science behind climate change and how it affects the people of Darjeeling and other hilly districts of the state. Journalists visited the Spring shed Management Project in Sitong, Kurseong village to understand how the community is ensuring the water security by rejuvenating natural springs.
- The **state media workshop on climate change** was organized in partnership with GIZ on May 22-24, 2018 at Mahbubnagar (Telangana). Major issues discussed on the first day of workshop were agriculture and changing trends in climate of Telangana. The participants visited the Climate Resilient Agricultural Households in the district at The Regional Agricultural Research Centre (RARC) at Palem, Mahbubnagar, on the second day. The workshop brought together around 50 participants including media persons.
- CMS ENVIS **celebrated the World Environment Day (WED)** on June 5, 2018 and was part of India's largest environmental exhibition. During the WED programme, CMSENVIS with the help of TERI Envis and TCE Envis conducted several competitions like EnviroQuiz, poster making competition and slogan writing competitions. Honourable Union Minister for Environment, Dr. Harsh Vardhan distributed the award amongst the winning school children at Vigyan Bhawan.
- The **state media workshop on climate change** was held in Dharamshala from June 29 to July 1, 2018 in collaboration with GIZ and brought together journalists from different districts of Himachal Pradesh. After the technical sessions on the first day, participants were taken to Gagal village, Kangra District to witness the crop diversification and different irrigation techniques adapted by the local communities to boost the agricultural development and enhance the farm income in the rural areas.
- CMS organised an **Informal interaction with Dr Arvind Singhal** on July 09, 2018 at CMS Office.
- CMS organised a **Laadli Media Award Jury meeting** on July 30 -31, at UNICEF country office and on August 1, 2018 at IIC, New Delhi. The Jury panel comprised of 18 eminent professionals including journalists, academia and communication background.
- The **state level media workshop on climate change**, organized jointly by CMS and IHCAP at Agartala, Tripura from August 28-30, 2018 focused on sensitizing media representatives on issues relating to climate change and adaptation, its link between global climate change scenario.
- CMS collaborated with Population First to organise **9th edition of the Laadli Media Awards** event on September 14, 2018 at USI Auditorium, Residency Resorts Pvt. Ltd., New Delhi. The awards were presented by Mr. P. Sainath a renowned development journalist and Magsaysay Award winner along with other leaders from media and development sector like Mr. Derk Segaar (UN Information Centre for India and Bhutan).
- CMS organized a state level media workshop on climate change with support from GIZ at Chandigarh, Punjab from September 25-27, 2018. The Workshop focused 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.
- CMS collaborated with UNICEF India and ACEE to organise a first **consultation** on "Visioning and Building an Entertainment-Education Alliance" for entertainment and development sector professionals on October 5, 2018 at Mumbai



- CMS organised a ‘**RTI Meet**’ with those who are actively concerned with Right to Information, on October 12, 2018 to discuss the lessons learnt and future course of action. Shri Wajahat Habibullah, the first Chief of CIC presided over the session. The Meet was attended by RTI activists and researchers, many of them who have been associated with RTI since 2005.
- CMS organized a **state level media workshop** on climate change with support from GIZ at Coimbatore, from October 29-31, 2018. The Workshop focused on sensitizing media representatives on issues relating to climate change and adaptation. After the first day of thematic session, participants visited to witness Climate Proofing of Watershed Development in Appeampatti and Poosaripatti watersheds at Dharapuram District, Coimbatore. It was followed by an informal discussion on bridging the gap between the media, scientists and civil society on the third day of the workshop.
- CMS collaborated with UNICEF India to organise a **follow-up EE Alliance meeting** at UNICEF office on November 27, 2018.
- CMS organised a **book release of SAGE publication** “Sustainable Good Governance, Development and Democracy”, authored by Dr

N Bhaskara Rao on November 28, 2018 at New Delhi. The book was released by Union Minister Shri Suresh Prabhu. It was followed by panel discussion chaired by Dr Subhash C Kashyap on current buzz “Good Governance”.

- CMS organised a **book release of Vitasta publication** “TRP Trick: How Indian Television was Hijacked!”, written by a doyen of Indian media research, Dr N Bhaskara Rao on December 4, 2018 at Constitution Club, New Delhi. This book released by Prasar Bharti Chairman, Dr A Surya Prakash, and Former CEO Discovery Channel Mr Kiran Karnik introduced the book and the topic. An interesting panel discussion on “Rejuvenating Indian TV” was held with all important stakeholders. Mr Ashok Venkatramani, MD Zee Media (News); Padmashri Alok Mehta, Senior editor; Mr K G Suresh, Director General of Indian Institute of Mass Communication; Ms Anuradha Prasad, Chairperson BAG Network; Mr Sunil Gupta, Secretary TRAI was part of the discussion panel.
- CMS organised a two day ‘**International Colloquium on Ethics and Governance of Autonomous AI Systems**’ at IIC on February 18 & 19, 2019. The colloquium was inaugurated by Shri Suresh Prabhu, Honourable Minister for Industry & Commerce and Civil Aviation. The keynote Address was delivered by Padma Shree

Prof. K Vijay Raghavan, Principal Scientific Adviser to GoI and Dr R. S. Sharma, Chairman, TRAI also addressed the audience. Top Internationally renowned experts from academic, R &D, industries, civil society and Institutions like C-DOT, ECIL, TCIL, Facebook, SAP, MathWorks Inc. participated in the deliberation

- CMS organized a **two-day Workshop on Developing Program Guidelines on Gender** at Doordarshan, Mandi House on February 28 and March 01, 2019 in collaboration with UNICEF India and Doordarshan. This workshop also examined the ways in which gender related issues can be effectively worked into both new and time-honoured genres of television programs.
- The **state level media workshop on climate change** was organized jointly by CMS and IHCAP at Guwahati, Assam. The workshop was inaugurated by Shri Arvind Madhav Singh, Head of Forest Force and Principal Chief Conservator of Forest, Govt of Assam. During the three-day workshop, held from March 7-9, 2019 participants got to know the science behind climate change

and how its affecting the people of Assam and other hill districts of the state. As e part of the workshop, participants went on a field visit to Sonapur, Assam to witness the on-ground implementation of climate change adaptation techniques. The participants visited one of the climate resilient organic farms of Spread NE NGO (Society for Promotion of Rural Economy & Agricultural Development, Northeast).

- On Women's Day (March 08, 2019); **Doordarshan released the "Guidelines for Gender Sensitive Programming"** at Doordarshan Kendra, Mandi House, developed in partnership with UNICEF India Centre for Media Studies - CMS. These Guidelines were released by Dr. Surya Prakash, Chairman Prasar Bharati, Mr Shashi Shekar, CEO Prasar Bharati and Ms Supriya Sahu, DG Doordarshan.
- CMS organised a one day "**Orientation Workshop on Guidelines for Gender Sensitive Programming**" on March 23, 2019 at Hyderabad Doordarshan Kendra and on March 26, 2019 at Chennai Doordarshan Kendra in collaboration with UNICEF India and Doordarshan.





Projects & Studies in 2018-19

CMS has worked with **International and National partners** to execute over **26 projects** in the year 2018-19

- CMS has worked with **International and National partners** to execute over 26 **projects** in the financial year 2018-19. The following is the list of all the projects and studies undertaken:
1. 10th CMS VATAVARAN International Environment and Wildlife Film Festival & Forum, Embassy of Switzerland, 2019
 2. Market Intervention for Nutritional Improvement, SOAS University of London, 2019
 3. Gender Sensitization of Doordarshan and Developing an EE Alliance, Unicef, 2019
 4. International Colloquium on Ethics & Governance, DST, FB, 2019
 5. Recurring Grant for ENVIS Resource Partner (RP) on "Communication and Electronic Media", MOEFCC, 2018-2019 (discontinued since June 2019)
 6. Periodic Lean Surveys to Monitor and Evaluate the Performance of Samvad Program, Digital Green Foundation, 2018-19
 7. Seeing is Believing: Is Video Modality More Powerful in Spreading Fake News, The Pennsylvania State University, 2018-19
 8. Capacity Building Orientation Programmes for Media on Climate Change & Sustainable Development, GIZ, 2018
 9. State Level Media Workshops and Media Fellowships in Indian Himalayan Region, Embassy of Switzerland, 2018



10. Communication Needs Assessment to inform design of BCC package for High Risk Groups (HRGs) and Bridge Populations, FHI-360, 2018
11. Study the source of information on climate change and impacts of climate change such as more frequent and severe floods, storms and droughts, sea level rise, heatwaves etc. in the coastal areas of Bangladesh, West Bengal, Odisha, Andhra Pradesh and Tamil Nadu, Internews Network, 2018
12. Conducting study on home based tracking of IUCD clients, Engender Health, 2018
13. Monitoring the Audience Engagement in Main Kuch Bhi Kar Sakti Hoon—Season 3, an Entertainment-Education Initiative in India, Population Foundation of India (PFI), 2018
14. Community mobilization for Improved Access to SRH Services and Information among Young Women and Men in two selected Tribal Blocks of Jharkhand, India: A Baseline Evaluation Study, IPAS Development Foundation, 2018
15. Global Sanitation Fund India Outcome Survey, UNOPS/WSSCC, 2018
16. Regular Monitoring of Centrally Sponsored Programmes & Schemes, MORD in Uttarakhand-Phase-1, MoRD, 2018
17. Baseline study for Hatching Hope Global Initiative Project in Mayurbhanj district of Odisha, Heifer International India 2018
18. Baseline Evaluation of Fortification of Mid-Day Meal Programme in Varanasi, World Food Programme (WFP) 2018
19. Client Exit Survey in Rajasthan, UP & Bihar, Marie Stopes International-India, 2018
20. Assessment of availability of Medical Abortion Drugs in the Market, FRHS India 2018
21. End-line survey to assess impact of the Tejaswini Madhya Pradesh Rural Women's Empowerment Project (Tejaswini-MP), State Planning Commission, MP, 2018
22. Qualitative study on the relevance of the content and implementation strategies of SMC Radio interventions in Uttar Pradesh, Unicef, 2017-2018
23. Project Vrikshdaan, ONGC, Delhi, 2017-18
24. Study to Understand and Analyze the Image of Japan in India, Ipsos Japan K.K, 2017-18
25. Special Monitoring of Gram Swaraj Abhiyan in Chamba district of Himachal Pradesh for MoRD, 2018
26. Special Monitoring of Gram Swaraj Abhiyan (extended) in West Sikkim district of Sikkim for MoRD, 2018



The research and evaluation studies conducted by CMS Social team have facilitated program partners in making corrective measures, as well as to take a note of the findings in their future programs. Eight Research, Evaluation & Monitoring assignments, including long-term and short-term, were completed by CMS Social in FY 2018-19.

Significant Contribution

- As **M&E Partner to Digital Green's Program (named Samvad) on maternal and child nutrition and family planning outcomes**, across five states, since August 2018, CMS Social team is conducting periodic lean surveys every quarter in two states, Bihar and Jharkhand, and half-yearly surveys in four states namely, Chhattisgarh, Jharkhand, Odisha and Uttarakhand. The findings report after every round helps the programme team to have insight of the gaps and improve programme interventions. London School of Hygiene and Tropical Medicine (LSHTM) is a technical consultant on M&E to Digital Green for the project.
- **Endline Impact Assessment of the Tejaswini Madhya Pradesh Rural Women's Empowerment Project (Tejaswini-MP)** was undertaken by CMS Social team on behalf of Planning & Policy Support Unit Society, Madhya Pradesh State Planning Commission.

The project was funded by the International Fund for Agricultural Development (IFAD) and implemented by the MahilaVitta Vikas Nigam (MVVN), Madhya Pradesh across six districts of Madhya Pradesh, during July 2007 to September 2018. The focus of Tejaswini project was on social mobilization through formation of SHGs as the basic instrument of empowerment of women with the belief that SHGs would not only help women access financial services and take advantage of new or improved livelihood opportunities but also provide them a forum for delivery of other services. A comprehensive report based on the study findings is expected to be taken into account by the state government while formulating women oriented policies, particularly for rural women and the lessons learnt would significantly help in designing programmes with similar objectives in future.

- **Medical Termination of Pregnancy (MTP)** or Safe Abortion Services is very critical for ensuring health safety of a service seeker (women). CMS Social team



during last FY undertook evaluation and research studies for different partners (Ipas Development Foundation and FRHS India) to capture awareness and practices of two key stakeholders, community (IDF) and among clients and chemists (for FRHS-I). These studies would help in advocacy and awareness campaigns not only among the two critical stakeholders but also with the policy makers and media to minimize maternal deaths and give women a choice to opt for MTP as her right.

- 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.
- **Micronutrient Deficiency among the school-going children** is at a high level as emerges from several studies in India. To improve the micronutrient intake of school children in Uttar Pradesh, a demonstration project by the World Food Programme in Varanasi,

UP with the aim to scale it up across the state, is currently being implemented. Before initiation of the project intervention towards fortification of mid-meal in the government schools of Varanasi district, the baseline assessment was undertaken by CMS Social team.

- Special Monitoring of Gram Swaraj Abhiyan, CMS Social conducted the monitoring of the special campaign- Sabka Saath Sabka Gaon Sabka Vikas for MoRD, GoI. The campaign was for saturation of the seven flagship programmes (i.e. Pradhan Mantri Ujjwala Yojana, Saubhagya, Ujala scheme, Pradhan Mantri Jan Dhan Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana, Pradhan Mantri Suraksha Bima Yojana and Mission Indradhanush) in the identified poor household villages. CMS captured the whole process, preparation and participation of different departments, PRIs, local press, politicians etc. in implementation of the special campaign to saturate the seven flagship programmes in the identified villages. CMS also captured the barriers and limitations in implementation of the campaign and suggested the corrective measures too.



The CMS Environment team undertakes policy research and advocacy aimed at creating sustainable solutions for environment protection. In 2018-19, efforts of this team were focused on 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 like-minded individuals and stakeholders.

The theme of the 10th edition was 'Celebrating Himalayas', in an attempt to highlight the importance of the spectacular mountain ecosystem in the current climate change discourse and action.

The Call for Entry was announced in June 5, 2018 and continued till April 22, 2019. 09 Indian and International categories were announced in the 10th CMS VATAVARAN. The Indian award categories comprised of a citation, trophy and cash prize ranging from INR 50,000 to INR 1,00,000, while the International award categories carried a citation and a trophy. Though it is aimed at sensitising people about their rich environmental heritage and the need to conserve it,

CMS VATAVARAN is not just a film festival celebrating the cinematic art of films but focuses more on using the films as a tool and catalyst for creating impact. CMS VATAVARAN remains resolute to encourage environment films and forums resulting change in perception, practice and policy.

CMS VATAVARAN has built a forum for forging partnership and bringing together diverse stakeholders on one platform. Today, it has evolved as an active platform for policy discourse and agenda setting on critical contemporary issues. Each competitive festival takes on a thematic focus for further deliberations and a range of activities, including seminars, workshops, debates, lectures, exhibitions and competitions etc are organized around the same.

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



Travelling Film Festival

The theme of 8th travelling edition of CMS VATAVARAN festival and forum is '**Conservation 4 Water**' which was on issues of the inter-connectedness of climate change and water, water struggles due to climate variability, community engagement through empowerment of youth and community and environmental damage. The cities selected for the travelling festival are those which are facing the pressing challenges of rampant urbanization combined with climate change issues effecting livelihoods and quality of life. The Himalayan cities are especially vulnerable to rising temperatures, erratic weather conditions and deforestation, polluting their pristine and rich ecology.

Eight edition of travelling CMS VATAVARAN Environment and Wildlife Film Festival and Forum, was successfully organized in Eight cities (**Bengaluru, Darjeeling, Agartala, Indore, Srinagar, Nahan, Bhopal & Tirupati**) of the country during 2018. The festival and forum touched upon the immediate ecological problems and development issues in different regions of the country. These issues highlighted in the range of activities in the festival including a panorama of films, discussions, exhibitions, workshops, seminars and multi-stakeholder dialogues. These forums and initiatives are organized in collaboration with eminent organisations including Government, bilateral organisations, PSUs, civil societies, corporate and media.

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. This festival witnessed a large-scale participation from people of different sections of the society. 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.

2018 Travelling Festival Highlights:

- 8 Cities including 4 Himalayan Cities:
(Bengaluru, Darjeeling, Agartala, Indore, Srinagar, Nahan, Bhopal & Tirupati)
- 16000+ Youth Involved
- 5 Green Hero Award
- 40+ School, College and Universities Participation
- 2 Eco tour to Fragile Ecosystem
- 4 Green Film Making Workshop
- 10 Panel Discussion | Quizzes | Creative Expressions | Competitions etc.



Initiatives of CMS VATAVARAN team include:

On the occasion of World Environment Day June 05, 2018, CMS VATAVARAN announced “Call for Entries” for the “10th competitive CMS VATAVARAN - Environment & Wildlife International Film Festival and Forum. The theme of the festival was “Celebrating Himalayas’ in an attempt to highlight the importance of the spectacular mountain ecosystem in the current climate change discourse and action.

CMS VATAVARAN collaborated with India’s First Exhibition & Conference on Environment “World Environment Expo 2018” (WEE2018), 5 - 7 June, 2018 at Pargati Maidan, New Delhi.

CMS ENVIS celebrated the World Environment Day on June 5, 2018 and was also part of India’s largest environmental exhibition. During the WED programme CMS ENVIS with the help of TERI ENVIS and TCE ENVIS conducted several competitions like EnviroQuiz, poster making competition and slogan writing competitions. Honorable Minister for Environment Dr. Harsh Vardhan distributed the award amongst the winning school children at VigyanBhawan.

CMS VATAVARAN organized an 8th traveling festival Darjeeling on May 08, 2018 at Department of Mass Communication, University of North Bengal, Darjeeling.

CMS VATAVARAN collaborated with The Nature Volunteers in association and Govindram Seksaria Institute of Management and Research - GSIMR, Indore, for “2nd CMS VATAVARAN Film Festival at Indore from May 17-19, 2018 at GSIMR, Indore

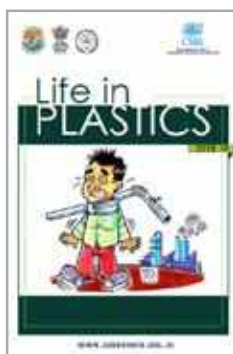
CMS VATAVARAN was part of the World Wildlife Day celebrations on March 03, 2019 organized by National Zoological Park, Ministry of Environment, Forests, Climate Change, India-Unofficial in collaboration with UNDP in India, National Museum of Natural History, New Delhi and Wildlife crime Control Bureau, Government of India (WCCB).

CMS VATAVARAN was a Film Screening Partner with KirloskarVasundhara International Film Festival- KVIFF on 5th and 6th January, 2019 at Pune. Organized award-winning films on environmental and these films were seen by large number of nature and wildlife lovers attending the festival.

CMS VATAVARAN film screenings were organized at the India Habitat Centre on 26 and 27 December 2018.

CMS VATAVARAN was collaborated with IIFM, Bhopal for organizing the IIFM Environment Film Festival on November 16 -18, 2018.

CMS VATAVARAN 8th travelling film festival was held on October 24 - 26, 2018 at Nahan, Himachal Pradesh.



CMS-ENVIS

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).

The scope and mandate of CMS ENVIS RP is Documentation, Evaluation and Communication.

- Paryavaran Times – monthly e-newsletter - It contains top news/story related to environment from multiple media sources. It also highlights key events/news/story/information related to GSDP and ENVIS activities. This newsletter can be effective and impactful tool to increase awareness on environmental issues.
- Portal for green skill development program - This portal is supporting module for main GSDP portal of EI division, MoEF&CC, Govt. of India. It provides regular updates

(news, activities, etc.) on GSDP. It can provide insights on type of topics/subjects searched and activities of ENVIS Centers related to GSDP.

- Plastic Mukta Jeevan Kyu or Kaise: This publication is three months detailed research of plastic pollution harm to life (from April to June, 2018) CMS ENVIS compiled three months' research on plastic related problem and solution (from July to September, 2018)
- In 2018 compiled three months' analysis on sustainable practices adopted on an individual or work level.
- CMS ENVIS compiled three months' research on Air Pollution and its effect of human health (from January to March, 2019)
- Progress report on green skill development program
- Exhibits & participation in World Environment Day 2018, World Environment Expo, Gaj Mahautsav, etc.



CMS Communication

Enhancing Behaviour & Social Change

CMS Communication has made remarkable contribution in development communication in the country. The team experiments with methodologies in developing communication strategies, as well as monitoring 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 in this year include:

- **Internews** Earth Journalism Network has recently launched a project in the Bay of Bengal region which aims at boosting the spread of news and information about climate resilience. Before implementing, the information ecosystem and the process of information flow among the communities near the coastal areas were to be identified. CMS was assigned to conduct the formative research to understand media and information access of vulnerable coastal communities in eastern India and Bangladesh access the most credible information source for the communities to take decisions; assess the current state of media activity/reporting on communicating climate resilience and its content; analyze the information gaps in terms of access and the quality and content of information being produced; identify the important players in the areas promoting climate justice and resilience and their area of work.

- A **communication needs assessment** was conducted among participants from key population and bridge population across **10 states** to understand the awareness level, **barriers and challenges** towards safe sex practices, safe injecting practices, accessing testing services, treatment and adherence to treatment; their **perception about level of risk**, media habits and preferred programmes, formats for receiving information on HIV. Accessibility and use of internet and mobile were also discussed.

The service providers from the field level to the Service centres were also probed on their job roles and responsibilities, their opinion of service delivery to the population they cater to, the challenges they face and the support they need. Opinion were sought on 'barriers and challenges to safe practices, testing and treatment seeking behaviour' of their clients; the preferred source of information and the best way to reach them. Besides probing on their need of capacity building and training for awareness generation, the key information areas that is missing were also probed



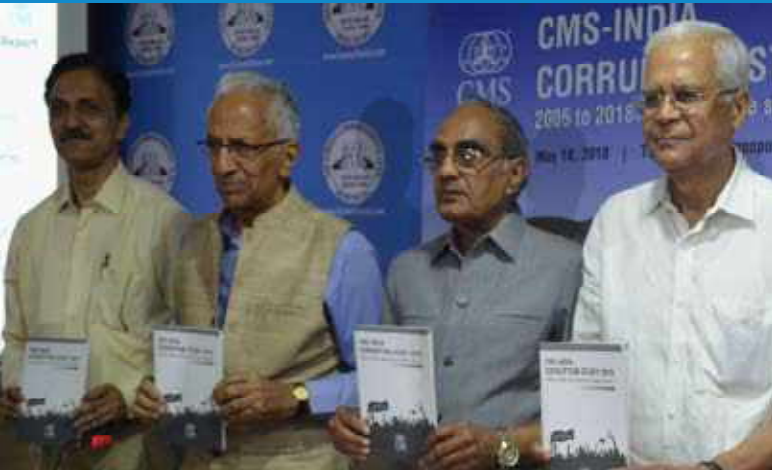
along with their comfort level with digital media and channels.

- **Engender Health** has been providing technical assistance to the state and district health systems in Rajasthan and Gujarat to expand access and availability of quality **post-partum family planning (PPFP) services** through strengthened FP counselling, clinical training, and advocacy under the Expanding Access to IUCD Services in India (EAISI) project.

CMS is conducting two rounds of tracking study in **10 districts each from Rajasthan and Gujarat** – one in March 2019 (sample 2000), and another in October 2019 (sample 3000) among clients who have availed interval or post-partum IUCD services from project intervention facilities. The study aims at estimating the continuation rate of interval intra uterine contraceptive device (IIUCD)/Post-partum intra uterine contraceptive device (PPIUCD) at different time points post insertion, understand the reasons for discontinuation and assess client's satisfaction and experience regarding availed IUCD services.

- CMS is conducting three rounds of survey among viewers and non-viewers of **MKBKSH-3** - a 52-episode TV serial drama on Doordarshan, produced by PFI. The three waves will be conducted in Uttar Pradesh, specifically in and beyond the catchment area of Waqt Ki Awaaz Community Radio Station. 300 men and women respondents in the age group of 15-29, will be contacted. CMS has been working closely with Dr. ArvindSinghal (Advisor to PFI) and Dr. Hua (Helen) Wang, consultant, and for the first time ever in India is using the Galileo approach in survey instrument in this study.

This is a part of a larger research framework to monitor and evaluate audience engagement which include – i) Television ratings monitoring, ii) Audience surveys (repeated measures), iii) Radio listenership statistics, iv) IVRS call logs and unique callers, v) Digital analytics, vi) Website vii) Facebook insights (Account access and traffic statistics), viii) Chatbot (individual data tracking and traffic statistics) and ix) Instagram, Twitter, YouTube (traffic statistics).



CMS Transparency

Towards Responsive Governance

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 this year was the release of its study “CMS India Corruption Study-Perception and Experience with Public Services (2018)”

- 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



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 programs engage a large number of educational institutions, civil society groups, media institutions and policy makers to bring diverse issues to attention.

Significant Contributions this year by this team include

- CMS Advocacy team organised 13 media training workshops on climate change in different parts of the country from March 2018 to April 2019. This include state level workshop in Mahabubnagar, Telangana (May 22-24, 2018), Dharamshala, Himachal Pradesh (June 29-July 01), Chandigarh, Punjab (September 25-27, 2018), Itanagar Arunachal Pradesh, (April 10-12, 2018) Agartala, Tripura (August 28-30, 2018), Darjeeling, West Bengal (May10-12, 2018), Guwahati, Assam (March 7-9, 2019).

The program of engaging the media is continued and the objective of these workshops is 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 program is to facilitate a deeper understanding among journalists and enhance public awareness on issues related to climate change and sustainable mountain development.

- During the current year CMS advocacy was also engaged to run a fellowship program for media persons on climate change. Under the program Journalists were expected to report in-depth about climate change impacts on Himalayan communities and how they are responding and coping with the impacts. The three-months fellowship was open to journalists working in print, electronic and digital media. A total eight journalists were awarded the fellowship- five in the year 2018 and three in the year of 2019 under IHCAP program while six journalists have been selected under GIZ capacity building program for media.



The fellowships 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 development.

Media Fellowship:

DST-SDC Media Fellowship for Reporting on Climate Change in Indian Himalayas 2018 (IHCAP)

The total period of the Fellowship was of three months (May 15 to August 15, 2018). The objective of the fellowship

was to improve the quality of reporting on climate change, capture the voices of Himalayan communities and increase scientific accuracy of media reports on climate change. As part of the fellowship, a total of four journalists have been selected.

GIZ - CMS Media Fellowship #write4climate- A step closer to Climate Change 2018

The total period of the fellowship was of three (August 15, 2018 to November 10, 2018). The objective of the fellowship was to improve the quality of reporting, to increase scientific accuracy of media persons and effective communication on vulnerable communities. The fellowship offered to take a closer look on issues of climate change. As part of the fellowship, a total of six journalists have been selected.



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.

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.

Significant Contributions by this team in this year include:

Resource for Gender Training - A YouTube Channel has been created as a video resource for gender training to produce gender sensitive programs on TV/online platform/OTT. This channel is a compilation of multiple [positive, negative and neutral] examples of gender sensitive programs. These videos can also be used in schools, colleges, universities, workplaces, etc. to highlight key gender issues we face today and it will help in designing gender sensitive practices at home and work. This is compiled by CMS Media Lab and it is an initiative of The Change Narrative Alliance (TCNA) to make better society through power of stories. For more details, please see the link https://www.youtube.com/channel/UC_hf5KZCAohaMX82qMDYchQ/videos

Resource Developed for EE Alliance:

EE Repository: CMS Media lab compiled the list of EE/ pro-social entertainment initiatives. The repository (with more than 60 entries) is now online for public viewing. This repository was compiled by UNICEF and Center for Media Studies (CMS), after consultations with numerous communication organizations (including Doordarshan, BBC Media Action, Sesame Street India, Population Foundation of India, etc), to include a variety of shows that use media as a transformational tool, from both TV and radio. While compiling this repository, examples of the shows in TV and radio were researched from India and the most notable examples of the world. The shows covered primarily include two types: (1) Shows that are purely produced for commercial entertainment value and have certain educational themes embedded in it such as

Friends and (2) Shows that are made with Entertainment Education at its core such as Mai KuchBhiKar Sakti Hun, Kyunki..JeenalssiKaNaam Hai, etc. The repository is primarily a compilation of the content developed from 2005-17 to ensure that it is in tandem with the media trends of the present. However, it also includes historical examples of pro-social content that remain well known such as the pioneer Indian soap opera, Hum Log, Sabuj Chaya in Bangladesh, Newman Street in Nigeria, Angoori in Pakistan, Friends in USA etc. The information about the shows was gathered from a variety of credible sources, organizations, individuals and online publications over a series of sifting, consultations and iterations and put in a well-built template to reflect uniformity in the information collated. <http://eerepo.cmsindia.org/>

E-Book on Gender Lessons from NimkiMukhiya (Hindi)- This short e-book in Hindi is based on popular serial 'NimkiMukhiya' of Star Bharat. It gives important lessons on dress, self-identity, freedom, work, etc. from gender perspective through selected dialogues of this serial. It is useful resources for students, teachers and creative professionals.

Checklist for Producing Gender Sensitive Program- This provides principles, checklist and five questions to check the gender sensitiveness of a TV Program. This is a shorter version of Guidelines for Gender Sensitive Programming. It was adopted by Doordarshan on March 8, 2019. It is a by-product of an initiative of Doordarshan in partnership with UNICEF & Centre for Media studies (CMS), for making programs gender transformative.



Checklist for Producing Gender Sensitive Program

The Objective of Gender Sensitive Programming is to ensure that all TV and radio content is gender sensitive. This is an initiative of Doordarshan in partnership with UNICEF & Centre for Media Studies (CMS).

A. The Principles

- Programs should ensure equality of access opportunities for all genders.
- Programs should use gender sensitive content.

B. Checklist

Parameters	Operational Description
cast	Content should reflect the gender role diversity and equality. In case of actor, cast, writer, it refers to social representation and diversity. Actors must reflect the diversity of the society through their roles. They should be individuals or others of their social group and should not be stereotypical. It is a role of the content creator to ensure diversity.
scenario	scenario or storyline should encourage gender equality, women's social, liberty and respect. It should not promote gender inequality. It should not be based on stereotypes. Programs and shows should show diversity in responses to a particular situation.
script	Dialogues of characters should not contain gender stereotypes. Dialogues should not contain any gender stereotyping or a social representation, etc.
visuals	Visuals and characters should not show gender discrimination against women. Stereotypical gender representation should be avoided.
Language	Gender sensitive language should be used to report, describe and narrate.

C. Questions to Check Gender Sensitiveness of a Program

Theme and Program/Content	Max. 5 marks
Does content show diversity/equality?	
Does content promote gender equality?	
Does content challenge gender stereotypes?	
Does content challenge gender discrimination?	
Does content challenge gender inequality?	
Does content challenge gender stereotypes?	



CMS Survey
Field Based Scientific Studies

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 3S (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 for 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.

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 3460 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, MS also uses CAPI software for offline and online data collection..

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, 1 HP colour printers, 2 b/w printers, 1 photocopier, 3 NAS Storage, 2 DVRs, 2 scanners, 1 Fax, 43 Tablets 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 using both computer assisted personal interviews (CAPI) through tablets and mobile phones as well as the traditional paper assisted personal interviews (PAPI).

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, maternal and child health & nutrition related evaluations; and Food security assessments.

Knowledge Products:

The following knowledge products were released or published in this year:

Articles and Research papers

Dr N Bhaskara Rao

Are simultaneous polls good for governance?" published in The Tribune, April 20, 2018 (<http://www.tribuneindia.com/news/comment/are-simultaneous-polls-good-for-governance/576674.html>)

Dr P N Vasanti

'Balance of innovation, accountability needed' published in VIDURA, July-September 2018, Volume 10 Issue 3. (<https://www.pressinstitute.in/file-folder/vidura/Vidura%20July-September%202018%20SN.pdf>)

Mr Alok Srivastava

Engaging Citizens for Evaluation of Public Services: Critical for an Effective Service Delivery System in India, Evaluation and Program Planning 69 (2018) 118–124

(<http://www.cmsindia.org/sites/default/files/2019-05/Engaging%20Citizens%20for%20Evaluation%20of%20Public%20Services.pdf>)

Poverty and Inequality in Urban India: A Case of Poor Governance, 2018(<http://www.cmsindia.org/sites/default/files/2019-05/Poverty%20and%20Inequality%20in%20Urban%20India-%20A%20Case%20of%20Poor%20Governance.pdf>)

'Standardizing evaluation process: Necessary for achieving SDGs – A case study of India', Evaluation and Program Planning, Elsevier, Vol 69, August 2018 (<http://www.cmsindia.org/sites/default/files/2019-05/Elsevier.pdf>)

'Ethics of evaluation demands rights based approach' in Transparency Review, a journal of Transparency Studies, Vol. XI, No. 2, June 2018. (http://www.cmsindia.org/sites/transparency/Transparency_Review_June2018.pdf)

Ms. Annu Anand

"Quality of care must for better health outcomes in India, Down to Earth, January 2019

(<https://www.downtoearth.org.in/blog/health/quality-of-care-must-for-better-health-outcomes-in-india-63009>)

Why leprosy has resurfaced in India, Down to Earth, February 2019

<https://www.downtoearth.org.in/blog/health/why-leprosy-has-resurfaced-in-india-63403>

Quality of care must for better health outcomes in Transparency Review, a journal of Transparency Studies Vol. XI, No. 3, December 2018 (http://www.cmsindia.org/sites/transparency/Transparency_Review_Dec2018.pdf)

Ms Paramita Dasgupta

"Need for follow-up News Stories on Crime Against Women" in Transparency Review, a journal of Transparency Studies, Vol. XI, No. 3, December 2018. (http://www.cmsindia.org/sites/transparency/Transparency_Review_Dec2018.pdf)

Ms. Apoorva Nagarajan

"Living with HIV and Living with Dignity" in Transparency Review, a journal of Transparency Studies, Vol. XI, No. 3, December 2018. (http://www.cmsindia.org/sites/transparency/Transparency_Review_Dec2018.pdf)



Reports, Monograph, Books and Directories

- **TRP Trick: How Television in India was Hijacked**
- **CMS-India Corruption Study (CMS-ICS) 2018**
- **Sustainable Good Governance, Development and Democracy**
- **Citizen Activism in India**
- **Guidelines for Gender Sensitive Programming**

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 MsAruna 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 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.

HFT member wins award for reporting on environment

HFT member, Anil Kumar, has won the award for best reporting on environment in the 2019 CMS Awards. He was recognized for his work on the 'The Forbiddens' film directed by Anil Kumar.

एशिया के सबसे बड़े ग्रीन फिल्म फेस्टिवल में छाया पहाड़, उत्तराखण्ड के शिक्षक ने जीता बेस्ट डॉक्यूमेंट्री फिल्म अवार्ड

एशिया के सबसे बड़े ग्रीन फिल्म फेस्टिवल में छाया पहाड़, उत्तराखण्ड के शिक्षक ने जीता बेस्ट डॉक्यूमेंट्री फिल्म अवार्ड।

Two short films from Utkhand nominated in Asia's biggest green film festival

Two short films from Utkhand have been nominated in the 2019 CMS Awards International Film Festival for the Best Short Film in the Environment category.



गौरी कमेनशन की पर्यावरण संघटक निधि जन्मदाता को विशेष श्रेणी में 2019 का INCAP CMS पर्यावरण पुरस्कार अर्जित

गौरी कमेनशन की पर्यावरण संघटक निधि जन्मदाता को विशेष श्रेणी में 2019 का INCAP CMS पर्यावरण पुरस्कार अर्जित।



गौरी कमेनशन की पर्यावरण संघटक निधि जन्मदाता को विशेष श्रेणी में 2019 का INCAP CMS पर्यावरण पुरस्कार अर्जित

गौरी कमेनशन की पर्यावरण संघटक निधि जन्मदाता को विशेष श्रेणी में 2019 का INCAP CMS पर्यावरण पुरस्कार अर्जित।

राजेश मिश्र राष्ट्रीय पुरस्कार में सम्मानित

राजेश मिश्र राष्ट्रीय पुरस्कार में सम्मानित।

International film fest on wildlife, environment to be held in Delhi

International film fest on wildlife, environment to be held in Delhi.



दैनिक जागरण के पत्रकार को पर्यावरण पत्रकारिता पुरस्कार

दैनिक जागरण के पत्रकार को पर्यावरण पत्रकारिता पुरस्कार।



सीएमएस वातावरण फिल्म फेस्टिवल में दुनिया भर की 77 फिल्मों

सीएमएस वातावरण फिल्म फेस्टिवल में दुनिया भर की 77 फिल्मों।

November 20, 2019 • 10:00 AM

जलवायु परिवर्तन के लिए मनुष्य सबसे अधिक जिम्मेदार : प्रभु

जलवायु परिवर्तन के लिए मनुष्य सबसे अधिक जिम्मेदार : प्रभु।



जलवायु परिवर्तन के लिए मनुष्य अधिक जिम्मेदार : सुरेश प्रभु

जलवायु परिवर्तन के लिए मनुष्य अधिक जिम्मेदार : सुरेश प्रभु।



सीएमएस में प्रदर्शित हुई 19 फिल्मों

सीएमएस में प्रदर्शित हुई 19 फिल्मों।

इन फिल्मों में से 10 फिल्मों को 'सीएमएस' में प्रदर्शित करने के लिए चुना गया है। इन फिल्मों में से 10 फिल्मों को 'सीएमएस' में प्रदर्शित करने के लिए चुना गया है।



Outlook THE NEWS SCROLL

International film fest on wildlife, environment to be held in Delhi

International film fest on wildlife, environment to be held in Delhi

International film fest on wildlife, environment to be held in Delhi.

दैनिक जागरण के पत्रकार को पर्यावरण पत्रकारिता पुरस्कार

दैनिक जागरण के पत्रकार को पर्यावरण पत्रकारिता पुरस्कार।



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 250 articles and quotes published in the country's leading National and Regional newspapers from 2018-19.

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 DainikBhaskar, DainikJagran, Eenadu, Andhra Jyoti, Sakshi etc.

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

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



Leadership |

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 thrice for taking stock of efforts and overall guidance. These meetings were held on June 29, 2018, October 02, 2018 and November 30, 2018.

The CMS Annual General Meeting which includes Advisory Council Members and Managing Committee was held on October 04, 2018 and special general body meeting were held on November 30, 2018, December 18, 2018 and February 08, 2019.

CMS-Managing Committee

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

Dr P. N. Vasanti, Psychologist, and a Social Researcher

Ms Ditti Singh, Management Consultant

Mr N K Mathur, former Special Secretary to GoI

Ms N. Bharati, Development Consultant

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

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

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

Dr Reena Ramchandran, Former Bureaucrat, GoI, Strategic Advisor - Innovation University Project

Mr Rammohan RaoKakani, RetdDy Advisor – Planning Commission

Prof. Rakesh Batabyal, Author and Professor

The Advisory Council Includes

Swami Agnivesh is well known for his work in various fields of social work.

Mr Alok Mehta, Eminent Editor

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

Ms Asha Swarup, IAS (Retd.), Chief Secretary, Himachal Pradesh.

Mr D. R. Kaarthikeyan, Former Director CBI

Mr H K Dua, Eminent Editor, Ex MP (RajyaSabha)

Dr. Mohini Giri, President, Guild of Service

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

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 Rajendra 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 (RajyaSabha), Eminent Film Director

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

Ms Usha Bhasin, Channel Head, Art and Culture, Doordarshan, India

Ms. Usha Rai, Eminent Journalist

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

Prof. Y S Rajan, Former Principal Advisor, CII

CMS Professionals

Dr. N Bhaskara Rao, Chairman, CMS

Ms P. N Vasanti, Director General, CMS

Mr Abison P Anchalackal, Senior Research Manager

Mr Ajay Kumar Singh, Senior Manager - Field Operations

Mr Alok Srivastava, Director - CMS Social

Mr Anand Anjani Jha, Senior Manager - Coordination

Mr Anil Kumar, Senior Research Executive

Mr Anisur Rahman, Team Leader (WASH)

Ms Anita NagulapalliMedasani, Regional Manager

Ms Annu Anand, Head Advocacy

Mr Anuj Dewan, Consultant

Ms Apoorva Nagarajan, Executive, Communication

Ms Archita Moitra, Research Executive

Mr Arpit Agarwal - Sr. Executive, Advocacy

Mr Ashish Pandey, Executive - Field Operation

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

Ms BabytimHuidrom, Research Executive

Mr Bharat Singh Bisht , Executive - Accounts

Mr Dayal Singh, Office Assistant

Mr Debananda Mohanta, Senior Research Executive

Mr Dharam Pal Jamwal, Senior Office Assistant

Mr Dipendra Bansh Mishra, Senior Manager - IT

Dr. Amit Rahul, Deputy Team Leader

Dr. Deya Roy, Head- CMS Environment

Mr Gaurav Bhatia, Senior Executive - IT

Ms Ileena Roy, Research Executive

Mr Jai Kishan Sharma, Office Assistant

Ms Jatinder Kaur, HR & Admin

Mr Jitendra Prasad, Manager - Field Operations

Ms Kalpa Sharma, Research Manager

Ms Kavita Rakheja, Senior Executive - Knowledge Management

Ms Kirti Arora, Research Executive

Mr Lal Singh, Senior Office Assistant

Ms Monisha Bhatnagar, Research Executive

Ms Mounisha Samanta, Executive, VATAVARAN

Mr Mumtaj Ahmed, Deputy Team Leader

Mr Narendra Kumar Bhatt, Head - Field Operations

Mr Neel Kamal, Executive - EDP

Ms Neelima Singh, Front Office - Executive

Ms Niti Kumari, Executive - Advocacy

Ms Pallabi Ghosh, Sr. Executive, Communication

Ms Paramita Dasgupta Mazumdar, Director - CMS Communication

Mr Pawan Kumar, Executive - Field Operation

Mr Prabhakar Kumar, Coordinator

Mr Pradeep Kumar Tiwari, Computer Operator

Ms Pratibha Kushwaha, Manager HR & Legal

Ms Preeti Kashyap, Executive - Envis Centre

Ms R Rajamani, Pantry Assistant

Mr Raj Kumar, Executive - CMS VATAVARAN

Mr Ravindra Singh Thakur, Executive - Office Maintenance

Mr Regi. V. John, Head - HR & Admin

Ms Ritika Kapoor, Executive - CMS VATAVARAN

Ms Ruchika Sadhu, HR Recruiter

Ms Sakshi Aggarwal, Executive - CMS VATAVARAN,

Ms Sangay Dolma Gyaltzen, Sr. Executive, Advocacy

Mr Sanjay Kumar Singh, Executive – Field Operation

Mr Shivesh Kumar, Executive - Field Operation

Mr Sukanta Kumar Sahoo, Sr. Manager Accounts/ Finance

Mr Utpal Kumar Mishra, Manager - Field Operation

Mr Vijay Singh, Assistant Manager - Library & KM



Participation in other events and initiatives

Ms Annu Anand

Ms. Annu Anand participated in 2nd National Conclave on SDGs 2019, co-hosted by NITI Aayog, United Nations in India, Confederation of Indian Industry (CII), Bill & Melinda Gates Foundation, and National Foundation for India (NFI) on Feb 5, 2019.

Ms. Annu Anand participated in the 'Me the Change' event, organised by Facebook and Quint in New Delhi in Jan 2019

Ms. Annu Anand participated as a jury member of Media Fellowship Program-2019 for development journalists of VikasSamvad at Bhopal in March 2019

Dr. P N Vasanti

Dr. P N Vasanti attended a 1st International Forum of Environmental Film Festivals from 13-15 October 2018 in Seia, Portugal.

Dr. P N Vasanti attended a Global Summit-Cum-Expo on Science, Spirituality & Environment, Role of Human being in creating better world from 29th September to 02 October 2018 at Brahma Kumaris Shantivan, Abu Road, Rajasthan.

Dr. P N Vasanti attended a Swiss National Day 2018 on August 10, 2018 at Embassy of Switzerland, New Delhi.

Dr. P N Vasanti attended seminar on 'OMG! Promoting Child Safety Online, Empowering Future Digital Citizens', on June 28, 2018 at UNESCO Auditorium, New Delhi

Dr. P N Vasanti participated as a speaker in World Environment Conference (WEC 18) with the theme of 'Elimination of Plastic Pollution' on June 5- 6 2018 at Pragati Maidan, New Delhi

Dr. P N Vasanti attended King's Day 2018 on May 08, 2018 at Ambassador Residence, New Delhi.

Dr. P N Vasanti attended a IUCN Thematic Session on Himalayan Ecosystems on June 01, 2018 on World Environment Day.

Dr. P N Vasanti, Mr. Anand A Jha and Mr. Sabyesachi Bharati attended IUCN Master Class workshop on 'Biodiversity Management & Governance: Contributions towards SDG 15- Life on Land' on September 07, 2018, at India Habitat Centre, New Delhi.

Mr. Anand A Jha

Mr. Anand A Jha attended a GajMahotsav on August 12, 2018, at the Indira Gandhi National Centre for the Arts, New Delhi.

Mr. Anand A Jha Participated a "WALKATHON 2018" – Walk for Health on July 15, 2018 at PSRI Hospital, New Delhi

Mr. Anand A Jha Attended an Asian Infrastructure Investment Bank (AIIB) Workshop on Engagement with CSOs and NGOs on May 16, 2018 at Hotel Taj Mahal, New Delhi

Mr. Anand A Jha Attended a Civil Society Consultation on INDIA-ASEAN Strategic Partnership & Asian Infrastructure Investment Bank on May 23, 2018 at India Islamic Cultural Centre, New Delhi

Mr. Anand A Jha Attended a National Conference on "ERMED: Digital Health India: A Reality" on May 3-4, 2018 at National Medical Library, D.G.H.S., New Delhi

Mr. Alok Srivastava

Mr. Alok Srivastava attended a global conference Eval Colombo 2018: Responsible Parliaments; Embracing Evaluation for Agenda 2030 during September 17-19, 2018 at Colombo, Sri Lanka

Mr. Alok Srivastava attended a Workshop on EU-India Development Cooperation & Way Forward on June 13, 2018, The Lalit Hotel, New Delhi

Ms. Pararmita Dasgupta

Ms. Pararmita Dasgupta participated in a Strategic Planning Workshop for IEC under PEP ++ project on April 10-11, 2018 at Hotel IBIS, New Delhi.

Ms. Pararmita Dasgupta participation in 3 days workshop on Leprosy conducted by NLR, Made a presentation on Leprosy Communication and need of communication

Ms. Pararmita Dasgupta participated as a speaker on 'Importance of Feedback' – a session with 21 IIS interns at Bureau of Outreach Communication, 2018.

Ms. Mounisha

Ms. Mounisha attended a Sensitization Workshop on Environmental Conservation and Climate Change on September 27, 2018 at Delhi Secretariat, New Delhi

Mr. Sabyesachi Bharti

Mr. Sabyesachi Bharti attended a Beat Plastic Pollution workshop on June 20 2018 at ONGC Vasant Kunj Auditorium.



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.

Dr. P N Vasanti, Director General, chairs the internal audit team. An independent external auditor is appointed each year. The financial transactions are audited by this external auditor, who submits an audit report in form No. 10B of the Income Tax Act, 1961.

Balance sheet details*	FY 2018-19
Total Income	4,73,43,757.64
Revenue Expenses	4,60,06,927.87
Depreciation**	30,75,670.19

*(*from Audited Statement of Accounts)*

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



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 24 projects between 2018-19.

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.

P N Vasanti, Ph.D

With input from:

Alok Srivastava, Paramita Dasgupta, Annu Anand

Compilation - Kavita Rakheja

Design - Zia Arfin

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

For Details on Projects, Programmes and Initiatives:

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