



MAKING A DIFFERENCE...

Three decades 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 2020 – 21



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

This financial year witnessed two lockdowns due to the pandemic. Most of this financial year was spent working from home and stalling of many projects due to the pandemic restrictions. Thankfully, CMS team was spared by this epidemic, though few family members of our staff were not so fortunate. We mourn the untimely death of many in our network and families who we lost in this catastrophic epidemic.

In terms of work, again, fortunately we had few on going studies that were managed to be undertaken by CMS team quickly adapting to work from home. All possible technical and IT support was provided so that work could be continued and so were financial systems put in place for timely payments. I am proud of the way we were able to continue to keep up the morale of each other and also be productive during the lockdowns.

There were few projects like the SECURE HIMALAYA travelling festivals and the BEEP Program that got postponed and later adapted to be completed satisfactorily. Few studies got postponed due to travel restrictions and safety concerns. However, overall we managed to get out of this tough period without much damage, both in terms of number of projects and turnover.

New systems and procedures have been put in place to now undertake studies digitally and using online tools. Our adaptability and credible track record has made our recovery from this slump easier with new projects already lined up.

In an way, the culmination of 30 years of CMS this year was put on test this financial year and I can say confidently that we came out stronger. I take this opportunity to thank all my colleagues and CMS team mates over the years who contributed to building this year. Special gratitude to all the eminent mentors, advisors and friends who have always been guiding us. Also, thanks to all our clients, partners and collaborators who trusted us to successfully implement projects and undertake studies.

In gratitude

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 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 766 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-story 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.**

Media Engagement Program on Energy Efficient Buildings

Webinar on AFFORDABLE HOUSING Design in face of the COVID-19 Pandemic

Current public health emergency makes a strong case to discuss inhabitable housing conditions of the urban poor and how to design urban housing so that it ensures adequate ventilation, natural daylight and thermal comfort for occupants to ensure healthy living.

May 26, 2020 | 3:00 pm to 4:15 pm

Panelists:

 Ar. Ashutosh Lal Senior B.L. Architect	 Dr. Sarita Bishnoi Head, Cooperative, Housing, Government, Indraprastha Group	 Mr. Ajay Jain IAS Regional Director of Housing, Government of Andhra Pradesh	 Mr. Suresh Chahal Director, Division of Energy Efficiency	 Dr. Anand Shrivastava Senior, Technical, Energy Efficiency, Central Energy Efficiency, Ministry of Sustainable	 Dr. Sameer Maithel Senior Knowledge Solutions and i4D-Strategy, IISD	 Dr. P. N. Vasanti Director, Energy, Centre for Health, Strategy
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Ministry of POWER
Ministry of Health and Family Welfare
Ministry of Urban Development
Ministry of Housing and Urban Affairs
Ministry of Sustainable Development Goals
Ministry of Health and Family Welfare
Ministry of Health and Family Welfare

Register now at the link: <https://attendee.gotowebinar.com/register/4299823146423864333>
For further details: mitisinha@cmsindia.org



Projects & Studies in 2020-21

CMS has worked with **International and National partners** to execute over 16 **projects** in the financial year 2020-21. The following is the list of all the projects and studies undertaken:

1. Media engagement program for energy efficiency (phase 2) for the BEEP project initiated by Indo Swiss Development Cooperation. The program included organising training workshops and awarding the fellowships to the media persons on the issue.
2. Organised national consultation and award ceremony for the media persons on Road Safety for WHO
3. Formative evaluation of Communication Processes used for National Measles Rubella Vaccination Campaign for Inclusion in Routine Immunization, UNICEF
4. Assessment of Availability of Medical Abortions Drugs in the Market, 2020-Phase II, FRHS India (FRHS India)
5. Global Impact Monitoring (GIM) Surveys in Heifer's Projects in Mayurbhanj district, Odisha, Heifer International
6. Decentralized Evaluation of Fortification of Mid-Day Meal Programme in Varanasi, Uttar Pradesh, UN World Food Programme
7. Promoting the Safety of Women Journalists and under the direct supervision and close collaboration of the UNESCO New Delhi, UNESCO
8. Analysis of marketing of breast milk substitutes and the inappropriate promotion of foods and beverages to young children in the digital space, WHO SEARO

In partnership with
New Delhi Office
 Cluster Office for Bangladesh,
 Bhutan, India, Maldives,
 Nepal and Sri Lanka
 United Nations
 Educational, Scientific and
 Cultural Organization

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WEBINAR ON
COVID-19 AND
NEWS MEDIA
COPING WITH THE
PANDEMIC

10 July | 3:30 - 4:30 pm

Moderated by **Dr. P N Vasanti, DG, CMS**

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 Nepal and Sri Lanka
 United Nations
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ONLINE SURVEY ON
CURRENT SAFETY CONCERNS
OF JOURNALISTS

Centre for Media Studies (CMS), with support by UNESCO, is conducting a study to understand the current concerns and challenges faced by Journalists in undertaking their work. This survey is completely confidential.

For more information and to register your response, please click on the following link
<https://forms.gle/9TcKo4Z79zcZBenN7>

It will take less than 15 minutes to fill this questionnaire

9. Periodic Monitoring of the Infant Milk Substitute Act Enforcement in India, WHO India
10. Organizing River Film Festival on the occasion of Ganga Utsav 2020, ITDC Ltd
11. Formative Research to develop SBCC Strategy on Infant & Young Child Feeding (IYCF) and Maternal Nutrition in Jharkhand, IPEGlobal Limited
12. Formative Research Study on Perceptions Regarding Vaccine for COVID 19: A Qualitative Study in five states of India, UNICEF
13. Impact Assessment of Bay of Bengal Project, INTERNEWS
14. Diagnostic and Baseline Study for Mission Paani Pilot Project in Nalanda, Bihar, Water for People India Trust
15. Endline Evaluation of the Community Mobilization for Improved Access to SRH Services and Information among Young Women and Men in two tribal blocks of Jharkhand, Ipas Development Foundation (IDF)
16. Impact Evaluation –Data Collection Round 4 Evaluating the Youth First Program-Bihar, India, CorStone
17. Environment Film Festival and Webinar under Swachhta Action Plan 2020, Punjab State Council for Science & Technology

Guidelines for Ethical Considerations in Social Research & Evaluation in India



Directed by
ALOK SRIVASTAVA



Centre For Media Studies-Institutional Review Board (CMS-IRB)

New Delhi, India

www.cmsindia.org | 011-2610-1515

3228

AMITY UNIVERSITY

SWACHHTA EK PRAYAS
A case study on
Development Communication

SATURDAY
OCTOBER
03rd
11:30am to 12:30pm

Dr. Alok Srivastava
Director, CMS Social

Dr. Ishwari
Associate Professor, IISW, Delhi

Dr. Rajesh Kumar
Associate Professor, IISW, Delhi

Dr. Bala Lakshmi
Professor, IISW, Delhi

Dr. Geetika Chakraverty
Associate Professor, IISW, Delhi

Dr. Rinku Lall
Associate Professor, IISW, Delhi

Co-organizers: **Dr. Bala Lakshmi**, **Dr. Geetika Chakraverty**, **Dr. Rinku Lall**

Organized by: **Dr. Alok Srivastava**, **Dr. Ishwari**, **Dr. Rajesh Kumar**, **Dr. Bala Lakshmi**, **Dr. Geetika Chakraverty**, **Dr. Rinku Lall**



CMS Social

Mapping Progress in Development Sector

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 2020-21.

Significant Contribution

- ◆ **Advocacy & Communication Strategy to Improve Vaccination against COVID-19:** Coronavirus infection (COVID-19) has caused significant number of mortality and morbidity in humans across the globe since 2019. India is also seeing an unprecedented adverse impact on all spheres of life, be it social or economic affecting all sections of the society, particularly the socio-economically marginalized and vulnerable section. CMS as a partner to UNICEF India conducted a formative research, which was first-of-its-kind of qualitative study conducted before launch of COVID-19 vaccine in India, wherein face-to-face interactions through Triads and In-depth Interviews with general population and health warriors was conducted. All COVID appropriate protective measures were practiced by the study team members and participants during the data collection in five study states namely, Andhra Pradesh, Bihar, Odisha, Madhya Pradesh and Rajasthan. The study sample was equally distributed across rural and urban locations, gender, age group and socio-economic classification (SEC) categories. The findings helped to understand and influence the

three key factors for the success of the vaccination drive against COVID-19: Eagerness & Trust; Vaccine Hesitancy; and Willingness to Pay, both among general population and health warriors

- ◆ **Potable drinking water for rural India.** Reckitt Benckiser (RB) is supporting the Government of India (GoI) in its endeavours to address the water crisis, through its initiative **Mission Paani**, which aims to generate a nationwide consciousness, action and behaviour change for protecting and conserving water resources while instilling a sense of respect and habit of water saving among the communities. Water for People India Trust (WFPI) by adopting the 'Conserve-Sustain-Transform' model for **Mission Paani** focuses on three key components to demonstrate water use efficiency and self-sufficiency. CMS Social team as a technical research agency established a baseline, which will contribute in finalizing program design; concurrent monitoring and to do an evaluation of the initiative with clear recommendations on the scaling up of the pilot within Nalanda district of Bihar as well as in other districts of the state and showcase proof of concept at the national level for its wider replicability.



- ◆ **Improving nutritional deficiency** among school-going-age children is very much needed in India and in states like Uttar Pradesh. Fortification of mid-day meal (MDM) served to the students of primary and upper primary grades in government schools was one of the ways envisaged by the UN World Food Programme, supported by the Government of Uttar Pradesh, as a pilot project in Varanasi district of Uttar Pradesh. As an evaluation partner, CMS Social team conducted both baseline (2018) and endline (2020) evaluations, using mixed methods approach. Along with analyzing the change in key behavior indicators due to the programme intervention, the evaluation looked in to Standard of Living Index (SLI); Food Consumption Score (FCS); Operational feasibility and Cost estimation for scaling-up this pilot project of MDM fortification to all districts of Uttar Pradesh.

- ◆ **Medical Termination of Pregnancy** is legal by an Act of 1971 in India. Still million of women continue to go for unsafe abortion every year due to stigma attached with abortion and hesitation among service providers including chemist shops, to provide their services. CMS Social in Phase two of the assessment study on availability of medical abortion (MA) drugs in the market for Foundation for Reproductive Health Services, India (FRHS India) conducted the study in six states (four states in phase 1) to assess the prevailing scenario with regard to the availability of MA drugs in the market, knowledge & practices, rules & regulations related to MA drugs' dispensing. The assessment findings will help to do advocacy for simplifying the process of MA drugs distribution and sensitize retail chemists to stock and sell MA drugs without any fear amid doubts.



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:

▪ Research Support to Nutrition Communication Services

- ◆ A formative research was conducted in Jharkhand for IPE Global with the objective of identifying specific sub optimal IYCF and maternal nutrition practices, the determinants of these practices and the context in which these practices occur. In addition, the exercise aimed to identify feasible solutions to these sub-optimal practices and the most appropriate delivery platforms for these solutions. In-depth interviews were conducted with

pregnant women, lactating mother, adolescent girls and mothers of 6-24 months and 3-6 years' children to identify dietary diversity, food habits, child feeding practices and the barriers and the enablers, their self-efficacy and perception about community's ability to practice recommended behaviours. Study involved traits among caregivers, IDIs with health (FLW, Doctors) and ICDS officials (CDPOs, LSVs) and PRI representatives. Besides exploring about their perception of community practices, their own barriers and facilitators to deliver improved services, their self-efficacy to deliver and their involvement in Nutrition Services were explored towards developing a SBCC strategy for Jharkhand.

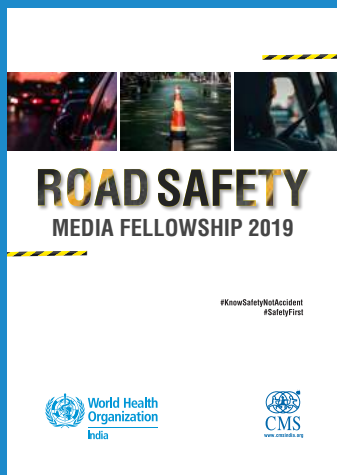


▪ Nutrition Studies

CMS conducted the analysis of marketing of breast milk substitutes and the inappropriate promotion of foods and beverages to young children in the digital space. This exploratory study was conducted to identify the marketing strategies applied by the manufacturing companies of breast milk substitutes and complementary food for infants. The findings helped gauge the digital ecosystem and establish how the marketing tactics adopted by companies breaches the BMS Code. Data was collected from manufacturers website, E-commerce sites, and social media sites like Facebook, Instagram, Twitter, YouTube etc. of countries namely Bangladesh,

Indonesia and Thailand and India. They were analysed for their content and against the individual country ACTs to identify how much they are deviating from the code. This study seeks to understand the digital marketing practices related to BMS in three countries, as an initial step of regional assessment.

The study in India additionally had Health System Assessment, facility review and interview of health service providers, retail review and label analysis to reveal gaps and limitations of existing national measures especially in implementation and report assessment findings to advocate for strengthened monitoring mechanism to prevent marketing of breast milk substitutes.



CMS Advocacy

Innovative Engagements & Strategies

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

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

In the current financial year 2020-2021 CMS Advocacy team continued to organise capacity building training program on the issue of road safety and building energy efficiency for the media persons.

Due to lockdown imposed in the month of March 2020, during Coronavirus pandemic, most of the training workshops were organised in online mode.

- **Online Training program on 'Affordable Housing Design in the face of COVID19' May 28, 2020**

CMS Advocacy in partnership with BEEP- India, organised an online capacity building program on "Affordable Housing Design in the face of COVID19". Around 100 participants participated in the program.

As cities were locked down to combat the COVID-19 pandemic, and citizens were asked to stay indoors, the quality of urban housing has been brought into sharp-focus. The inhabitable housing conditions for the urban poor in small and over-crowded houses without access

to ventilation and sunlight can become potential hotbed for the spread of the infectious diseases.

There was also an apprehension regarding the use of air conditioners and air coolers for achieving thermal comfort in middle and high income housing. In order to enhance and update the understanding of the media persons on the issue of impact of Covid-19 on design of housing segment, the webinar was organised under the media engagement program. The one- hour program was conducted in a panel discussion format. Mr. Ajay Jain IAS, Principal Secretary – Housing, Government of Andhra Pradesh discussed the impact of Covid-19 on the design of affordable housing and the experts from BEEP discussed how does the ECO-Niwas Samhita address the issue of thermal comfort.

- **Media training program on building energy efficient program on August 26-27, 2020**

Another program was organised for the media persons writing on environment and energy. It was a two-day online training program on Reporting on Energy Efficient building. The objective of the program was to trigger the



sustained interest in energy conservation and to build the capacity of media persons to write well informed stories, which can create awareness among general public as well among policy makers. The focus of the discussion was to engage the media in creating awareness, sustaining debate through accurate information and enabling them to do quality reporting on the issue. Eminent speakers like Dr. Anand Shukla, Senior Thematic Advisor-Swiss Agency for Development & Cooperation, Mr. Saurabh Diddi, Director-Bureau of Energy Efficiency and Prof. Ashok Lall, Ashok B Lall Architects, spoke about the different aspects of the program.

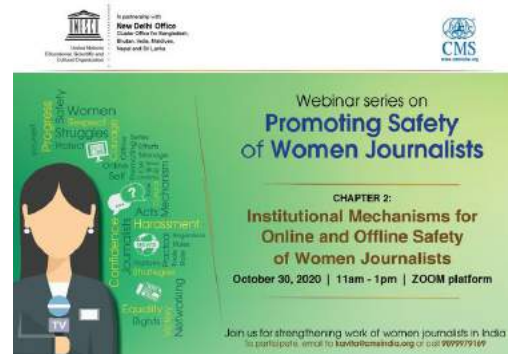
- **Award for Road Safety Media Fellowship 2019 (WHO) September 16, 2020**

CMS Advocacy in partnership with WHO, organized an Award Meet for Road Safety Media Fellows. The keynote address was given by Prof. Satish Chandra, Director, Central Road Research Institute (CRRI). He spoke about the fundamentals of road accidents, risk factors, vulnerable user group, road design and how accidents are a complex phenomenon.

CMS- BEEP Media Fellowship 2020

As part of the CMS fellowship program this year overall 12 journalists were awarded fellowship from different parts of the country. Six mainstream media persons were given 3 month fellowship from June –Sept 2020 on the issue of Affordable Housing Design in the face of COVID-19. And, 6 others were selected to write on Energy Efficient Buildings. The awardees were included from national and regional media like Times of India, Hindustan Times, The Outlook, Dainik Jagran, The Pioneer and India Today.

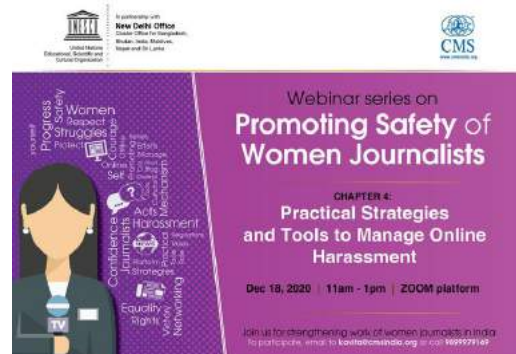
The fellows were expected to write a minimum of three research-based and in-depth stories for the print, radio, TV and online medium during the fellowship period. The guidelines of the fellowship program mentioned that the stories should be evidence-based, analytical and should be more than 800 words. The grant amount for each fellowship was ₹ 75, 000.



Promoting Safety of Women Journalists in India

CMS in support of UNESCO, organized a series of webinars for ‘Promoting Safety of Women Journalists in India’. These webinars were exclusively for media professionals, to empower their work and efforts. Harassment and abuse, both online and offline of media professionals, specially women journalists is not an issue discussed, even though it is a concern in this profession, both in India and also globally. The aim of these webinars was to bring to fore these concerns, provide a platform to address such experiences and empower women journalists;

- The first webinar (Chapter 1)** was on “How to Protect Yourself Online & Offline: Know the Rules and Regulations” held on October 16, 2020 over Zoom. It had journalists Rohini Singh (The Wire), Manisha Pande (News Laundry) and Meera Devi (Khabbar Lahariya) sharing the experiences of harassment online and offline. They were joined by Legal expert Ms Malvika Rajkumar and Cyber Security expert Dr Charru Malhotra who provided a comprehensive overview of the available legal options and its practical utility in such cases of harassment for women journalists. Webinar was moderated by Dr P N Vasanti, DG, CMS.
- The second webinar (Chapter 2)** was on ‘Institutional Mechanisms for Online and Offline Safety of Women Journalists’, and was held on Oct 30, 2020 over zoom. It had senior Journalist Ms Seema Mustafa (President, Editors Guild of India) and Ms Sandhya Ravishankar, share their experiences of harassment and how they coped with the same. Mr. Ras Bihari (President National Union of Journalists), Ms Laxmi Murthy (Network of Women in Media in India) and Prof PP Singh (MP Government) discussed their own efforts to engage with and support women journalists in these challenging times. The webinar was moderated by Dr P N Vasanti, DG, CMS.



- **The Third webinar (Chapter 3)** was on 'Safety Mechanisms by Intermediaries and Other Technological Tools for Online Safety of Journalists' and was held on December 08, 2020 over Zoom. It had Journalist Mr. Ritesh Bhatia (Cybercrime and Cybersecurity Expert), Ms. Pamposh Raina (Journalist) and Ms. Shohbha SV (Author & Researcher), sharing their views and experiences in using technological tools to address or manage online harassment. The webinar was moderated by Dr P N Vasanti, DG, CMS.
- **The fourth and final chapter** of this webinar series was on "Practical Strategies and Tools to Manage Online Harassment" and was held on December 18, 2020 over Zoom. It had speakers Ms. Sanjukta Basu, (Social Media Influencer and Digital Activist), Prof. Umesh Arya (Dean & Chairperson, Department of Communication Management & Technology, Faculty of Media Studies, Guru Jambheshwar University of Science & Technology Hisar) and Ms. Nirali Bhatia (Cyber Psychologist & Psychotherapist

Director, V4WEB Technologies Pvt. Ltd. TEDx Speaker, Founder Cyber B.A.A.P), sharing their views and experience on practical strategies to deal with online harassment as well as how journalists can tackle the psychological trauma associated with cyber-crime. The webinar was moderated by Ms. Annu Anand, Director, CMS – Advocacy.

- CMS with support of UNESCO and group of experts developed a model curriculum on "Online Safety and Cyber Security" for media, journalism and mass communications students. The objective of this course was to orient future media professionals and other media activists towards safe, secure and meaningful online accesses in the networked societies. This course covered the various aspects of digital life of the netizens and provide possible solutions on various prospects, impediments and online threats. It equipped learners to handle the security concerns of the digital world in this data dinosaur era



CMS Environment

Promoting Responsibility

The CMS Environment team undertakes policy research and advocacy aimed at creating sustainable solutions for environment protection. In 2020-21, efforts of this team were focused on CMS VATAVARAN.



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

The Call for Entry was announced in June 5, 2020 and continued till March 03, 2021. 09 Indian and International categories were announced in the 11th 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. It aimed at sensitizing 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 also focuses 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 were organized around the same. The main Competitive Festival is organised 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.

In COVID 19 pandemic era, when we all were tested on various fronts and were stressed to deal with the uncertainty in our lives and work, Asia's largest environmental and wildlife film festival and forum – CMS VATAVARAN was active in engaging with its different stockholders across the world on contemporary conservation issues through the medium of various innovative online activities like online film festivals, webinars, webi-dialogues and a number of online competitions.



Initiatives of CMS VATAVARAN team include:

In these innovative online activities CMS VATAVARAN had done a series of online film festivals where **more than 50 documentary films on different wildlife and environmental conservation issues was premiered on the CMS VATAVARAN social media platforms in four different phases.** These online film festivals got an overwhelming response from the viewers and had been **watched by more than 40000 viewers across the globe.**

Along with these online film festivals, a series of engaging competitions and webinars were also organised by the CMS VATAVARAN team. The “CMS VATAVARAN Webinar Series on Environmental Filmmaking” took place over the course of **five webinars during the month of May, June & July 2020** in which some of the most prominent environmental and wildlife filmmakers and conservation experts had participated. The webinar was a big success and more than **5000 participants** registered for these webinars. The idea behind the webinar series was to engage the new filmmakers as well as the students and the film buffs to learn about the nitty-gritty of the making of the short films and documentaries on environmental and wildlife issues and how to use them as a tool for conservation.

Due to enthusiastic response from students of various schools across NCR, a three minute online film competition was organised after the **one-minute film competition on “Rethinking Conservation during and after COVID”.**

It also got an over whelming response and a large number of film entries from the school & college students, amateurs and professionals.

Based on the feedbacks and the experiences gained through these online initiatives, CMS VATAVARAN decided to expend these activities further by celebrating **International Tiger Day** online on 29 July, 2020. On this day, **special 24-hour film screening of nine award winning films** was done and a webinar-dialogues with leading conservationists and journalist of India discussing **‘What does Pandemic means to Tiger Conservation?’** was also organised.

Online Inter School Online Essay Competition was also one of the key programs undertaken to celebrate the International Tiger day 2020. The aim of this competition was to motivate the youth of India to think about the importance of Tigers in the food cycle and environment and wildlife conservation. **More than 1700 students from 60 schools of India registered for this competition.**

World Elephant Day 2020 was celebrated online to create awareness about this keystone species between the masses, especially the young ones. The Inter-school Online Quiz Competition was also organised during the program, that aimed to help the students enhance their knowledge and understanding about the importance of biodiversity conservation and also encourage them to widen their horizon and understanding of the human-elephant relationship.



Travelling Film Festival:

The SECURE Himalaya Project of UNDP, with the support from Uttarakhand Government, Ministry of Environment, Forest & Climate Change (MOEFCC), GOI organised 9th CMS VATAVARAN Traveling Festival and Forum on February 25 & 26, 2021 at the city of Uttarkashi, Uttarakhand. The festival covered four Himalayan cities of Uttarkashi, Gangtok, Shimla and Leh.

The idea behind this festival and forum was to use films to engage wide range of stakeholders on conservation issues and to provide a platform for highlighting the SECURE Himalayas initiatives and programs.

Inaugurating the two-day green film festival organised at the District Collectorate Auditorium, Uttarkashi, the District Magistrate Shri Mayur Dixit congratulated the

organisers SECURE Himalaya Project of UNDP and CMS VATAVARAN. He called for all students and teachers present to take forward the ideas and lessons learned from the award-winning environment and wildlife films in this festival. He stated while reminding the audience of the festival that, "Uttarakshi is the only district with more than 80% forest area and that too in the fragile Himalayan region. Therefore, it is each one our responsibility to help preserve and conserve this heritage."

The Inauguration ceremony also included first ever public premier of the film 'Heroes of the Wild Frontiers: The Return of the Shan', by Award winning filmmaker Mr Krishnendu Bose. The film was about 'Snow Leopard' and their unfriendly habitats in Leh.





The inauguration was followed by screening of shortlisted films for various audiences like students, teachers and general public. During the film festival, on the spot quiz and painting competition on environmental issues was also conducted and many colleges and schools students participated in the same. Eminent media professionals from Uttarkashi also participated in a media seminar to discuss on their reportage on climate change in specific and environment.

More than seven schools participated in the film screenings. Under this film festival, nominated/awarded films on various environment & wildlife issues, was screened at multiple venues in the city, including at the Collectorate Auditorium, GPG College, Kendriya Vidayala, Nehru Institute of Mountaineering and ITBP.

Around 300 youth, media and students from all over the Uttarkashi attended the film festival. CMS VATAVARAN films were on issues ranging from water conservation, environment, wildlife conservation, marine biodiversity conservation and more.

A special discussion with media professionals was held as part of this festival where challenges and opportunities on environmental reporting was discussed with Dr Vasanti Rao, DG CMS and other local Experts.



On the second day of the festival a workshop on green film making was conducted. This was enthusiastically attended by both students and professionals from media and civil society. Eminent filmmaker Mr Anoop Khajuria took this workshop.

- **Strengthening connections online**

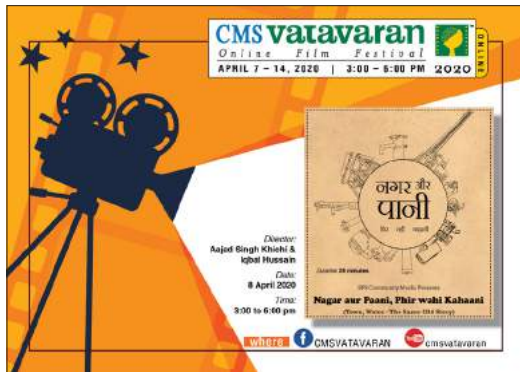
Social Media engagement with our audiences is a continuing process. The **Facebook, Instagram and twitter pages** of CMS VATAVARAN are regularly updated on **environment** and **wildlife** issues along with promotion of CMS VATAVARAN initiatives & activities.

During the COVID 19, online activities like online film festivals, webinars, webi-dialogues and online competitions, details of announcement of call for entry etc. were regularly shared on the social media platforms.

Along with it, the challenge with these platforms was to drive greater engagement with its followers. Posts related to screenings, achievements of people in the field of environment, team's visit to various programmes, etc. were regularly shared.

Daily updates of the 11th edition of the film festival and forum began by June 2020 with the announcement of the call for entry to submit films.

Through its various social media platforms CMS VATAVARAN has reached to more than 284645 people.



CMSVATAVARAN Initiatives

During the COVID lockdown, the acceptance for the online medium/platforms for webinar, screenings and competition like quiz, essay slogan etc. had increased. Therefore, CMS team decided to continue their effort and include the various online program in the agenda.

CMS VATAVARAN had organised a series of online film festivals where **more than 50 documentary films on different wildlife and environmental conservation issues has been premiered on the CMS VATAVARAN social media platforms in four different phases.** These online film festivals got an overwhelming response from the viewers and had been **watched by more than 40000 viewers across the globe.**

First online Film Festival was conducted on April 7 to 14, 2020, from 3 to 6 pm IST. The films screened during the festival were: The Python Code by Andreas Ewels, Nagar Aur Pani by Iqbal Hussain and Aajad Singh Khichi, Global Warning - Kashmir Chapter by Jalal Ud Din Baba (Jalal Jeelani), The Golden Thread by Anoop Khajuria, Where The Elephant Sleeps by Brigitte Uttar Kornetzky, Kotibanal by Shrinivas Oli, The Pad Piper by Akanksha Sood Singh, and Foresting Life by Aarti Shrivastava



Second Online Film Festival included some thought-provoking environmental films by some of the most prominent filmmakers of our times. A curated selection of 10 environmental films, free for streaming from anywhere in the world were screened every day from **April 22 to May 01, 2020**, from 3 to 6 pm IST. Films screened during the festival were: Saving The Dark (an Earth Day Special) by Srirâm Mûrâlî, Golden Toilet! by Umesh Malan, Gyamo Queen of the mountains by Gautam Pandey and Doel Trivedy, Thumbelina: The Story of an Xmas Frog by Ashwika Kapur, Education on the Boat - A New Hope by KM Tajbiul Hasan, Parvat, Purohit, Putra (Mountain, Priest, Son) by John Seddon and Vaibhav Kaul, Dammed by Nandan Saxena and Kavita Bahl, The Race to Save the Amur Falcon by Shekar Dattatri, Wild Meat Trail by Rita Banerji and Shilpi Sharma and The real price of cheap medicines by Jos van Dongen

CMS VATAVARAN organized an online **one-minute film competition on “Rethinking Conservation during and after COVID”** on April 26, 2020 and **three-minute online film competition on Biodiversity on May 10, 2020.** A total of 16 films were nominated and given certificates and a letter of appreciation. These films got a direct entry to the 2021 competitive edition of CMS VATAVARAN International Film festival on environment and wildlife



The “CMS VATAVARAN Webinar Series on Environmental Filmmaking” took place over the course of six webinars during the month of May, June, July & August 2020.

- **Chapter One:** ‘Why and How Should you make Short Films’ on May 31, 2020. Webinar expert was Anshul Sinha (Award Winning Filmmaker).
- **Chapter Two:** ‘Conservation Film-making: How to make Films that makes a Difference’ on June 14, 2020. The webinar was moderated by Aarti Shrivastava (an Asia 21 leader and National Award-winning filmmaker). Krishnendu Bose (Acclaimed Wildlife Documentary & National Award-Winning Filmmaker) and Rita Banerji (Multiple Award Winning Environmental Filmmaker) were the panelists.
- **Chapter Three:** ‘Production of Environmental and Wildlife Films’ on June 20, 2020. The webinar was moderated by Aarti Shrivastava (an Asia 21 leader and National Award-winning filmmaker). Doel Trivedy (A Writer-Director- Producer and multiple Award-Winning Wildlife Filmmaker) and Gautam Pandey (Acclaimed Wildlife Documentary & National Award-Winning Filmmaker) were the panelists.
- **Chapter Four:** ‘It all Starts and Ends with the Story: How to Write a Successful Script?’ on June



27, 2020. The webinar was moderated by Aarti Shrivastava (An Asia 21 Leader and National Award-winning filmmaker). Saibal Chatterjee, (National Award Winning Film Critic, Author and a Documentary Scriptwriter) and Utpal Borpujari, (Two Times National Film Award Winner Film Critic-turned-Filmmaker) were the panelists.

- **Chapter Five:** ‘Conservation Photography: How a photo can help Wildlife Research & Conservation.’ on July 04, 2020. The webinar was moderated by Aarti Shrivastava (An Asia 21 Leader and National Award-Winning Filmmaker). Dr Anish Andheria (A Fellow of LEAD and the President of the Wildlife Conservation Trust), Parth Joshi (working with UNDP India on a Project to Conserve Snow Leopard Habitats) and Dipankar Mazumdar (An Architect & Environmental Planner by Profession) were the panelists.
- **Chapter Six:** ‘Environmental Filmmaking Ethics and Morality in the Environmental and Wildlife Filmmaking’ on August 28, 2020. The webinar was moderated by Aarti Shrivastava (Award-winning Filmmaker). Ajay Bedi & Vijay Bedi (have worked as Wildlife Filmmakers and Photographers for over 20 years), Kavita Bahl & Nandan Saxena (Independent Filmmakers and Media Trainers) or P N Vasanti (an Active Advocate for more accountable Media) were the Panelists.



CMS VATAVARAN organized the 'International Day for Biological Diversity', and screened 3 award-winning environmental films online specifically curated for the occasion on **May 22, 2020** from 3:00 to 9:00 pm IST on the Facebook page of CMS VATAVARAN.

CMS VATAVARAN in collaboration with St. Mark's Senior Secondary School, Meera Bagh, New Delhi organized online interactive session on the theme of Celebrate Biodiversity. On behalf of VATAVARAN Ms. Aarti Shrivastava, (Award Winning Filmmaker) took the session on **June 05, 2020** (World Environment Day) in which 150 Eco Club Members (students of class 6th to 10th) participated.

CMS VATAVARAN celebrated International Tiger Day on **July 29, 2020**. In this program, **special 24-hour film festival** of nine award winning films by some of the most acclaimed wildlife and environmental filmmakers of India were streamed online. Films Screened at International Tiger Day were; The World's most Famous Tiger (Subbiah Nallamuthu), The Forgotten Tigers, The Tiger who Crossed the Line and Tiger -The Death Chronicles (Krishnendu Bose), Looking for Sultan (Doel Trivedy & Gautam Pandey), Tigers in the Backyard (Sugandhi Gadadhar), Tiger's Revenge and Tiger Queen (S Nallamuthu) and Chronicles of a Wildlifer (Amit Goswamy) the films were seen by approximately 4000 people.



The CMS VATAVARAN Online Inter School Online Essay Competition was also one of the key programs undertaken for celebrating the International Tiger day 2020. The aim of this competition was to motivate the youth of India towards thinking about the importance of Tigers in the food cycle and environment and wildlife conservation. **More than 1700 students from 60 schools of India registered for this competition.** Top 20 essays were promoted on CMS VATAVARAN network, website and social media platforms along with the photographs of the students.

CMS VATAVARAN organized the webinar-dialogues with leading conservationists and journalist of India discussing 'What does Pandemic means to Tiger Conservation?' on **July 29, 2020**. The President of the Wildlife Conservation Trust Dr. Anish Andheria, India's one of the finest wildlife commentators and Ramnath Goenka and Carl Zeiss award winner Swati Thyagarajan and Deputy Inspector General of Forests, National Tiger Conservation Authority (NTCA) Shri Nishant Verma were the speakers. This session was moderated by Ms. Bahar Dutt, an award-winning journalist and one of the foremost voices in India on the environment. Approximately 500 people which includes a number of filmmakers, wildlife experts, journalist, policy makers, environment enthusiasts and students participated in the session.

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
in collaboration with CMS VATAVARAN
Department of Applied Sciences, Faculty of Engineering and Technology

Webinar on
**ORGANIC FARMING AND
ITS EFFECTS ON HUMAN LIFE**

Saturday, August 29, 2020
12:00 noon onwards

No Registration Fee
E-certificate for participation

For Registration:
http://bit.ly/organic_farmings

Eminent Speaker
Aarti Shrivastava
Asia 21 Leader and National Award Winning
Environmental Filmmaker
Founder at Dark House Pictures LLP

CMS VATAVARAN celebrated the World Elephant Day 2020 on August 12, 2020. To create awareness about this keystone species between the masses, especially the young ones, on this day, 24-hour Online Film Festival on Elephants by some of the most acclaimed wildlife and environmental filmmakers of India was organised. Total 9 films on elephants were screened in online film festival on elephants. The films were Elephant Day Bastion of the Giants (Sumesh Lekhi), Manas- Return of the Giants (Praveen Singh), On the Right Track (Rita Banerji), Elephant - God or Destroyer and Heroes of the Wild Frontiers: Elephant 911 (Krishnendu Bose), Where the Elephant Sleeps and Elephant Kitchen (Brigitte Uttar Kornetzky) and Elephants and Us_Assam (Ankur Das) Days with the Wild Herd (Green Hub).

CMS VATAVARAN also organized an Inter-School Online Quiz Competition on August 12, 2020. The aim of this competition was to help the students enhance their knowledge and understanding on the importance of biodiversity conservation and encourage them to widen their horizon and understand the human-elephant relationship. In this program, 13 Schools and 3 Colleges participated. 873 Students registered and 335 participated in the Quiz.

CMS VATAVARAN organized a webinar on 'Organic Farming and its Effects on Human Life' on August 29, 2020, in collaboration with Department of Applied Sciences, Faculty of Engineering and Technology,

CELEBRATE
WILDLIFE
WEEK OCTOBER 2-8, 2020

Online Quiz
Competition on Wildlife
Date: October 2, 2020 | 03.00 PM
Time Count: 15 Minute | Language: English

THE ONLY GOOD CAGE IS AN EMPTY CAGE

All participants will get E-Certificate with respective score

Registration Free
(Registration closes: October 2, 2020 (12.00 PM))

www.cmsvatavaran.org

Manav Rachna International Institute of Research and Studies The eminent speaker for the event was Aarti Shrivastava, (Award Winning Filmmaker). The objective of the webinar was basic need and understanding of agriculture in ancient India. The webinar turned out to be a quite knowledgeable session as it provided the required insight of the topic to participants.

CMS VATAVARAN organised program on World Rhino Day on September 22, 2020. During the program two documentaries on Rhino were showcased. Films Screened: North-Eastern Diaries (Sandesh Kadur) and Lullaby for a Mother and Child (Emma Lorie).

CMS VATAVARAN in collaboration with Ministry of Environment, Forest and Climate Change, Government of India and United Nations Development Programme (UNDP) celebrated Wildlife Week from October 2 to 8, 2020. During the program CMS VATAVARAN conducted Online Quiz Competition on October 02, 2020 - in two separate categories (first 6th to 9th class, second 10th onwards). 158 Students (first category) and 59 Students (second category) participated. Films screened during the Wildlife Week: India's Wandering Lions (Praveen Singh and Martin Dohrn), The Secret Life of Frogs (Ajay Bedi, Vijay Bedi), Gyamo - Queen of the Mountains (Doel Trivedy & Gautam Pandey), Gaur in my Garden and Saving the Wild - Wildlife Rescue and Rehabilitation (Rita Banerji), Flight To Freedom - The Amur Falcon Story (Rita Banerji and Shilpi Sharma), Life

WEBINAR
ENVIRONMENT AND WILDLIFE
REPORTING IN THE
INDIAN HIMALAYAN REGION (SIKKIM)

13-14 OCTOBER 2020
10:00-12:00HRS
Virtual Conference on ZOOM

Scan QR Code to Register
or
Click on the link below
https://www.zoom.us/j/849149488

SPEAKERS

Dr. B. Bhattacharya, IIS
Department of Forest Ecology Field
Environmental Studies
Management Dept. Government of Sikkim

Ms. Sushmita Prasad
Project Director, Environmental
Science, Wildlife Dept.
Government of Sikkim

Dr. Shankari Sharma
Project Manager
Environmental Science Dept. of India

Dr. Anand C. Sharma
Senior Journalist

Dr. Jyoti Mishra
Awarded Filmmaker
Sikkim University

Dr. Joseph Lopez
Dr. Coordinator
Sikkim State

Mr. Pradyip Bhargava
Dr. Coordinator
Sikkim State & Central Govt.

PROPOSED PARTICIPANTS:

- Journalists from Sikkim (Print, Electronic and New Media)
- Faculties & students of Journalism & Mass Communication Studies

CINeaste
International Film Festival
of India

CIFFI2020
A Virtual Film Festival

Cinema 'n Covid-19 Impact
#Cinema2020
15-21 December 2020

DELHI METROPOLITAN EDUCATION UNIVERSITY, DELHI
IN ASSOCIATION WITH
DEAKIN UNIVERSITY OF AUSTRALIA

Partners:
DME, Delhi University of Education, Deakin University of Australia

Partners:
Delhi University of Education, Deakin University of Australia

Partners:
Delhi University of Education, Deakin University of Australia

Partners:
Delhi University of Education, Deakin University of Australia

for lives (Roshni Rose), Corbett's Legacy (Naresh Bedi), Manas- Return of the Giants (Praveen Singh), Walking with Wolves (Senani Hegde) and The Forgotten Tigers (Krishnendu Bose).

CMS VATAVARAN organised a webinar on 'Water Management' on October 6, 2020, in collaboration with Birla Vidya Niketan School, Pushp Vihar, New Delhi. Bhim Singh Rawat, (Associate coordinator South Asia Network on Dams) was the speaker of this webinar. This webinar was based on the scarcity of water in India that affects million of people across the country. India has just 4% of the world's fresh water to sustain for 16% of the global population. Around 76 million people are without access to safe drinking water.

A Two days' webinar on 'Environment and Wildlife Reporting in the Indian Himalayan Region (IHR)' under 'SECURE Himalaya project' of UNDP in India was organised on October 13-14, 2020 by CMS VATAVARAN along with the Forest and Environment Department, Government of Sikkim and Ministry of Environment, Forest & Climate Change, Government of India. The webinar was attended by Media Professionals, Media Students, Faculty and few Program Managers from Civil Society Groups.

On November 02 to 04, 2020, CMS VATAVARAN was a part of the Ganga Film Festival and showcased the documentaries on Water and Ganga Rejuvenation. Ganga Utsav 2020 was organized by Namami Gange, Ministry of Jal Shakti, Department of Water Resources, RD & GR group. Films were screened at Ganga Film Festival.

CMS VATAVARAN as Festival Partner with CIFFI, an International Film Festival of India along with Delhi Metropolitan Education GGSIP University of India in association with Deakin University of Australia organized Film Festival and webinar on Film-making as a tool for Environmental Communication on December 15-21, 2020. Aarti Shrivastava (Award Winning Filmmaker), Jalal Jeelani (Awarded Environmental Filmmaker), Anand A Jha (Senior Manager, Centre for Media Studies) Panelist and Pramod Kumar Pandey moderated the webinar.

CMS VATAVARAN as a festival partner with Parimandal Zakir Husain Delhi College, University of Delhi, organized virtual film screening on February 17, 2021. Three documentary films were screened; Foresting Life (Aarti Shrivastav); The Hunt (Biju Toppo); Koti Banal (Shriniwas Oli). Ms Kavita Rakheja, Manager, represented CMS VATAVARAN and given the brief introduction of CMS



VATAVARAN and Call for Entry. Mr. Shrinivas Oli, filmmaker and Ms. Aarti Shrivastav, National award winning filmmaker shared their experiences when they made the film.

CMS VATAVARAN as Festival Partner with Punjab State Council for Science & Technology, organized a Film festival on Biodiversity & Climate Change, on March 9 & 10, 2021. Punjab State Council for Science & Technology, Punjab Biodiversity Board and CMS VATAVARAN had joined hands under Swachhta Action Plan for creating awareness and influence people's perception about biodiversity and climate change through an engrossing Film Festival which besides screening of

films, also includes interaction with the film-makers; This discussion was moderated by Mr. Sabyesachi Bharati, and the panelist were Mr. Raajyash Chetwal, Mr Sunil Bhondge, Mr Shrinivas Oli, Ms Akanksha Damini Joshi and Ms. Donna Partha. A workshop was conducted by Ms. Aarti Shrivastava to encourage the specialized art of Green Filmmaking. Other panelist were Dr. P N Vasanti, DG, CMS VATAVARAN, Dr. Jatinder Kaur Arora, Dr. Ashish Kumar, Joint Director, Ministry of Environment, Forest & Climate Change (MoEF&CC), Dr. V B Mathur, Chairman, National Biodiversity Authority, Govt. of India and the Guest of Honor Dr. Kulbir Singh Bath, Joint Director (STITFD), Punjab State Council for Science & Technology.



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.

- ◆ Now offline and digital methods/tools have been developed and used for collecting information, given the safety issues and travel restrictions during the COVID pandemic.

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.

CMS IRB (Institutional Review Board) for Review of Research/Evaluation (non-clinical) Protocols to Assess Ethical Standards:

CMS has an internationally accredited Institutional Review Board (CMS-IRB, a registered body since 2007), on ethics for research (non-clinical) involving human subjects. Till date it has reviewed around 139 research and evaluation protocols from ethics lens. (<https://www.cmsindia.org/cms-irb>)

CMS-IRB Members

- **Dr N. B. Rao**, Chairman, CMS (Chairperson, CMS-IRB)
- **Dr P. N. Vasanti**, Director General, CMS (Vice Chairperson, CMS-IRB)
- **Prof G. Lakshmi Kumari**, (Retd.), Ambala College of Engg. & Applied Research
- **Sushanta K. Banerjee**, Senior Director (Research & Evaluation), Ipas Development Foundation
- **Subrato K. Mondal**, Secretary, DESI
- **Alok Srivastava**, Director, CMS Social
- **Paramita D. Mazumdar**, Director, CMS Communication
- **B R Patil**, Independent Consultant
- **Mumtaz Ahmed**, Deputy Team Leader, CMS Social



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 accounts on LinkedIn, Instagram and 3 Facebook accounts CMS, CMS VATAVARAN and CMS Advocacy with more than 6243 followers and Twitter with almost 1294 followers.



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 & 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.

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 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. They efficiently managed remote servers for web hosting and e-mail services.

Work from Home scenario was supported by providing all required hardware and software for each CMS team member.

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 create and maintain 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. CASH committee meeting held on October 5, 2020.

- ◆ 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.
- ◆ Developed project-based accounting systems.
- ◆ Created incentives/bonus remuneration system.

Knowledge Products:

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

Articles and Research papers

Dr. N Bhaskara Rao

“How could we see a respite in fake news phenomena in 2021” in Transparency Review, Journal of Transparency Studies, Page No. 1, Volume XIV, No. 1, February 2021.

https://www.cmsindia.org/sites/transparency/TransparencyReview_February2021.pdf

“The TRP Scam: Old Controversy, New Chaos” in Transparency Review, Journal of Transparency Studies, Page No. 11, Volume XIV, No. 1, February 2021.

https://www.cmsindia.org/sites/transparency/TransparencyReview_February2021.pdf

“Next big game changers, ten steps to lift India to newer heights” in Primepost on October 24, 2020

<https://www.primepost.in/next-big-game-changers-ten-steps-to-lift-india-to-newer-heights/>

“Why withering away of public policies even to do with environment” in Primepost on November 09, 2020

<https://www.primepost.in/why-withering-away-of-public-policies-even-to-do-with-environment/>

“Simultaneous Polls Not the Panacea for the Ills Plaguing Indian Democracy” in The Wire on October 16, 2020

<https://thewire.in/politics/simultaneous-polls-democracy-india>

“Pros and Cons of Simultaneous Polls” in Primepost on October 15, 2020

<https://www.primepost.in/pros-and-cons-of-simultaneous-polls/>

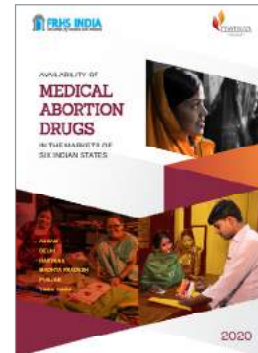
Mr. Alok Srivastava

“COVID-19 Pandemic: Challenge for Health and Right (to) Information” in Transparency Review, Journal of Transparency Studies, Page No. 13, Volume XIV, No. 1, February 2021.

https://www.cmsindia.org/sites/transparency/TransparencyReview_February2021.pdf

“Financial Inclusion of Women: a way to empowerment, Emerging Evaluation Experiences – Way Forward for Achieving Sustainable Development Goal, published by Daya Publishing House, Astral International Pvt. Ltd., New Delhi, 2020

<https://cmsindia.org/sites/myfiles/Emereging-Evaluation-Experiences.pdf>



Reports, Monograph, Books Directories and Videos

- ◆ Availability of Medical Abortion Drugs in The Markets of Six Indian States
- ◆ Guidelines for Ethical Considerations in Social Research & Evaluation in India
- ◆ Road Safety Media Fellowship, Compilation
- ◆ Media Fellowship on Climate Change Reporting, Compilation
- ◆ CMS & UNESCO awareness video series on online safety of women journalist
- ◆ Developed a Model Curriculum on “Online Safety & Cyber Security“
- ◆ Promoting Online Safety of Women Journalists in India – Manual for Trainers

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 issues of good governance, raising awareness about the Right to Information Act (RTI) and empowering citizens to benefit from the legislation. CMS Transparency has been providing significant database and momentum to create responsive governance systems in our country.

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

– **K.V.Chowdary**, Central Vigilance Commissioner,
Central Vigilance Commission (2015)

पर्यावरण के लिए जरूरी है हिम तेंदुओं का संरक्षण

सिक्किम हिमालय परियोजना की ओर से यो दिरासोय फिल्म महोत्सव शुरू

सिक्किम प्रदेश (समाप्त) हिमालय परियोजना के अंतर्गत सिक्किम पर्यावरण और जल संसाधन विभाग द्वारा 'हिम तेंदु' फिल्मों का प्रदर्शन किया गया है। यह फिल्मों का प्रदर्शन सिक्किम हिमालय परियोजना के अंतर्गत सिक्किम पर्यावरण और जल संसाधन विभाग द्वारा किया गया है।

जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी

जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है।



हिन्दुस्तान

हिम तेंदु का संरक्षण जरूरी

जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है।

हिमाचल क्षेत्र बहुत ही संवेदनशील है - डा. वावंती

जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है।

Business Standard

जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है।

At least 25,108 deaths occurred in truck accidents during 2018: Report

A truck's speed rarely goes beyond 60-60 km per hour, but they account for a high number of road fatalities overall



India has few regulations related to training, working hours or periodic vision tests for those driving commercial vehicles

जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है।

Why ignorance is no bliss in saving energy

Only 25% Of Consumers Aware Of How Appliances Like Fans And AC Guzzle Electricity

ARE YOU A STAR ENERGY SAVER?

STUDY FINDINGS

- Only 25% of consumers are aware of how appliances like fans and AC guzzle electricity.
- Only 10% of consumers are aware of how to save energy.
- Only 5% of consumers are aware of how to reduce electricity bills.

50% Energy Savings

Save up to 50% on electricity bills by using energy-efficient appliances.

No helmet, no entry, no fine; Violators get ears full of traffic awareness preaching from cops

SALEM DEC 18 On Monday the Salem City police barred entry for two wheel riders without helmets into two key arterial roads and without fining the violators the cops made them listen to heavy dose of josh about the benefits of helmet wearing and the harm of avoiding it.

After a series of campaigns and enforcement drives did not raise helmet rule compliance significantly, the Salem City police have resorted to the innovative approaches.

The approach seems to work as one rider who was on an urgent work, pedaled his vehicle on the road side, rushed to a nearby shop and bought himself a helmet and

social media cell in spreading awareness and had made about a dozen short films to persuade road users on traffic rule compliance.

Several off line campaigns and enforcement drives were pursued.

Yet when it came to helmet use, compliance levels in Salem was only about 65

of penalising riders after 11.00 am in the two roads. Enforcement drives will continue as usual in other parts of the city.

"We will periodically shut roads for no entry without helmet once a certain level of compliance is achieved in one area," said the Deputy



हेमिस पार्क में स्नो लैपर्ड पर तैयार फिल्म दिखाई

जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है।

गंगोत्री सिक्क्योर बहुद्देशीय सहकारिता के अध्यक्ष बने

जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है। जलवायु परिवर्तन को रोकने को बढ़ावा जरूरी है।

Live हिन्दुस्तान .com

Link: https://www.livehindustan.com/national/story-india-can-save-electricity-equivalent-to-four-countries-like-denmark-if-the-houses-are-made-energy-efficient-348873_amp.htm

डेनमार्क जैसे चार देशों के बराबर बिजली बचा सकता है भारत

भारत में बिजली की बचत के लिए सरकार को चाहिए कि वह देश के घरों में बिजली बचत के लिए कदम उठाए।

डेनमार्क जैसे चार देशों के बराबर बिजली बचा सकता है भारत।

घना होगा प्रदूषण से बना कोहरा...बचके चलेंगे तो बचे रहेंगे

हर साल कोहरे की ढाढ़स से होने वाली सूखक दुर्घटनाओं में सैकड़ों हैं। कोहरा, जलवायु और छोटे-छोटे बहानों को कम जागरूक देश से होना है।

दैनिक जागरण

हर साल कोहरे की ढाढ़स से होने वाली सूखक दुर्घटनाओं में सैकड़ों हैं। कोहरा, जलवायु और छोटे-छोटे बहानों को कम जागरूक देश से होना है।

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. Around 70 articles and quotes covering CMS activities were published in the country's leading National and Regional newspapers from 2020-21.

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, The Straits Times, Financial Express etc. CMS initiatives were widely covered by around 60 Regional Newspapers also, including Dainik Bhaskar, Dainik Jagran, Eenadu, Andhra Jyoti, Sakshi etc.

Efficiently handled largescale National annual 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 for taking stock of efforts and overall guidance.

The CMS Annual General Meeting and Managing Committee was held on November 24, 2020.

CMS-Managing Committee

Dr. N. Bhaskara Rao, Internationally known media expert

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

Ms. Ditti Singh, Management Consultant

Shri N K Mathur, former Special Secretary to GoI

Ms. N. Bharati, Development Consultant

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

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

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

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

Shri Rammohan Rao Kakani, Retd Dy Advisor – Planning Commission

Prof. Rakesh Batabyal, Author and Professor

The Advisory Council Includes

- **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 (Rajya Sabha)
- **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 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**, 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

CMS Professionals

Dr. N Bhaskara Rao, Chairman, CMS

Dr. P N Vasanti, Director General, CMS

Ajay Kumar Singh, Senior Manager - Field Operations

Alok Srivastava, Director - CMS Social

Anand Anjani Jha, Sr. Manager -Coordination & Envis Coordinator & Library In-Charge

Anisur Rahman, Team Leader (WASH)

Annu Anand, Director – CMS Advocacy

Anil Kumar, Sr. Research Executive

Ashish Pandey, Executive - Field Operation

Dharampal Jamwal, Senior Office Assistant

Dipendra Bansh Mishra, Senior Manager – IT

Gaurav Bhatia, Sr. Executive –IT

Jai Kishan Sharma, Office Assistant

Jitendra Prasad, Manager - Field Operations

Kalpa Sharma, Deputy Team Leader

Kavita Rakheja, Manager – Coordination (VATAVARAN) & KM

Lal Singh, Senior Office Assistant

Mumtaj Ahmed, Deputy Team Leader

Narendra Kumar Bhatt, Head - Field Operations

Neel Kamal, Sr. Executive - EDP

Niti Kumari, Sr. Executive – Advocacy

Ojaswini Bakshi, Executive

Paramita Dasgupta Mazumdar, Director- CMS Communication

Pawan Kumar, Executive - Field Operation

Prachi Sharma, Research Executive

Pradeep Kumar Tiwari, Executive - EDP

Preeti Kashyap, Executive, Envis

Purva Sachdeva, Executive - Advocacy

Raj Kumar, Executive - CMS VATAVARAN

R Rajamani, Pantry Assistant

Ravindra Singh Thakur, Executive - Office Maintenance

Regi V John, Head - HR & Admin

Sanjay Kumar Singh, Executive – Field Operation

Sabyesachi Bharti, Sr. Festival Manager

Sheetal Arora, Front Office - Executive

Shivani Chaudhary, Senior Executive- HR

Shivesh Kumar, Executive - Field Operation

Sukanta Kumar Sahoo, Sr. Manager Accounts/ Finance

Suraj, Executive

Tek Bahadur – Sr. Driver

Tulsi Goar, Sr. Executive - Communication

Vivek Kumar, Executive - EDP

Ziaul Arfin - Graphic Designer



Participation in other events and initiatives

- ◆ Dr Vasanti participated as one of the expert in the webinar on ‘Information literacy: Knowing the right news in the digital age’ organized by TERI Knowledge Resource Centre on May 08, 2020. During the interactive session the distinguished panel of speakers discussed and deliberated upon a holistic view of misinformation, disinformation and fake news. They also discussed the various measures to how to combat against false news. How to check the reliability of the source of information, especially in the case of social media and other communication platforms. The webinar elaborated on how users of information can better defend themselves against false news and which information source to depend and how to support balanced digital media consumption for their news requirements.
- ◆ Dr Vasanti participated as a moderator for webinar on “Role of Media in promoting IUCN Nature-based solutions and addressing Bonn Challenge Pledge for Forest Landscape Restoration” held on August 31, 2020 over zoom. The speakers were Mr. Vivek Saxena, India Representative, IUCN, Ms. Swati Hingorani, IUCN Washington, Dr. Sanjay Kumar Director General of Forest & Special Secretary, MoEFCC, Mr. Kartikeya Sarabhai, Director CEE, Supriya Sahu, IAS (former DG Doordarshan), Ms. Richa Anirudh and Ms. Urmi Goswami Assistant Editor, Economic Times.
- ◆ Dr Vasanti was the keynote speaker in the series of special online lectures on Journalism and Mass Communication. She delivered a lecture on “Trends in Media and Communication Research” organized at DME Media School, Delhi Metropolitan Education (DME), on Wednesday September 23, 2020





National Conference on Monitoring, Evaluation and Learning

Professionalisation of M&E to Enhance Institutional Capacity: Opportunities and Challenges



Marco Sezone
Director, UNHCR,
USA



Anura Kumara Jayarathna
President
AIHA, Sri Lanka



Anis Trika Idris
Co-ordinator
EvalYouth Asia,
Philippines



Alok Srivastava
Director, CMS
Core Group, ECOM



Keshmi Agrawal
Core Group
Member
ECOI

19th March, 2021 5.00PM-6.15PM (IST)

- ◆ Dr. Vasanti participated as one of the speaker to deliver an online lecture through ZOOM on the topic 'Current Trends in Media Research' on September 10, 2020 organised by Apeejay Institute of Mass Communication, Dwarka, New Delhi
- ◆ Mr Alok Srivastava as a panelist made a presentation on 'A case study for Development Communication: Swachh Bharat Mission' during a webinar organized by the Amity University on October 3, 2020 (<https://www.youtube.com/watch?v=Hd1zf7jNIRg>)
- ◆ Dr Vasanti was one of the jury member of the News Television Awards 2020 organized by Indian Television Dot Com Group. The Jury process held an online between October 16 – 20, 2020.
- ◆ Mr. Alok Srivastava took a session on 'Ethics in Evaluation' during an Online Basic Course in Monitoring & Evaluation organized by Sri Guru Gobind Singh College of Commerce, University of Delhi on October 17, 2020
- ◆ Mr. Alok Srivastava moderated a webinar on the topic 'The Experience of South Africa's National Evaluation System' organized by the Sri Lanka Evaluation Association (SLEVA) on December 14, 2020
- ◆ Ms Annu Anand participated in the online panel discussion organized on the eve of Women's day by Nav Chetna group on March 7, 2021. She talked about the women and patriarchal society.
- ◆ Mr. Alok Srivastava, was a panelist in one of the sessions on Professionalization of M&E to Enhance Institutional Capacity: Opportunities and Challenges, during the National Conference on Monitoring, Evaluation and Learning organized by the Development Monitoring and Evaluation Organization, NITI Aayog on March 18-19, 2021. (<https://youtu.be/rQ9Ev9dsrjE>)
- ◆ Dr Vasanti and Mr. Alok Srivastava made presentation of the Synthesized Findings of the five Studies on Perception about COVID-19 and on Vaccine's related aspects such as Confidence & Trust; Eagerness & Hesitancy; and Willingness to Pay among UNICEF's NGO partners in Maharashtra on March 22, 2021.



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 utilization.

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 2020-21
Total Income	Rs 3,31,64,917.00
Revenue Expenses	Rs 3,10,10,919.00
Depreciation**	Rs 24,15,356.00

(*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 16 projects between 2020-21.

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 and Media Organizations.

Editorial Team

P N Vasanti, Ph. D

With input from:

Alok Srivastava, Paramita Dasgupta, Annu Anand

Design - Zia Arfin

Photographs - Photos taken by the staff

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