



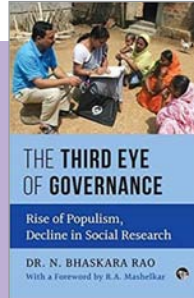
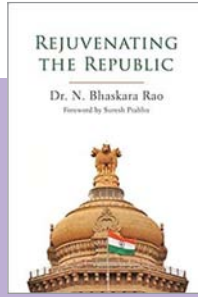
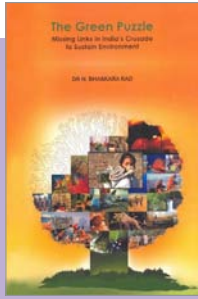
MAKING A DIFFERENCE...

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 2021 – 22



Few Publications & Initiatives by Dr N Bhaskar Rao



← Thread

Vice President of India
@VPSecretariat

Dr N Bhaskara Rao, Founder Chairperson, Centre for Media Studies presented two books authored by him, 'Rejuvenating the Republic' & 'Next Big Game Changer of Elections in India' to the Vice President, Shri M Venkaiah Naidu at Upa-Rashtrapati Nivas today.



12:32 PM · Sep 12, 2021 · Twitter Web App

<https://twitter.com/VPSecretariat/status/1438760241282248708?s=20>

Role and responsibility of media in 21st century

Dr. N. Bhaskara Rao, January 11, 2022



Speaking at Mumbai Press Club last week the Chief Justice of India N V Ramana extended much hoped sentiment about media and journalism. He said "Freedom of press is valuable and sacred right enshrined in the constitution" and that "a free press is essential for an efficient working of democracy". Journalism's duty today is "to focus on reporting on issues of public interest". He said "Should this speech also remain as a mere reminder? The need is that we confront the reality and find ways even as this late hour of bringing back media and journalists of their pride of place. They look in 1950 (journalism) through to the emergence of the nation like emerging scenarios which led to the present situation surround like "The frog already in snake's mouth". The nothing has been done since to restrain the trend, including by any of the establishments.

Also read: Why voting at all an expenditure of candidates implement voting on poll expenses of parties, instead

సీనియర్ పబ్లిసిటీ ప్రజాస్వామ్య విలువలు
(అంతర్ముఖ ప్రకటన)

జాతీయ విద్యార్థిని సంఘం అధ్యక్షులు గణపతి వేదవతి ప్రజాస్వామ్య విలువల పుస్తకాన్ని ప్రజాస్వామ్య విలువల సంఘం వారి సీనియర్ పబ్లిసిటీ ప్రజాస్వామ్య విలువలు పుస్తకాన్ని అందజేసింది. ఆ పుస్తకం ఆంధ్రప్రదేశ్ రాష్ట్రంలోని వివిధ ప్రాంతాలలోని విద్యార్థులకు అందజేయబడుతుంది. ఈ పుస్తకం ఆంధ్రప్రదేశ్ రాష్ట్రంలోని వివిధ ప్రాంతాలలోని విద్యార్థులకు అందజేయబడుతుంది. ఈ పుస్తకం ఆంధ్రప్రదేశ్ రాష్ట్రంలోని వివిధ ప్రాంతాలలోని విద్యార్థులకు అందజేయబడుతుంది.



LIBRARY OF BIOGRAPHIES, MUDUNURU
First of its kind experiment

Not limited to children...

This Library of Biographies is not just a collection of biography books. It's, where special efforts are made to base on children's need Biographies on their own. To facilitate this process, to start with, over 800 Biography books are put together comprising the donation of 600 persons.

This Library of Biographies is a special initiative enhancing potential of children, to explore better tomorrow and today's, more harmonious identity. The school-in-charge members and teachers gathered here planning 80000, which is working over 1500 libraries in many public schools in New Tanga states for over 6 months.

Visitors from outside the village have already started...

Not limited to children...

జీవిత చరిత్రల తొలి గ్రంథాలయం

విద్యార్థులకు అందజేయబడుతుంది. ఈ పుస్తకం ఆంధ్రప్రదేశ్ రాష్ట్రంలోని వివిధ ప్రాంతాలలోని విద్యార్థులకు అందజేయబడుతుంది.

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At a Glance



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 788 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.

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. To better prepare our partners for the long term, our projects help in institutional strengthening and capacity building.

In a nutshell, CMS promotes active citizenry by engaging stakeholders, creating media alliances, supporting policy makers and developing civil society partnerships to address emerging national challenges.

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**.

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 programs 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 Societies
- Media Fellowships
- Workshops, Seminars and Symposiums
- Publications
- Felicitations/Awards
- CSR Programs
- Film Festivals and Competitions

Capacity Building

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

CMS-Managing Committee



Dr. N. Bhaskar Rao



Shri. Vinod Vaish
IAS (Retd.)



Shri N K Mathur



Prof. Rakesh Batabyal



Dr. Vasanti Rao



Ms. Ditti Singh



Dr. G Lakshmi Kumari



Ms. Kodali Krishna Subha



Ms. N. Bharati



**Shri Ramamohan Rao
Kakani**



Dr Reena Ramchandran



Shri T M Veeraraghav

Note from Director General



This financial year was culmination of 30 years of CMS existence. It has been a proud and unique journey of an independent research organisation in our country. We have many achievements and milestones to be proud of, including numerous policy initiatives, program interventions, pioneering studies, innovative research methodologies, and developing trends that will have generational impact in our nation.

But more than the work and outputs, as one of the founders of CMS, I am more proud of the journey itself of being able to continuously build our credibility and dedicated teams. The last few years of the pandemic and its impact have been felt across many sectors and many levels. The fact that we could adapt and emerge quickly from these challenges is itself testimony of our resilience and integrity.

We undertook 22 projects this year with few continuing projects from previous years. New projects and initiatives seem to be opening up new frontiers of work for CMS in 2022. Long term partnerships and projects are being sought that should provide confidence and stability to further build our teams.

Three decades is an important milestone for an organisation and also good opportunity to introspect to chalk out future directions and relevance in the dynamic contexts and developments in our country. We look forward to our Board, Mentors, Colleagues, Staffs and Friends for their inputs and continued support in our future journeys. I also like to thank each one of them for their contributions in building the CMS story till now. A special acknowledgement to our founder and chairman Dr N Bhaskar Rao, who is the vision, inspiration and energy of CMS.

With gratitude

Vasanti Rao, PhD
Director General, CMS



Projects & Studies in 2021-22

CMS has worked with **International and National partners** to execute over 22 **projects** in the financial year 2021-22. The following is the list of all the projects and studies undertaken:

1. Technical expertise for research and analysis of behavioural insights on COVID Vaccine and COVID communication undertaken by UNICEF/Partners, UNICEF *(Dec 2020, Ongoing)*
2. Community mobilization for Improved Access to SRH Services and Information among Young Women and Men in two selected Tribal Blocks of Jharkhand, India: A Endline (Follow-up) Evaluation Study; IPAS Development Foundation, *(Feb 2021 – May 2021)*
3. Diagnostic and baseline study on Mission Paani in district Nalanda, Bihar, WATER FOR PEOPLE INDIA TRUST; *(Feb 2021 – June 2021)*
4. NLM-Phase-I in Himachal Pradesh & Jammu & Kashmir, Ministry of Rural Development (MoRD) *(Sep 2021 – Oct 2021)*
5. Conducting Delhi-Empower study, Indus Information Initiatives Pvt. Ltd, *(Mar 2022, Ongoing)*
6. Study on effects of digital learning on mental health of students/ learners in 4 states in India, UNICEF *(Jan 2022, Ongoing)*
7. To Integrate evidence based specifications for mother, infant and young child nutrition into Government of India's platforms (ICDS in Rajasthan, RMNCH+A in Jharkhand and livelihoods mission in Odisha) to improve nutrition in India, IPE Global Limited *(Oct 2020 – Aug 2021)*
8. India Water Project – 2021, FMC India Private Limited *(Sep 2021, Ongoing)*
9. Periodic Monitoring of the Infant Milk Substitute Act Enforcement in India, WHO *(Oct 2020 – Oct 2021)*
10. Organization of Media Workshops & Managing Media Fellowships - Beep Study, Greentech Knowledge Solutions Pvt. Ltd *(Jun 2019 – Sep 2021)*



11. "INDO-SWISS Building Energy Efficiency Project (BEEP) Follow-up Phase, Media Engagement Program on Energy Efficient Buildings for "Organization of Training Program for Journalism Students", Greentech Knowledge Solutions Pvt. Ltd (May 2021 – Feb 2022)
12. Celebrating Biodiversity Lockdown 2:0 online environment festival (Apr 22 – June 8, 2021) to mark Biodiversity Day, World Environment Day and World Oceans Day, High Commission of Canada in India (Apr 2021 – June 2021)
13. Conducted Travelling film festival and stakeholder engagement activities in SECURE Himalaya in Ladakh, Himachal Pradesh, Uttarakhand and Sikkim, UNDP (Dec 2019 – Nov 2021)
14. Canada's participation in International Film Festival and Forum on Environment and Wildlife, High Commission of Canada in India (Feb 2022 – Mar 2022)
15. Screening Partnership for Mobile Cinema For Her&Now Film Campaign, GIZ (Sep 2021, Ongoing)
16. Developing a Model Guideline for Media Organisations on the Safety of Women Journalists in India, UNESCO (Apr 2021 – June 2021)
17. Screened 15 films on Environment and Climate Change for the EU Film Festival (17th to 25th Sept), Delegation of the European Union to Nepal (Sep 2021)*
18. Impact assessment for FactShala Trainings, Internews Network (Apr 2021 – Nov 2021)*
19. Youth First Impact Evaluation, Round 4-Bihar, India, CoreStone (Mar 2021 – Nov 2021)*
20. Impact assessment of Bay of Bengal Project of IEJN, Internews Network (Feb 2021 – May 2021)*
21. Digital Integration to Scale Gender-Sensitive Nutrition Social and Behavior Change Communication ("SAMVAD") project in India, Digital Green Foundation (May 2021 – Aug 2021)*
22. Biodiversity Outreach and Advocacy Campaign in India to engage diverse stakeholders on the potential and appeal of biodiversity conservation and restoration, GIZ Brussels (Apr 2021 – Dec 2021)*

* FCRA



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. Research, Evaluation & Monitoring assignments, including long-term and short-term, were completed by CMS Social in FY 2021-22.

Significant Contribution

- ◆ **COVID Vaccination, Appropriate Behaviour and Access to Social Protection among Marginalized Communities in India:** Post emergence of COVID-19 pandemic, CMS as a long term research partner to UNICEF, under Humanitarian Programme, is regularly providing technical expertise for research and analysis of behavioural insights on COVID related communication undertaken by UNICEF India. Further to enhance the capacity of local youth to undertake research surveys, CMS engaged more than 120 female and male volunteers of Praxis NGO network partners across 11 states to capture data and information from the rural locations, primarily inhabited by the marginalised communities namely, *dalits*, *adivasis*, *denotified tribes*, and minorities. The team members were oriented using virtual platforms to conduct CAPI based survey using a multi-lingual survey instrument. As a way forward the findings and key takeaways were shared with UNICEF team at national and state offices for communication and advocacy with respective state functionaries.
- ◆ **Empowering Girls through Digital Access:** CMS facilitated UNICEF's communication initiatives on

girls' digital access by providing research based insights from parents and elders, adolescent girls and boys on the creatives to ensure awareness and intention to act among community members for promotion of digital literacy among girls.

- ◆ **Digital media to improve knowledge and practices related to maternal, child health, and nutrition under Samvad Program:** USAID-supported RMNCH Project '*Samvad*', implemented in 6 Indian states got completed in February 2022. The project aims to improve maternal and child health outcomes by improving behaviours and practices related to nutrition and modern family planning methods. Digital Green's approach to social and behavior change communication relies on hyperlocal; human-mediated community-based videos dissemination to the women and local communities. The project also used a variety of other digital dissemination channels like WhatsApp and IVRS. During 2018-22, the project's impact was captured through several rounds of in-person lean surveys as well as phone-based survey conducted independently by CMS Team with the technical support from the London School of Hygiene and Tropical Medicine.

- ◆ **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 for 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 conducted a diagnostic study and 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.

- ◆ **Community Mobilization for Improved Access to Sexual and Reproductive Health (SRH) Services and Information among tribal population:** Ips Development Foundation (IDF) collaborated with the state government of Jharkhand to facilitate the empowerment and improve care-seeking behaviour of young women and men on SRH and related issues. CMS Social as an evaluation partner undertook Baseline and Endline evaluations. Using pre-post quasi-experimental research design, endline evaluation was completed in May 2021. The survey for the endline round was one of the first in-person surveys conducted in India post relaxation of COVID-19 restrictions but just before the initiation of second wave of COVID-19 pandemic in India. All protocols related to COVID

Appropriate Behaviours (CAB) was followed by the study team and respondents during the collection of data. The evaluation findings will assist IDF and health functionaries to re-strategize the intervention in backdrop of COVID-19 impact on access to services and information, and at the same time use digital/social media tools for sharing of information with the target population in future stages of the intervention.

- ◆ **Support Government in monitoring of centrally sponsored rural development programs:** As National Level Monitors (NLM), CMS social team professionals undertook regular monitoring of centrally sponsored rural development programs in districts of Jammu & Kashmir and Himachal Pradesh. Overcoming and safeguarding from the challenges posed by COVID-19, In response to COVID-19's challenges, the CMS team stepped up to give the Ministry of Rural Development timely feedback on the implementation status of programs like MGNRE GS, Pradhan Mantri Awas Yojana, National Social Assistance Program, Deen Dayal Antyodaya Yojana-National Rural Livelihood Mission (DAY-NRL M), Pradhan Mantri Gram Sadak Yojana (PMGSY), Pradhan Mantri Krishi Sinchayee Yojana of programs such as MGNREGS, Pradhan Mantri Awas Yojana, National Social Assistance Programme, Deen Dayal Antyodaya Yojana-National Rural Livelihood Mission (DAY-NRLM), Pradhan Mantri Gram Sadak Yojana (PMGSY), Pradhan Mantri Krishi Sinchayee Yojana – Watershed Development (PMKSY), Digital India Land Records Modernisation Programme (DILRMP) which are of immense importance for the disadvantaged and marginalized population residing in villages.



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

◆ **Periodic Monitoring of the Infant Milk Substitute Act Enforcement in India, WHO India, 2020-21**

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 FB, Instagram, Twitter, YouTube etc. of India. They were analysed for their content and against the IMS ACT 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.

Additionally Health System Assessment, facility review and interview of health service providers, retail review and label analysis were conducted to identify gaps and limitations of current national policies, particularly in their implementation, and to report assessment results in order to promote the creation of a more robust monitoring system to prevent the marketing of breast milk substitutes.

◆ **Youth First Impact Evaluation: Closing Qualitative Study -Bihar, India, CorStone, 2021**

CorStone's Youth First Program is an integrated, school-based, resilience and adolescent health training program that aims to improve mental and physical health, school performance and engagement, self-advocacy, social skills and relationships among youth implemented in 100 schools of Darbhanga and Patna. CMS was assigned to conduct the Closing Qualitative Study (CQS) that aimed to learn about participant's perceptions and experiences of resilience during post-program period which also coincided with Covid pandemic and lockdown. The YFIE CQS set out to identify how the Youth First Program had benefited the students and differences among the three arms of intervention – Intervention A, B/QES, and Comparison. The study analyses qualitative evidence gathered through Focus Group Discussions (FGDs) with students, using Vignettes, In-Depth Interviews (IDIs) with teachers (also using Vignettes), and case studies of teachers and students who showed exceptionally strong resilience attitudes and behaviours (also known as positive deviants or outliers). Additionally, differences between YF participants and non-participants were analyzed.



◆ **Key Findings Report of ‘Formative Research on Improved Maternal & Adolescent Nutrition (MN), Infant and Young Child Feeding (IYCF) Practices for preparing SBCC Strategy in Jharkhand’ IPE Global, June 2021**

CMS had conducted the ‘Formative Research on Improved Maternal & Adolescent Nutrition (MN), Infant and Young Child Feeding (IYCF) Practices’ in Jharkhand for IPE Global under WeCan project. The aim of this study was to understand the feeding behaviour, barriers and motivators, media habits at the individual, household, and Community level to design a social behavioural communication strategy, including messages, tools & materials and use of effective communication channels to improve feeding practices in Jharkhand. Taking the findings forward CMS developed a key findings and recommendation report and presentation for the WeCan Global team, State Government involving core stakeholders such as UNICEF and World Bank in the state.

◆ **India Water Project , FMC- 2021-23**

FMC has funded Community Pure Water (CPW) to install reverse osmosis treatment centres (RO Centres) in select villages in 7 states under ‘Safe Water Initiative’ of Project Samarth. The short-term objective of these RO systems is to provide potable drinking water. CMS has been assigned to conduct monitoring and evaluation of their CSR intervention in four states of Andhra Pradesh, Punjab, Telangana and Uttar Pradesh.

Both qualitative and quantitative techniques have been applied to monitor the progress and evaluate the impact of the intervention. The design for the health component includes three rounds of cross sectional study in both intervention and comparison villages (Baseline, Midterm and End line) and two rounds of monitoring the progress in intervention villages in order to provide feedback for program adjustments. For the CSR component Pre-Post installation design has been adopted.

This year CMS conducted a baseline followed by a Pre- Installation survey and one round of monitoring in intervention villages.



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.

◆ **Impact Assessment Study of Media Literacy Initiative FactShala:**

In the information-overloaded era, misinformation has gained a lot of traction, especially in the recent past, and rightly so. The increasing reliance on the internet and social media platforms as a source of information has aided the dissemination of unverified information and aggravated the problem of misinformation. Even as millions of Indians continue to come online every year, there is no clear guideline for these 'first generation mobile only' internet consumers.

FactShala, a news and information literacy initiative launched by Internews in collaboration with DataLeads, aims to meet the need for an all-encompassing program that helps adults in non-metros discern media messages, especially in regional languages.

To understand the extent of impact achieved by FactShala in making the trainees understand their information ecosystem better, identify misinformation, and connecting them to trustworthy sources of information, CMS conducted a comprehensive Impact Assessment Study of the said project during July 2021 to December 2021.

The findings of the study outline the impact of the program and contributes towards understanding how such initiatives help in building resilience to misinformation within communities experiencing exponential growth in access to and use of the internet. The findings also highlight the importance and need of such training programs, especially with the expansion of social media penetrating into rural India day by day.

◆ **National Media consultation on Energy Efficient Buildings**

CMS Advocacy organised a one-and-a-half-day National Media Consultation on Energy Efficient Buildings on August 27, 2021 as a culmination of the Media Capacity Building Program under the Indo-Swiss BEEP project.

Dr. Jonathan Demenge Head & Councilor, Swiss Agency for Development & Cooperation; highlighted the SDC's Global Program on Climate Change; Shri Saurabh Diddi Director, Bureau of Energy Efficiency, spoke about Gol approach towards Energy Efficient Buildings.

Shri. Narayana Bharath Gupta, Managing Director, Andhra Pradesh State Housing Corporation Ltd, shared his experiences regarding Andhra Pradesh's BLC



Scheme on eco-friendly affordable houses. Another speaker, Mr. Tanmay Tathagat, Director, Environmental Design Solution, presented the overview of Buildings and Post COVID challenges. CMS-BEEP Media fellows had also shared about challenges and lessons learnt during fellowship program.

◆ **Media Students Training Program on Energy Conservation**

In order to address the importance of energy efficiency in buildings among students a 7-day online training program for media students was organized by CMS Advocacy from 19th to 27th October, 2021. The primary objective of this training program was to sensitize and spread awareness among media students about energy efficiency in buildings as they are the future builders of environment as well as for a sustainable earth. Around 37 students participated in this program from different parts of the country; from North East, Jammu Kashmir, Kerala, Andhra Pradesh and many more. Before launching the training program the Advocacy team conducted a Need Assessment Survey among 25 universities and colleges pan India. A special curriculum covering the different aspects of Buildings and Energy Conservation was developed by the advisory committee consisting of eminent personalities of academia, media and environment.

◆ **Media guide books on Building Energy Efficiency developed and launched**

Two media guides developed by CMS Advocacy and BEEP India was launched on energy conservation day

by Sh. Raj Kumar Singh Minister of Power on Dec 15, 2021 at the gala function in New Delhi. The media guide books were developed on climate change adaption and mitigation, in parallel with the capacity building workshops held in the four partner states. The idea behind this exercise was to provide a quick overview of climate change science and evidence at the global and national levels and also discuss response to climate change at international, national and state levels so that journalists can make necessary connections. The guide books also introduce to journalists how climate change is affecting communities (agriculture, water resources and livelihoods) and some key initiatives on mitigation and adaption in the partner states. Finally, the books deal with approach and techniques to reporting climate change with live examples of good and bad news reports.

◆ **Development of Model Curriculum On environment and energy conservation for the Media Students**

CMS Advocacy developed the Model Curriculum for Media Students on 'Climate Change and the role of Build Environment'. The genesis of this course is based on the training program for media students. The objective of this course is to orient future media and communication professionals to sensitize and write qualitative reports on the environment and climate change issues including energy conservation in build environment. This course covers the various aspects and has been prepared to keep in mind the 'Ability Enhancement' of the students. This can be offered as an Elective Course of 4 Credits, 84 hours' duration to the media and environment students.

11th CMS Vatavaran
International Film Festival and Forum on Environment & Wildlife
HYBRID MODE: OFFLINE & ONLINE 11-23 APRIL 2022

SCREENINGS
of Nominated Films

WORKSHOPS & DISCUSSIONS
for Journalists, Filmmakers,
Teachers, Nature lovers & Students

REGISTER, PARTICIPATE &
EXPERIENCE ASIA'S LARGEST
GREEN FILM
FESTIVAL & FORUM

An initiative of CMS
Organized by
www.cmsvatavaran.org

Watch Live @ **india SCIENCE**



The CMS Environment team undertakes policy research and advocacy aimed at creating sustainable solutions for environment protection. In 2021-22, 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, a platform that inspires and mobilises likeminded individuals, stakeholders and communities to take action towards creating a sustainable environment. The festival also empowers and uplifts talented filmmakers, locally and at large.

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. Now, it has been evolved as an active platform for policy discourse and agenda setting on critical contemporary issues. Each competitive festival adopts a thematic focus for further discussion, and a variety of events were planned

around the same, including seminars, workshops, debates, lectures, exhibitions, and competitions. 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 festival's vast panorama is subsequently shared with visitors in various locations across the nation during the subsequent Traveling Festival.

We have evolved with COVID 19 pandemic era through engagement in hybrid mode with its different stakeholders across the world through the medium of various innovative online activities like online film festivals, webinars, web-dialogues and a number of online competitions.

The focus for this year CMS VATAVARAN was travelling festivals in Leh, Gangtok, and Shimla, as well as other online and off-line events, Her&Now Project in collaboration with GIZ.



Travelling Festivals

◆ The Leh festival (July 28 to July 31, 2021)

The festival was organised by SECURE Himalaya project of UNDP, with support from the Department of Forest, Union Territory of Ladakh, Ministry of Environment, Forest & Climate Change (MOEFCC), GOI, in collaboration with CMS VATAVARAN. **“Heroes of the Wild Frontiers: The Return of the Shan.**, by Award winning filmmaker Mr Krishnendu Bose was the inaugural film of the festival. 25 award-winning films about wildlife and the Himalayan ecosystem were screened among five institutions with more than 200 attendees, including forest authorities, members of civil society, students, and the general public at the Lotsava Auditorium, Ladakh Cultural Academy, Leh.

On July 31, 2021, a special **capacity-building workshop** on “Ethics and morality in the environmental and wildlife filmmaking and reporting” was organised for the students of Mass Communication and Journalism department of Eliezer Joldan Memorial College, Leh. Around 20 students had participated in the workshop.

The resource speakers of the workshop were: Rinchen Angmo (President, Press Club, Leh), Stanzin Namdol (Representative, SECURE Himalaya Program Ladakh), Jala Ud Din Baba (Award Winner Guerrilla-Filmmaker), Ms. Hajira Bano (Assistant Professor, Mass Communication and Journalism), Eliezer Joldan (Memorial College Leh) and Phunchok Toldan (Secretary, Ladakh Film Society).

The four-day festival ended with a Special Round Table Session on the subject of “The impact of CoVID-19 on the local conservation Film Scenario. The members of the session included ten senior filmmakers and office bearers of different Film Societies of Ladakh.



◆ The Gangtok festival (Sep 15 to 17, 2021)

The three-day green film festival and forum was organised at Sidkeong Tulku Forest Conference Hall, Deorali, Gangtok from September 15 to 17, 2021. This unique green film festival and forum was open for public from September 15-17, 2021. This was being organized by the GeF-Gol-UNDP SeCUre Himalaya project of the Forest & environment Department, Government of Sikkim along with CMS VATAVARAN.

The Inaugural Keynote address was given by Shri. M. L. Srivastava, IFS, ACS -cum- PCCF (Sikkim), followed by Introduction of the workshop and importance of Environmental Storytelling and social media and the introduction of the Green MoJo Filmmaking Workshop conducted by Mr Ritesh Taksande, Faculty Member - SKIFT at Film and Television Institute of India, Mojo Educator, Film and Photography Educator.

◆ The Shimla festival (Oct 04 to 07, 2021)

The Four-day green film festival and forum was organised at Central Potato Research Institute (CPRI) Auditorium, Bemloi, Shimla.

The festival started with the screening of “Secure HP” film, followed by the workshops on “Importance of Environmental Storytelling and Social Media in the Conservation Efforts” by Mr. Sabyesachi Bharti, Deputy Director, CMS VATAVARAN and “Fundamentals of environmental Filmmaking” by Mr. Rakesh Rao, Sr. Environmental Science and Conservation Filmmaker.

A special screening of “The Return of Shan” by Sh. Krishnendu Bose and a workshop on the “Power of storytelling in conservation” in association with the Shimla Press Club, marked the festival’s conclusion. Forty journalists attended the workshop.

Mr Rakesh Rao, National Science Film Award winning film maker conducted a session on “**How to use storytelling and mobile in news reporting and making it more interactive**”, wherein he gave an on-hand training about finding facts and understanding the fake information/news while reporting.



Events and Initiatives

◆ Special online Festivals during lockdown 2.0

A series of online programs were organised from May 22 to June 8, 2021 to celebrate International day of Biological Diversity and World Ocean Day.

Online Daily Film Screenings

Audio Visual medium is the most impactful source of communication, hence, keeping this in mind, a series of thought provoking and award winning green films were streamed daily from 22nd May till 8th June, 2021 on Facebook and YouTube page of CMS VATAVARAN

Panel Discussion

Panel discussion on topic “Covid-19 or the pandemic of abused biodiversity” was held on 22nd May, 2021. The panellists were: Abi Tamim Vanak (Senior Fellow (Associate Prof), ATREE), Anish Andheria (President & CEO, Wildlife Conservation Trust), Siddharth Edake (Fellow & Convener, Centre for Biodiversity & Ecosystem Services, land resources Division, TERI) and The discussion was moderated by CMS Director Genreal P N Vasanti.

Teachers training workshop on COVID-19: Understanding the challenges and the solutions of the new world for education's frontline workers

A teachers training course on ‘COVID-19: Understanding the issues and the solutions of the new world’ was conducted for education’s frontline workers. 90 teachers and 16 schools participated in the program.

Many eminent speakers including Lima Rosalind, Director, Green Future Foundation, Radhika Suri, Director Environment Education, WWF India, and Sasha Aery Co-Founder, MokshIn, Mental Health Professional, and Education Consultant spoke on the occasion.

Celebrating World Environment Day: Online • Quiz Competition

An online quiz competition on the topic “**Biodiversity Conservation**” was held on June 05, 2021. The participants who scored between 60% to 80% and above distinction got the e - Certificate of appreciation. Around 1600 students participated in the competition.



Understanding the process: Special session with Oscar winner Swati Thiyagarajan

For students studying film, journalism, and mass communication, a special one-hour session with Swati Thiyagarajan, an Oscar-winning conservationist, documentary filmmaker, and environmental journalist who was a core team member of the highly regarded Sea Change Project in South Africa, was held on June 8, 2021. A total of 61 students as well as 13 colleges participated in the session.

◆ **Nomination Jury**

The 11th Competitive edition of CMS VATAVARAN online Nomination Jury Meet was held from November 12 - 26, 2021. The Jury was chaired by Dr. Vinod B. Mathur, Director - National Biodiversity Authority. The panel comprised of 30 members (25 eminent professionals including environmentalists, journalists, academia from film and communication background and 5 Jury members from Indian Youth Biodiversity Network (IYBN)). The Jury watched 315 (172 national & 143 international) films out of which 105 films (66 National & 39 international) were nominated for the festival.

◆ **Award Jury**

The 11th Competitive edition of CMS VATAVARAN Award Jury Meet was held from December 19 to 21, 2021 at Pragati Resorts, Hyderabad. An illustrious group of 10 personalities from cinema, film festivals, media, environment and wildlife sector was part of this award jury. The Jury was chaired by Film Director, Screenwriter and Documentary filmmaker, Shri Shyam Benegal.

The Award Jury watched all the nominated films and it was the final stage in the selection process, which was preceded by the Peer Review and Nomination Jury respectively. In all, Jury decided 12 Indian Awards and 9 International Awards in 10 categories (ranging from Rs 25,000 to Rs 50,000 each).

◆ **Kabar Film Festival (Dec 25-26, 2021), Bihar**

CMS VATAVARAN supported and collaborated "1st Kabar Film Festival 2021" organized by Kabar Lake Campaign at Bhardwaj Gurukul, Begusarai. Kabar is Bihar's first declared Ramsar Site. Many programs were organized including drawing competition, on the spot quiz competition, film screenings and award ceremony.



◆ **Curtain Raiser Week launched on 11th CMS VATAVARAN Film Festival and Forum**

A series of programs as curtain raiser week was launched from March 21-26, 2022 as a part of 11th edition of CMS VATAVARAN International Film festival and Forum on Environment & Wildlife. The program was attended by eminent Film makers, government officials, experts and partners. Programs of the curtain raiser week- 21-26 March 2022 included two days workshop on Mobile Journalism, half day specially designed teacher workshop on the issue of Living Sustainability in Harmony with Nature and celebration of World Water Day.

11th Competitive edition– For the very first time, the 11th Competitive edition of CMS VATAVARAN will be organized in hybrid mode from April 11 to 23, 2022.



◆ **HER & NOW Short Films - Celebrating Women Entrepreneurship**

CMS , in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (Project Her&NoW), is bringing a series of screenings of film-discussions and media campaign in 32 Tier II and III cities of three states Rajasthan, Uttar Pradesh, and Delhi in India. This campaign is an effort to foster a positive mind set in the society.

The session began on December 1st, 2021, in Jaipur, Rajasthan. The initiative is currently operating well, with nine sessions covering Delhi and cities in Rajasthan till March 2022, respectively. The remaining will be taken care of in various other towns in Uttar Pradesh, Rajasthan, and Delhi over the upcoming FY 2021–2022. These workshops have so far involved 370 participants, with a focus on the issues of gender discrimination, women’s empowerment, and entrepreneurship.



Biodiversity means LIFE: Lead the Green Change

As a run up to COP 15, the European Delegation In India ran “Biodiversity means LIFE” campaign in India.

This campaign involved series of programs, activities, events and engagements (mostly online and some physical) organised by the EUDEL, Office of DG Environment, Member States and other Partners. **CMS was the lead technical coordination agency and is also coordinating all communication activities:**

- ◆ An overall identity for the campaign and a dedicated microsite tying all events together
 - Website <https://leadthegreenchange.in/> has been launched.
 - Coordinated and documented Events:
 - 21 May: Biodiversity means Business: Partnerships
 - 04 Jun: Biodiversity means Health
 - 10 Jun: Biodiversity means Business: Supply Chains
 - 15 Sep: Biodiversity means Networks
 - 24 Sep : Biodiversity means Youth (launched the Biodiversity Anthem by Ricky Kej)

Biodiversity is Youth!
Online Webinar, September 24, 2021 from 16:00 to 18:30 IST

BIODIVERSITY IS YOUTH
Date : 24th September 2021
Time : 16:00 to 18:30 (IST)

Biodiversity Anthem by Ricky Kej & Lead the Green Change
Watch on YouTube

We're in this TOGETHER

Lead The Green Change
Wed 6/16/2021 11:55 am IST

Asiatic Cheetahs roamed India's grasslands till the 1950s when they were hunted to extinction from the country....

Eight cheetahs to be translocated f...

Lead The Green Change
Tue 6/15/2021 10:52 am IST

The natural world is full of so much gorgeous beauty and wonder. The world of nature is one that exists alongside ou...

Lead The Green Change
Sat 6/12/2021 2:47 pm IST

CELEBRATING NATURE PHOTOGRAPHY DAY

#Biodi

Virtual Workshop on
Biodiversity Means Health: From Virus to Vultures

LEAD THE GREEN CHANGE

4th June, 2021
 16:30 PM to 18:30 PM (IST)

Exploring the intricate, symbiotic relationship between human health and biodiversity

REGISTER NOW

SUPPORTED BY

 European Union



Virtual Workshop on
Biodiversity Means Health:
 From Virus to Vultures

4th June | 16:30 - 18:30 PM IST

Meet The Speakers

 H.E. Ugo Astuto <i>Ambassador of the European Union to India and Bhutan</i>	 Atul Chaturvedi <i>Secretary, Department of Animal Husbandry and Dairying, Govt of India</i>	 Cristina Romanelli <i>Programme Officer, Biodiversity, Climate Change and Health, World Health Organization, Canada.</i>	 Terry Sunderland <i>Professor, Department of Forest & Conservation Sciences, University of British Columbia, Canada</i>
 Jeroen Douwes <i>Professor, Public Health and Director of the Research Centre for Haouara and Health at Massey University, New Zealand</i>	 David Wilkie <i>Director of Conservation Measures for the Wildlife Conservation Society, USA</i>	 Unnikrishnan Payyappalli <i>United Nations University, Japan</i>	 Michael Bucki <i>Counsellor, Head of Section – Delegation of the European Union to India</i>

www.leadthegreenchange.in

LEAD THE GREEN CHANGE




All relevant global events (IUCN Global Youth Summit, Cities Summit, WCC Post-2020 Pavilion, IUCN World Conservation Congress, Train of Hope, COP 15, etc) and days [Earth Day (April 22nd), World Environment Day (June 5th), World Ocean Day (June 8th), International Youth Day (August 12th), etc], were also marked, with specially designed visuals and messages on social media.

- EU Film Festival June 2021: The mini film Festival also include a section on biodiversity movies. (as a partner, CMSVATAVARAN shared award winning biodiversity movies for free)
- ◆ Social media and Influencers Campaign:
 - Besides promoting the campaign events & initiatives, the campaign will employ facts, statistics on biodiversity, expert quotes, quizzes, polls, influencers to create engagement with the audiences.
 - The Lead the green change Facebook page has been reactivated for this project. In addition, there is a separate Instagram, youtube channel and LinkedIn account has been launched. There is a dedicated social media campaign, which is currently running on biodiversity on these channels. In addition, the EUD channel supports and amplified the messages.
- ◆ Biodiversity Anthem by Grammy Award Winner Ricky Kej was launched and amplified on social media



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 158 research and evaluation protocols from ethics lens. (<https://www.cmsindia.org/cms-irb>)

CMS-IRB Members

- **N. B. Rao**, Chairman, CMS (Chairperson)
- **Alok Srivastava**, Director, CMS Social
- **B. R. Patil**, Independent Consultant
- **Helen R. Sekar**, Senior Fellow (Faculty), V.V. Giri National Labour Institute
- **Mayur Jain**, MD Homeopathy, Consulting Physician, Holistic Healing Caregiver–Homoeopathy
- **Paramita Dasgupta**, Director, CMS Communication
- **Rakesh Batabyal**, Associate Professor, JNU
- **Mumtaz Ahmed**, Deputy Team Leader, CMS Social
- **Ravikrishnan Elangovan**, Associate Professor, Dept. of Biochemical Engineering and Biotechnology, IIT
- **Sanghmitra Sheel Acharya**, Professor, Centre of Social Medicine and Community Health, JNU
- **Subrato K. Mondal**, Secretary, DESI
- **Sushanta K. Banerjee**, Chief Technical Officer (Research & Evaluation), Ipas Development Foundation
- **Vasanti Rao**, Director General, CMS (Vice-Chairperson)



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.

CMS has been integrating social media and its website more into its internal communication strategies. We currently have accounts on LinkedIn, Instagram, three Facebook pages, CMS, CMS VATAVARAN, and CMS Advocacy, all of which have more than 6243 followers each, as well as a Twitter account with nearly 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 **10 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 servers and 1 HP ProLiant Mail Server, 1 Dell Storage Server, 1 firewall, 4 Managed Switches, 32 desktops, 12 laptops, 1 HP colour printers, 2 b/w printers, 1 photocopier, 3 NAS Storage, 1 DVRs, 2 scanners, 1 Fax, 50 Tablets etc. They efficiently managed remote servers for web hosting and e-mail services.

Each member of the CMS team receive all necessary hardware and software to support the work from home situation.

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 upholding a safe working environment where its employees, associates, and partners can work and pursue objectives together without fear of being subjected to harassment, exploitation and intimidation caused by acts of Sexual Harassment. In this regard, CMS established a committee against sexual harassment, which is open to everyone. 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 26, 2021.

- ◆ 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 Bhaskar Rao

Without adhering to codes can we expect credibility of our electoral democracy?

April 14, 2021, <https://www.primepost.in/without-adhering-to-codes-can-we-expect-credibility-of-our-electoral-democracy/>

Are we consolidating or destabilizing primary education?

June 17, 2021, <https://www.primepost.in/are-we-consolidating-or-destabilising-primary-education/>

Do we have an agenda for the country or is it better that we do not have any such pretensions?

July 2, 2021, <https://www.primepost.in/is-there-any-agenda-for-the-country/>

With pandemics foreseen beyond Covid viral phases, don't we want to build immunity levels?

July 14, 2021, <https://www.primepost.in/building-immunity-levels-important/>

Can we expect a "New India" without reforming polls and parties?

July 20, 2021, <https://www.primepost.in/new-india-without-poll-reforms/>

Should a population policy be viewed more as "poll time threat" or "poll time promises"?

July 27, 2021, <https://www.primepost.in/should-population-policy-have-elections-in-mind/>

Population policy should be more inclusive than just limiting the view of family or community size and explore "demographic dividend" idea, August 2, 2021, <https://www.primepost.in/population-policy-should-be-inclusive/>

Would the daunting 6th UN panel report on climate change go beyond pledges and reverse the trend?

August 12, 2021, <https://www.primepost.in/would-un-report-reverse-the-trend/>

Nothing better could be expected in the polity of the country without change in the scope and structure of poll campaigns

August 24, 2021, <https://www.primepost.in/reforms-in-poll-campaign-need-of-the-hour/>

Is it not time now to take an open view of the direction of the Republic and chalk out rejuvenation?

September 1, 2021, <https://www.primepost.in/rejuvenating-democracy-need-of-the-hour/>

Concerns of leaders at the helm signal future prospects of the country

September 22, 2021, <https://www.primepost.in/persons-in-high-places-have-their-heart-in-right-place/>

The dilemma of increasing citizen dependency and declining Parliamentary democracy?

September 27, 2021, <https://www.primepost.in/making-citizen-dependent-on-doles/>

What is preventing India from becoming a Super power? A vision beyond party politics!

October 10, 2021, <https://www.primepost.in/what-is-preventing-india-from-becoming-a-superpower/>

Should we continue to ignore our rank in Global Indexes?

October 26, 2021, <https://www.primepost.in/should-india-continue-to-debunk-global-hunger-index/>

Why the best of India's proposition at Glasgow COP26 was not highlighted?

November 19, 2021, <https://www.primepost.in/indias-point-of-view-on-climate-change-needs-to-be-reinstated/>

Will we ever come out of job-centric fix of education?

November 24, 2021, <https://www.primepost.in/will-we-ever-come-out-of-job-centric-fix-of-education/>

Will we ever make headway in our development and governance without banning criminals in politics

November 30, 2021, <https://www.primepost.in/banning-criminals-in-politics/>

Will we ever realise the goals of the Republic with legislators remaining insensitive to the constitutional provisions?

December 2, 2021, <https://www.primepost.in/legislators-insensitive-to-fundamentals-of-constitution/>

Wither the three-tier system of governance? Are we taking to centralisation route giving up the “We, the People”?

December 14, 2021, <https://www.primepost.in/wither-the-three-tyre-system-of-governance/>

Why the Government rushed through a legislation to link voter ID with Aadhar, instead of allowing ECI to seize with its role?

December 26, 2021, <https://www.primepost.in/it-amounts-to-govt-controlling-elections/>

Without a generational change in political command, can India expect to do any better coming decades?

January 1, 2022, <https://www.primepost.in/generational-change-in-politics/>

Why ceiling at all on poll expenditure of candidature

January 7, 2022, <https://www.primepost.in/hike-in-poll-expenses-no-use/>

Role and responsibility of media in 21st century

January 10, 2022, <https://www.primepost.in/medias-responsibility-in-21st-century/>

Have we failed as a Republic or is it a ‘glass half empty’ situation?

January 24, 2022, <https://www.primepost.in/have-we-failed-as-a-republic/>

Rejuvenating villages by bringing children and women to the forefront

February 1, 2022, <https://www.primepost.in/rejuvenating-villages/>

Destabilizing is not always disruptive, even in politics and governance, but it could be disastrous when it is by a majoritarian government!

February 4, 2022, <https://www.primepost.in/destabilization-of-institutions/>

What should India explore next 25 years to have Amrit Kaal by 2047?

February 12, 2022, <https://www.primepost.in/what-should-india-explore-in-25-years/>

Is Future of villages of India at cross roads!

March 22, 2022, <https://www.primepost.in/the-future-of-villages-at-stake/>

Simplifying public policies for a larger public without losing focus

March 27, 2022, <https://www.primepost.in/simplifying-public-policies/>

Alok Srivastava

“COVID-19 vaccine hesitancy COVID-19 vaccine hesitancy: why it is critical to address?” in Transparency Review, Journal of Transparency Studies, Page No. 1, Volume XIV, No. 2, December 2021.

(https://cmsindia.org/sites/transparency/TransparencyReview_December2021_alok.pdf)

Annu Anand

Mainstreaming environment issues in media through an interactive and participatory approach, Transparency Review, Journal of Transparency Studies, Page No. 4 Volume X1V, No. 2 Dec 2021

<https://cmsindia.org/node/1186>

Reports, Monograph, Books Directories and Videos

- ◆ CMS VATAVARAN Directory 2021
- ◆ Energy Efficient and Thermally Comfortable Buildings – Guidebook to Train the Trainer
- ◆ Thermally Comfortable & Energy Efficient Buildings – Manual for Media Persons



Journals and Newsletters:

Transparency Review - a bi-monthly 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.

Ladakh to host the first Himalayan film festival from September 24

Popular films from the Himalayan states, besides Indian panorama selected films, will be showcased during the festival



जीआईएड हट एण्ड नाउ ने महिला उद्यमिता को दिख

मुंबई (विश्व) - जीआईएड (जीआईएड) ने महिला उद्यमिता को दिखाने के लिए एक कार्यक्रम आयोजित किया। कार्यक्रम में महिला उद्यमिताओं को अपने व्यवसायों के बारे में जानकारी दी गई। कार्यक्रम में महिला उद्यमिताओं को अपने व्यवसायों के बारे में जानकारी दी गई।

जीआईएड हट एण्ड नाउ प्रोजेक्ट के साथ की साझेदारी

महिला उद्यमिता को दिखाने के लिए जीआईएड ने जीआईएड प्रोजेक्ट के साथ साझेदारी की।

US WORLD

PENG YU SAI

11th CMS WATAVARAN Awards Announced

11th CMS WATAVARAN Awards Announced

News Daily India, April 28 (ANI/PTI) - India's premier awarding and ratings group News Bureau, CMS WATAVARAN announced the winners of the 11th competition edition. A total of 500 entries were submitted in the competition.

Role and responsibility of media in 21st century



Social media literacy to address misinformation

The pandemic has amplified the circulation of unverified information — both untruthful (misinformation) and deliberate (disinformation)



मीडिया कर्मियों को दिए नव्य जीव रिपोर्टिंग के गुर

व्यवसायिक जीवन में नव्य जीव रिपोर्टिंग के गुर दिए गए।



व्यवसायिक जीवन में नव्य जीव रिपोर्टिंग के गुर दिए गए।

द्वितीय अद्वितीय हरित फिल्म महोत्सव मंच का आगाज आज से

गेयटी विद्येठ में 6 को विद्येठला एव प्रत्येनती प्रतियोगिता का भी होगा आयोजन



गेयटी में दिखाई जाएगी पर्यावरण आधारित फिल्में

पर्यावरण आधारित फिल्मों को दिखाने के लिए गेयटी में फिल्म महोत्सव आयोजित किया जाएगा।



जैव विविधता, भूमि और वन संसाधनों के संरक्षण के लिए चलाया जा रहा सियाचोक हिमालय प्रोजेक्ट

सियाचोक हिमालय प्रोजेक्ट के तहत जैव विविधता, भूमि और वन संसाधनों के संरक्षण के लिए कार्य किया जा रहा है।



सियाचोक हिमालय प्रोजेक्ट के तहत जैव विविधता, भूमि और वन संसाधनों के संरक्षण के लिए कार्य किया जा रहा है।

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Media Presence

Motivated to Make a Difference

This year, too few prominent national and local publications published articles and quotes describing CMS work.

In national and regional periodicals from Rajasthan and Himachal Pradesh, articles on the subject of gender sensitization and women's empowerment have received a lot of attention. The Hindu, The Tribune, The Print, Swatantra Bharat, Rashtriya Sahara, and numerous other publications were among them.

CMS members published opinion pieces in digital and print media on topics such as misinformation and social media, legislature and judiciary, the role and responsibility of media in the twenty-first century, sustainability criteria for development and the environment, and the future of villages in India.

In media-related seminars and dialogues, the DG of CMS and other staff members also took part and talked on topics on the environment and social development of the nation.

'Entrepreneurship began from fields of farmers'

Entrepreneurship began from fields of farmers. The article discusses the importance of agriculture in the development of a nation.



Participation in other events and initiatives

Vasanti Rao

- ◆ Participated and represented CMS at IUCN Congress 2021 at Marseilles, France September 2-13, 2021
- ◆ Nominated as the IUCN CEC Regional Vice Chair for S & S E Asia and steering Committee Member – attends quarterly Steering committee meetings online
- ◆ As Board Member of Green Film Network, attends monthly online board meetings.
- ◆ As CCC Member of ASCI, attending meetings (twice a month online) for reviewing complaints on advertisements.
- ◆ Involved in GenderNext Research project of ASCI and was part of taskforce to develop ASCI Gender depiction guidelines
- ◆ Attended and spoke at Inaugural Ceremony of ICAN4 organised by DME Media School

Alok Srivastava

- ◆ Alok Srivastava was one of the faculty members for the Unit 'Ethics in Evaluation' during the online course under **Facilitating Gender Transformative Evaluation 2.0: Creating Momentum for Gender Transformative Programming and Advancing Gender**, organized by Institute of Social Studies Trust (ISST) between December 2021-February 2022

- ◆ He was a country presenter (for India) at the **Asia Pacific Regional Dialogue on National Evaluation Policies and Systems** held on December 13, 2021.
- ◆ He took a session on 'Guiding principles and ethics in evaluation' during **online training programme on Monitoring and Evaluation (M&E) for the Young and Emerging Evaluators (YEEs) from South Asia** held on October 8, 2021, organised by the Community of Evaluators South Asia (COE-SA) and funded by UNFPA.
- ◆ Alok Srivastava delivered an **online lecture** on 'Write and appraise evaluation reports' to the students of **Post-Graduate Diploma in Monitoring & Evaluation (M&E)** at the University of Sri Jayewardenepura, Sri Lanka on September 25, 2021.
- ◆ He was one of the panelists in the webinar on 'Professionalization of evaluation: Competency framework, assessment and institutionalizing evaluation', held on September 6, 2021 during **2021 Asian Evaluation Week organized by Asian Development Bank**.
- ◆ Alok Srivastava was also one of the speakers in a session held on June 2, 2021 during **gLOCAL Evaluation Week 2021** on the topic 'Adapting Evaluations during the COVID 19 Pandemic to develop forward looking Perspective' (<https://youtu.be/roZxDi-Di-k>).



Anisur Rahman

Anisur Rahman attended the following events during the year:

- ◆ Bharat ka Amrit Mahotsav - National Workshop on Energy Efficiency in the Indian Residential Sector, December 10, 2021 Bureau of Energy Efficiency
- ◆ CII 7th International Water Innovation Summit 2021, December 6-7, 2021
- ◆ Panel Discussion on 'Community Managed COVID Preparedness Framework', September 21, 2021, COVID-19 Academy
- ◆ "Inclusion of Wastewater treatment for funding for < 1 lakh population cities under the current Swachhta Mission: Prospects and Challenges" on August 31, 2021. INHAF and India Sanitation Coalition
- ◆ Gender, Protection and Inclusion Module in collaboration with World Food Program (WFP), September 1, 2021 Sphere India
- ◆ Webinar on Women's Livelihoods in the Post COVID Sanitation Economy", August 27, 2021, India Sanitation Coalition.

Annu Anand

Annu Anand was a panellist on COVID 19 and its Impact on Child labour in India organised by SDG Target 8.7 Platform led by International Labour Organisation (DWT for South Asia and country office for India, (ILO) in partnership with Unicef on June 12, 2021. She spoke about how media can play impactful role in the fight against child labour especially after Covid-19.

Annu participated in the online panel discussion organised on the eve of Women's day by Nav Chetna group on March 8, 2022. She talked about the women's present status of women despite the socio-economic and legal reforms.

She with Dr Vasanti Rao participated in the National Workshop on Energy Efficiency in the Indian Residential Sector on 10th December 2021 in New Delhi. She presented the experiences from the BEEP-CMS Media Engagement Program and moderated the media panel discussion while Dr. Vasanti chaired the media discussion.



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 meet regularly to review the progress and provide general directions.

The CMS Managing Committee held twice – April 15, 2021 & November 26, 2021 and Annual General Meeting was held on November 26, 2021.

CMS-Managing Committee

Dr. N. Bhaskar Rao, Renowned Social Scientist and Media Expert

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

Shri N K Mathur, former Special Secretary to GoI

Prof. Rakesh Batabyal, Professor and Author

Dr. Vasanti Rao, Media and Social Researcher

Ms. Ditti Singh, Management Consultant

Dr. G Lakshmi Kumari, National Scientist and Former Senior Professor, NIHFV (*Resigned - Nov 2021*)

Ms. Kodali Krishna Subha, Educationist

Ms. N. Bharati, Development Consultant

Shri Ramamohan Rao Kakani, Retd Dy Advisor – Planning Commission

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

Shri T M Veeraraghav, Media Professional

The Advisory Council Includes

- **Mr Alok Mehta**, Eminent Editor
- **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**, Former 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



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. Vasanti Rao, 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 2021-22
Total Income	Rs 3,14,50,609.00
Revenue Expenses	Rs 3,13,85,638.00
Depreciation**	Rs 21,98,081.00

(*from Audited Statement of Accounts)

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

CMS Professionals

Dr. N Bhaskar Rao, Chairman, CMS
Dr. Vasanti Rao, Director General, CMS
Ajay Kumar Singh, Senior Manager - Field Operations
Alok Srivastava, Director - CMS Social
Anisur Rahman, Team Leader (WASH)
Annu Anand, Director – CMS Advocacy
Ashish Pandey, Executive - Field Operation
Dharampal Jamwal, Senior Office Assistant
Dipendra Bansh Mishra, Senior Manager – IT
Jai Kishan Sharma, Office Assistant
Jitendra Prasad, Manager - Field Operations
Kalpa Sharma, Deputy Team Leader
Kavita Rakheja, Manager – Cordination (VATAVARAN) & KM
Lal Singh, Executive
Momin Ali, Executive
Mumtaj Ahmed, Deputy Team Leader
Narendra Kumar Bhatt, Head - Field Operations
Neel Kamal, Sr. Executive - EDP
Niti Kumari, Sr. Executive

Paramita Dasgupta Mazumdar, Director - CMS Communication
Pawan Kumar, Executive - Field Operation
Prachi Sharma, Research Executive
Pradeep Kumar Tiwari, Executive - EDP
Preeti Kashyap, Executive
Purva Sachdeva, Executive - Advocacy
Raj Kumar, Executive - CMS VATAVARAN
Ravindra Singh Thakur, Executive - Office Maintenance
Regi. V. John, Head - HR & Admin
Sanjay Kumar Singh, Executive – Field Operation
Sabyesachi Bharti, Deputy Director – CMS VATAVARAN
Sakshi Aggarwal, Executive – CMS VATAVARAN
Sheetal Arora, Front Office - Executive
Shivani Chaudhary, Sr. Executive- HR
Shivesh Kumar, Executive - Field Operation
Sukanta Kumar Sahoo, Sr. Manager Accounts/ Finance
Suraj, Sr. Executive
Tek Bahadur, Sr. Driver
Tulsi Gour, Sr. Executive - Communication
Vivek Kumar, Executive - EDP
Zia Arfin, Graphic Designer



Haryana Forest Department
Government of Haryana



Haryana State
Pollution Control Board



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Resilient nations.



An Agricultural
Sciences Company



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 22 projects between 2021-22.

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

Vasanti Rao, Ph. D

With input from:

Alok Srivastava, Paramita Dasgupta, Annu Anand

Design - Zia Arfin

Photographs - Photos taken by the staff

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