



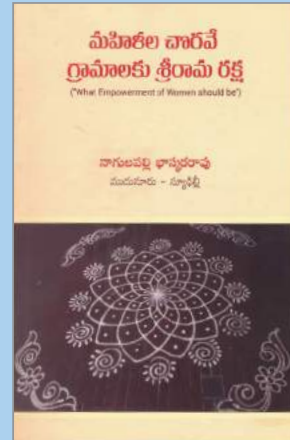
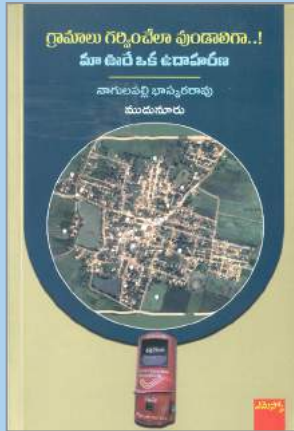
## MAKING A DIFFERENCE...

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 2022 – 23



## Few Publications & Initiatives by Dr N Bhaskar Rao



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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 800 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

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**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.

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## CMS Core Competencies

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

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### 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**



**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 (2022-23) has been another gratifying year as we undertook number of new endeavors. These include number of new studies and also interesting programs organized across the country.

Our long term partnership agreement with UNICEF gave us an opportunity to undertake critical research social protection of the minority groups and also assess various strategies for effective routine immunization coverage specially among the left out families. New studies on Human wildlife conflict that provided insights and recommendations to promote financial safe guards measures among the local population. Assessment of UNICEF's Dulaar program also gave insights to better utilize technology for

early childhood development for caregivers. CMS professional expertise was also used to develop national MIS portal to keep track of activities under the national gender campaign to sensitize and empower women , specially against gender based violence. This campaign assessment enabled understanding of the reach, relevance and effectiveness of the gender campaign initiated by the Deendayal Antodaya Yojana – National Rural Livelihood Mission under the Ministry of Rural Development.

We also undertook very interesting projects for encouraging women entrepreneurship in small towns of four states through film shows, discussions and mentoring in the GIZ Project Her & Now. CMSVATAVARAN was invited to curate the Urban Climate Film Festival in five cities by NIUA. For the first time, CMSVATAVARAN was organized in Bhutan and in Goa. Both the festivals had fantastic participation and were greatly appreciated.

In all, we undertook 20 projects this year with few continuing projects from previous years. This report provides further details of these projects and all our initiatives during this financial year.

I take this opportunity to acknowledge and thank our esteemed Board Members, Mentors, Colleagues and Staff for their efforts in all CMS endeavors. A special thanks to our founder and chairman Dr N Bhaskar Rao for his continued guidance and inspiration.

Sincerely

Vasanti Rao, PhD  
Director General, CMS



## Projects & Studies in 2022-23

CMS has worked with **International and National partners** in the financial year 2022-23. The following is the list of all the 20 projects and studies undertaken:

1. Human Wildlife Conflict: A baseline study in two states of India (Madhya Pradesh and Karnataka), King's College London. [FCRA]
2. A qualitative formative research on Human Wildlife Conflict in surrounding villages of Ranthambore National Park, Rajasthan, King's College London. [FCRA]
3. A Study on effects of digital learning on mental health of students during COVID-19 in India, UNICEF. (*from previous year*)
4. Development of a National MIS portal and Assessment of National Gender Campaign of DAY-NRLM (Ministry of Rural Development, Government of India), IFMR / IWWAGE.
5. Completion of a year of MTP (Amendment) Act 2021: A research study in Delhi, Maharashtra, Rajasthan and Uttar Pradesh to understand the awareness and practices, FRHS India.
6. A Qualitative Assessment of Effectiveness of Partnerships with CSOs & CBOs to Improve Routine Immunization (RI) Coverage Services among left out, drop-out and resistant (LODOR) Families, UNICEF. (*from previous year*)
7. Endline Survey for Heifer's -Bihar Socio-Economic Development Project in four district of Bihar, Heifer International.
8. A Midterm Assessment of Perception and Practices related to COVAX, CAB and Government Benefits during COVID-period among Priority Groups in India, UNICEF.



9. Delhi-Empower study, Indus Information Initiatives Pvt. Ltd.
10. Special Monitoring of MGNREGA and PMAY-G (Phase- II) in Dhalai district, Tripura, Ministry of Rural Development, Gol.
11. Global Impact Monitoring (GIM) Survey for Bihar Sustainable Livelihood Development Project (BSLD), Heifer International. [FCRA]
12. Screening Partnership for Mobile Cinema For HER&NOW Film Campaign, GIZ. *(from previous year)*
13. Forest Department (Wildlife Wing), Government of Himachal Pradesh, UNDP Shimla Film Festival 2022.
14. Bhutan CMS VATAVARAN Festival on Biodiversity conservation and Climate Action, High Commission of Canada in India.
15. Engagement of Curator for organising the Urban Climate Film Festival under the CITIIS Program (Delhi, Kolkata, Bangalore and Mumbai), National Institute of Urban Affairs.
16. Punjab CMS VATAVARAN Film Festival & Forum on LiFE (Lifestyle for Environment), Punjab State Council for Science & Technology.
17. Goa CMS VATAVARAN Film Festival & Forum on LiFE (Lifestyle For Environment).
18. "India Water Project, FMC India Private Limited. *(from previous year)*
19. Formative Assessment of a UNICEF-Dulaar Programme in UP & Jharkhand, UNICEF.
20. Household Survey of in 8 districts of Uttar Pradesh (Air Pollution Survey) for Gajam Group Limited (UK), London.





# CMS Social

Mapping Progress in Development Sector



The research and evaluation studies conducted by CMS Social team have facilitated program Partners in taking 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 2022-23.

## Significant Contribution

**Monitoring and Assessment Support to the government's National Gender Campaign:** Deendayal Antodaya Yojana (DAY)-National Rural Livelihood Mission under aegis of Ministry of Rural Development, Government of India launched a community-led national gender campaign to sensitize and empower women and girls in particular to speak up against gender based violence (GBV). This was the first round of the annually commencing campaign every year. CMS provided professional services to develop a National MIS portal to keep track of activities undertaken by the different stakeholders across the country. In addition to this an assessment of the national gender campaign was conducted using hybrid modes (in-person/ virtual/ online) of interaction with different stakeholders to assess the reach, relevance and effectiveness of the national gender campaign. For success of the future rounds of the campaign, SWOT analysis based suggestions and recommendations were documented for the programme team.



**Digital learning and mental health of students:** Policy briefs for the government on coping up with effects of digital learning on mental health of students was developed. Based on a very comprehensive research study undertaken to assess the effects of digital learning on mental health of the students during COVID-19 lockdown of the schools, policy briefs and infographics were developed for the study states. Recommendations emerging from the primary research among different stakeholders, which included students, parents, teachers, government officials, subject experts and representatives of organizations working in education sector, and comprehensive literature review, are expected to support UNICEF and governments at national and state levels to formulate coping strategies from the policy perspective towards minimizing the effects of digital learning on mental health of the students.

**COVID-19 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 around 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.



**Human Wildlife Conflict Compensation & Insurance–Relevance and Acceptance:** Growing population, shrinking space and unplanned urban expansion in India has affected the forest cover and habitations for wildlife as well, leading to more frequent conflict between human beings and animal. Wild animals pose risks to crops and farmers’ wellbeing while humans tend to drive endangered species to the edge of extinction. To support affected local population from human-wildlife conflict (HWC), monetary compensation for crop or livelihood damages done by wild life is an important aspect along with HWC based insurance. The study aimed to capture people’s awareness and perception as well as experience with regard to HWC compensation and insurance. A formative qualitative research was conducted in Rajasthan followed by the quantitative household survey conducted in villages in the catchment of wildlife national parks in Madhya Pradesh and Karnataka to get insights and come up with recommendations to promote financial safeguard measures among the local population.

**Routine Immunization among LODOR (Left-out, Drop-out, Resistant) children:** Universal Immunization Programme (UIP) in India is one of the most cost-effective public health interventions and largely responsible for reduction of vaccine preventable under-5 mortality rate. However, as per NFHS-5 findings, around thirty percent of the children in low-income families are not fully immunized. A high proportion of unvaccinated children in India among poor families, particularly from the most marginalised communities constitute the LODOR (Left-out, Drop-out, Resistant) category. A multi-state qualitative research among different stakeholders was conducted on behalf of UNICEF India to assess the effectiveness of partnerships with CBOs and CSOs (large networks and alliances) in motivating LODOR families towards full immunization coverage.



**Engaging and empowering women for sustainable livelihoods through dairy value chains:** Heifer International organizes women into SHGs to give the women more opportunities for growth. It further aims to build their capacity to participate and become owners in the socio-economic development process. Evaluation support for different projects by CMS helped to assess the accessibility and impact of the projects on the participating families by achieving sustainable livelihoods through joining Producer company/cooperatives and participating in the goat rearing and dairy & meat value chains. The project increased regular income (around 70% from baseline), increased food security and nutrition, empowerment of women farmers through CBOs that have strong social capital and enhancing quality of life by improving physical and social environments of the community.



# CMS Communication

Enhancing Behaviour & Social Change



CMS Communication has made valuable contribution in effectively assessing development communication interventions in the country. The team has been providing realistic methodological support for assessing and evaluating the outcomes of interventions. The analysis is based on rigor and the recommendations provided for better impact and reach are grounded on facts, doable and resonates with the audience. The team stays abreast of the latest advancements and innovations in communication research methodologies, experiments with them, monitors progress and evaluates impact of interventions towards enhancing social and behaviour change communication in the country. Their unique contribution lies in bridging the gap between research and behaviour and social change communication, ensuring that CMS's research is evidence-based, informative, and relevant in an ever-evolving development landscape. 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

### 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, Telengana and Uttar Pradesh.

Both qualitative and quantitative techniques have been applied to monitor the progress and evaluate the impact of the intervention. This project has two components- Community Health Assessment (CHA) and Corporate Responsibility Assessment(CRA). The design for the CHA 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. This year CMS conducted Mid line and End line evaluation and one round of monitoring.



For the CRA component Pre-Post installation design has been adopted. This year post installation Round 1 and Pre Installation Round 2 were conducted. Besides conducting quantitative survey, in depth interviews with key stakeholders like RO in-charge, Gram Pradhan, Teacher, Health Service providers are held and data is collected on absenteeism and Diarrhoea cases from Schools and Health Facilities. Village resource mapping and observation of RO points are also part of qualitative monitoring and evaluation.



## **Formative assessment of a UNICEF supported phone call-based parenting (Dulaar) Programme in Uttar Pradesh and Jharkhand, 2022**

*Dulaar* is a digital service that provides information and advice on Early Childhood Development to parents and caregivers of children in the age group 0 to 6 years through an Interactive Voice Response System (IVRS). UNICEF created this phone call-based parenting program to address stress, build resilience and support children's early education and overall development (from birth to 6 years). This program got implemented through state Anganwadi System in UP and by a NGO partner in Jharkhand.

CMS conducted an assessment in Ranchi of Jharkhand, Banda and Chitrakoot of Uttar Pradesh. From a list of 7514 registered caregivers who completed listening to the calls as on September 2022 CMS called up and identified locations of 3874 caregivers. Out of this, 2301 were surveyed along with 127 NGO mobilisers and AWWs. The study took both qualitative and quantitative approaches to address the research objectives. The recommendations given after synthesizing the findings were well accepted and applied in the programme for a scale up that is being planned in UP and other states.





## Baseline, Concurrent Monitoring and End line for Durr Se Namaste, UNICEF, 2022-23

*Durr Se Namaste* is a serial with 36-episodes in Entertainment Education (EE) format produced by USAID and UNICEF broadcast in Doordarshan designed to promote COVID-19 vaccine while addressing common reasons for vaccine hesitancy, promoting continuation of COVID Appropriate Behaviour (CAB), getting habituated in the new normal, focus on mental health among adults and children, supporting children as they go back to school and nutrition.

CMS conducted the Baseline, End line and four rounds of concurrent monitoring to compare awareness at two levels i) BL and EL and ii) exposed and non-exposed respondents on the major themes. This entire survey was conducted online through the U-Report platform managed by UNICEF.

Additionally, two rounds of telephonic interviews were conducted among viewers of the serial from the on ground outreach programme through Common Services Centres Academy (CSC Academy) across 12 states through local partners.



This year, CMS Vatavaran also collaborated with impactful projects such as Her&Now Project with GIZ and Urban Climate Film Festival with NIUA under the CITIIS Program and MoHUA in various cities. The call for entries for the 12th competitive edition of CMS Vatavaran Festival on LiFE was announced, which is set to take place in February 2024.

## Significant Contribution

This year, the **11th edition of CMS VATAVARAN** was conducted in a hybrid mode, which allowed for engagement with stakeholders from all over the world. This edition featured virtual film festivals, webinars, web dialogues, and online competitions. Through these activities, CMS Vatavaran was able to reach out to 3500 film makers and collect 3500 films from across the globe. The focus for this year CMS VATAVARAN was **travelling festivals** in Shimla, Bhutan, Bangalore, Goa, and Chandigarh on various environmental and conservation themes that involved renowned filmmakers, experts for panel discussions and MOJO trainers for conducting film making workshop with students.



**11th Competitive edition of CMS VATAVARAN** was organized in hybrid mode from April 11 to 23, 2022. It had a series of programs as curtain raiser week that was launched from March 21-26, 2022 which 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. A range of programs in hybrid mode engaging youth, school and college students, teachers, filmmakers, scientists, nature-buffs was organized during the festival. The program was attended by eminent Film makers, government officials, experts and partners. Close to 63000 participants were part of this festival and forum in hybrid mode. Green Film Making Workshops, Seminars, and Panel discussions were organized. During this ceremony, more than 20 awards to filmmakers who were competing in various categories were presented.



## Travelling Film Festival and Forum 2022-23



### ❖ SECURE Green Film Festival, Shimla, October'22

CMS VATAVARAN held the green festival being organized by the SECURE HIMALAYA project of UNDP with support from the Himachal Pradesh Forest Department (wildlife division) & Ministry of Environment, Forest & Climate Change (MOEFCC), GOI. The SECURE Himalaya Project organised a two-day “SECURE Green Film Festival” in Shimla from October 03 to 04, 2022 in the Gaiety Theatre Mall road, Shimla. The festival aimed at creating awareness regarding biodiversity & wildlife conservation of Himachal Pradesh and to improve the awareness as well as the consciousness of the people towards wildlife conservation in the state conducted during the wildlife week. Eminent speakers from Wildlife Department and others graced the festival with their presence.

The programs of the festival covered Green Film making workshop, films screening on wildlife and conservation and Quiz competition for the participants. The programs in the festival were open to all and around 61 people participated. Participation certificates were given to all participants.



## **Bhutan CMS VATAVARAN Film festival & Forum on Biodiversity Conservation and Climate Action, November'22**

CMS VATAVARAN in collaboration with the Canadian High Commission of India and Bhutan, IUCN CEC, Royal Thimphu College, Thimphu and Norbuling Rigter College, Paro organised Bhutan's first-ever film festival and forum on Climate Action and Biodiversity conservation at RTC, Thimphu from 2<sup>nd</sup> to 4<sup>th</sup> November and at NRC, Paro on 7<sup>th</sup> November 2022. The festival and forum aimed to facilitate youth participation in planning, policy and action in environment conservation. It had series of programs that covered film screenings, seminars, panel discussions, green filmmaking workshops, master classes and short film competitions focusing on the aspects of Climate-Change and Biodiversity Conservation in the Greater Himalayan Region.

The program was attended by eminent Film makers, government officials, experts and partners. The film festival screened a total of 25 international award winning films from different parts of the world on various environmental issues. 8 very well-documented films were submitted from the film making workshop of which 3 bests films were selected for awards. Along with them, the top 3 short films and PSA films were also awarded "Certificates of Merit." Around 1000 participants were present during the entire festival in Bhutan.



## **Azim Premji University - CMS VATAVARAN Film Festival on Rivers of Life, November'22**

“Rivers of Life” an initiative by Azim Premji University, the first of a series that aims to depict nature in all its forms depicting the splendour of our rivers through the vivid imaginations of young interns. The exhibition focused on helping students understand the lifecycle of a river, its civilisations, a source of livelihood, and biodiversity. CMS VATAVARAN in collaboration with Azim Premji University participated in the event for two consecutive days on 11<sup>th</sup> & 12<sup>th</sup> November with the exhibition of various films on Rivers. In this film festival, a total of 23 National and International films were screened from different parts of the world on Rivers and relevant environmental issues. Approx 500 Participants were present in these two days.





## Goa CMS VATAVARAN Film festival & Forum on Lifestyle for Environment (LiFE), 5th – 7th March’23

CMS VATAVARAN in collaboration with IUCN Commission on Education and Communication (CEC) organised the first Film Festival & Forum on LiFE (Lifestyle For Environment) in the state of Goa from 5th -7th March 2023 at Entertainment Society of Goa (ESG) and BITS Pilani, Goa. #NatureForAll, Wildlife Trust of India, Video volunteers, BITS Pilani Goa Campus, Vidnyan Parishad, Goa & the Assagao Mehfil also supported this program. The Film Festival & Forum on LiFE in Goa commenced with an opening ceremony graced by the presence of the esteemed Chief Minister of Goa, Shri. Pramod Sawant.

The festival spanned over two days, and the programs included captivating film screenings, insightful panel discussions, and a MOJO Film making workshop that emphasized the use of smartphones as a tool for environmental education. Additionally, the event focused on enhancing the role of youth in conservation and other crucial aspects of the environment & conservation. The four panels consisted of experts from various relevant fields, including policymakers, educators, and representatives from IUCN CEC. The panellists shared diverse perspectives and experiences, creating a vibrant and inclusive conversation.

During the festival, a total of 22 national and international award-winning films were screened. These films covered a diverse range of environmental issues such as marine conservation, climate change adaptation and mitigation, wildlife conservation, water conservation, forest conservation, and sustainable livelihood. The festival was open to all, and over 700 individuals participated in this three-day event.



## **PSCST CMS VATAVARAN Film festival & Forum on Lifestyle for Environment (LiFE), 28th-30th March'23**

The Punjab State Council for Science & Technology (PSCST) and CMS VATAVARAN jointly organized a Film Festival & Forum on LiFE as a part of the Environment Education Programme (EEP) from March 28-30th, hosted at Chandigarh University, Gharuan, Mohali. This distinctive three-day green festival showcased award-winning national and international films on various aspects of the issue of LiFE, which stands for “Lifestyle For Environment”. The festival aimed to address several issues pertaining to LiFE and offered a range of programs and forums that engaged a diverse audience, including students, youth, policy-makers, government officials, and media representatives.

The three-day festival showcased a total of 14 national and international award-winning films from different parts of the world, highlighting various environmental issues. This included the 2022 Oscar-nominated Indian documentary film, “All That Breathes,” by filmmaker Shaunak Sen that was the opening film of the festival, followed by a series of award-winning film screenings, panel discussion with renowned speakers on “Empowering Youth to Tackle Climate Change: Education for Sustainable Development” and green filmmaking workshops led by Mr. Ritesh Taksande, a prominent Mojo Educator, Film, and Photography Educator from FTII, Pune, India. During the workshop, 34 participants collaborated to produce 180-second impact films, which were subsequently showcased during the closing ceremony.

The primary objective of the festival was to inspire and educate individuals on ways they can positively impact the environment and contribute to a sustainable future. Approximately 1,800 individuals, comprising students, members of the general public, and civil society, partook in the festival.





## HER&NOW Short Films - Celebrating Women Entrepreneurship

CMS VATAVARAN in collaboration with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (Project Her&NoW), brought 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. The campaign was an effort to create gender-sensitive government support schemes, to provide need-based incubation and acceleration programmes, and to generate a mindset change in society, in order to benefit existing and aspiring women entrepreneurs.





## Urban Climate Film Festival, National Institute of Urban Affairs (NIUA)

The National Institute of Urban Affairs (NIUA), India, under the City Investments to Innovate, Integrate and Sustain (CITIIS) program, has recently organized the first of a series of Urban Climate Film Festivals in collaboration with CMS VATAVARAN. The event showcased the impact of climate change on cities worldwide and the lives of their citizens, contributing to the discourse on climate-centric urban development and providing a platform for filmmakers and practitioners working to highlight pressing climate concerns.

The festival's first edition took place from March 24 to 26, 2023, at the M L Bhartia Auditorium, Alliance Francaise de Delhi. A call for entry had invited films from around the globe, resulting in 150 submissions from 20 countries. The festival was inaugurated by the Indian G2 Sherpa, **Mr Amitabh Kant**, and attended by several dignitaries, including **Mr Hitesh Vaidya**, Director of NIUA, and H.E. **Mr Emmanuel Lenin**, Ambassador of India in France (Embassy of India, Paris).

Urban Climate Film Festival series was continued in the successive months in other Indian cities like Mumbai, Kolkata, Ahmedabad, and Chennai with impactful film screenings and panel discussions. The program was attended by eminent Film makers, government officials, and experts. The panel discussions in different cities provided valuable insights into the challenges filmmakers face in raising awareness about climate change and the importance of balancing climate crisis messaging with audience expectations for entertainment.



## CMS VATAVARAN Initiatives

### International Biodiversity Day - 22nd May 2022

For International Biodiversity Day, an online quiz competition on the topic “**Biodiversity Conservation**” was held on May 22, 2022 where 3138 students participated for the competition. CMS VATAVARAN, Canadian High Commission in India and Paritantra, Eco-club of Acharya Narendra Dev College conducted this quiz competition in online mode to celebrate International Biodiversity Day and mark the importance of biodiversity conservation.

The theme in 2022 was “**Building a shared future for all life**”. The quiz questionnaires were based on ‘Biodiversity Conservation’. Top 15 Winners of the competition were given an attractive goody bag along with Certificate and they also get an opportunity to celebrate World Environment Day at ANDC College to witness a film screening, Panel discussion and Award Ceremony on June 3.

### World Environment Day 2022 - 03rd June 2022

World Environment Day 2022 was celebrated with “Only One Earth” as the campaign slogan this year given by UNEP, with the focus on “Living Sustainably in Harmony with Nature”. CMS VATAVARAN in collaboration with High Commission of Canada in India and Acharya Narendra Dev College University of Delhi celebrated World Environment Day on June 3rd 2022 at **Acharya Narendra Dev College, Govindpuri**. The program included poster making competition and film screening. It was concluded by award ceremony.

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 167 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 Programs, all of which have more than 9500 followers each, as well as a Twitter(x) account with nearly 1332 followers.

# Knowledge Products:

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

## Articles and Research papers

### Dr. N Bhaskar Rao

Missing Links of sustainable environment, January 26, 2023

<https://www.primepost.in/missing-links-of-sustainable-environment/>

How well are we protecting the most vulnerable region, the Himalayas, January 15, 2023,

<https://www.primepost.in/are-we-protecting-himalayas/>

Going by sustainability criteria of development and environment, who is a “Tribal”?, August 16, 2022

<https://www.primepost.in/who-is-a-tribal/>

Elections are to do with everyone’s present and future: Should we limit our concern to symptoms of a larger malice?, August 8, 2022, <https://www.primepost.in/should-we-limit-our-concern-to-symptoms/>

Is education bewildering?, August 1, 2022, <https://www.primepost.in/is-education-bewildering/>

What happened to “little Republics” of India of yesteryear? They need a voice, urgently!,

July 25, 2022, <https://www.primepost.in/what-happened-to-little-republics/>

When Can We Expect Checks & Balances Between the Executive, Legislature & Judiciary?,

July 20, 2022, <https://www.primepost.in/when-can-we-expect-checks-balances/>

Do we expect any better Environment?, July 11, 2022,

<https://www.primepost.in/can-we-expect-any-better-environment/>

Biographies could change future of a generation!, July 5, 2022,

<https://www.primepost.in/biographies-can-change-a-generation/>

No holds barred opportunity to an individual channel to excel..., June 30, 2022,

<https://www.primepost.in/no-holds-barred-opportunity-for-channel/>

Marriage and family as foundational institutions are becoming increasingly vulnerable, May 11, 2022,

<https://www.primepost.in/marriage-and-family-as-foundational-institutions-are-becoming-increasingly-vulnerable/>

Is journalism under a siege or threat From whom\_May 4, World Press Freedom Day, May 5, 2022,

<https://www.primepost.in/is-journalism-under-a-siege/>

Can we expect a new label for the social media platform that Elon Mask is taking over, May 3, 2022,

<https://www.primepost.in/new-label-for-social-media-platform/>

Will our villages ever regain pride & sustainability?, April 25, 2022,

<https://www.primepost.in/will-our-villages-ever-regain-pride-sustainability/>

Museum of PMs should evoke pride & prompt good precedents, April 19, 2022,

<https://www.primepost.in/museum-on-pms-should-evoke-pride/>

‘The New BJP’ helps understand India, April 13, 2022,

<https://www.primepost.in/the-new-bjp-helps-understand-india/>

Access to ‘New Media’ means much more in villages...the case of Mudunuru, April 7, 2022,

<https://www.primepost.in/access-to-new-media-in-villages/>

### Alok Srivastava

“Challenges for evaluation practices and innovative approaches: Lessons during COVID-19 pandemic, Evaluation and Program Planning, an Elsevier publication, Vol. 92, June 2022

Medical Termination of Pregnancy Act 2021- A Study to understand Awareness; Debanjana Choudhri, Ashutosh Kaushik and Alok Srivastava, Foundation for Reproductive Health Services India, December 2022 [access at <https://www.frhsi.org.in/pdf/FRHSI%20MTP%20Report%20-%20January-2023.pdf>]

Women health rights-where do two largest democracies stand? Transparency Review, Journal of Transparency Studies, Volume XV, No. 2, July 2022

The social relevance of social media, Transparency Review, Journal of Transparency Studies, Volume XV, No. 1, April 2022

Ethical Standards in Evaluation: Gender and Child Inclusive, a self-assessment guide developed for Inter-Regional Initiative for Professionalization of Evaluation (IRIPE) [access at <https://drive.google.com/file/d/1u3veRkV5EFYaL-2ZOfnUIIqj8dtsyrmi/view>]



## 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 – May 12, 2022 & November 15, 2022 and Annual General Meeting was held on November 15, 2022.

### CMS-Managing Committee

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

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

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

**Prof. Rakesh Batabyal**, Professor and Author

**Dr. Vasanti Rao**, Media and Social Researcher

**Ms. Ditti Singh**, Management Consultant

**Ms. Kodali Krishna Subha**, Educationist

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

**Shri Ramamohan Rao Kakani**, Retd Dy Advisor – Planning Commission

**Dr Reena Ramchandran**, Former Bureaucrat, Gol, 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
- **Dr G Lakshmi Kumari**, National Scientist and former Senior Professor NIHFV



## 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*	<b>FY 2022-23</b>
Total Income	Rs 4,13,81,115.00
Revenue Expenses	Rs 3,96,01,299.00
Depreciation**	Rs 19,96,332.00

(\*from Audited Statement of Accounts)

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



## CMS Professionals

**Dr. N Bhaskara 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 Programs  
**Ashish Pandey**, Executive - Field Operation  
**Dharampal Jamwal**, Senior Office Assistant  
**Dipendra Bansh Mishra**, Senior Manager – IT  
**Jitendra Prasad**, Manager - Field Operations  
**Kanika Batra**, Research Executive  
**Kalpa Sharma**, Deputy Team Leader  
**Lal Singh**, Executive  
**Momin Ali**, Executive  
**Mumtaj Ahmed**, Deputy Team Leader  
**Narendra Kumar Bhatt**, Head - Field Operations  
**Neel Kamal**, Data Analyst  
**Paramita Dasgupta Mazumdar**, Director - CMS Communication  
**Pawan Kumar**, Executive - Field Operation

**Prachi Sharma**, Research Executive  
**Pradeep Kumar Tiwari**, Executive - EDP  
**Preeti Kashyap**, Executive  
**Raj Kumar**, Executive - CMS VATAVARAN  
**Ravindra Singh**, Executive - Office Maintenance  
**Regi. V. John**, Head - HR & Admin  
**Sanjay Kumar Singh**, Executive – Field Operation  
**Sabyesachi Bharti**, Deputy Director – CMS VATAVARAN  
**Sheetal Arora**, Front Office – Executive  
**Satabdi Barman**, Research Executive  
**Shivani Chaudhary**, Sr. Executive- HR  
**Shivesh Kumar**, Executive - Field Operation  
**Sukanta Kumar Sahoo**, - Sr. Manager Accounts/ Finance  
**Suraj**, Sr. Executive  
**Susmita Chanda**, Research Executive  
**Tek Bahadur**, Sr. Driver  
**Tulsi Gour**, Sr. Executive - Communication  
**Vivek Kumar**, Executive – EDP  
**Yogesh**, Office Assistant  
**Zia Arfin** - Graphic Designer



**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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