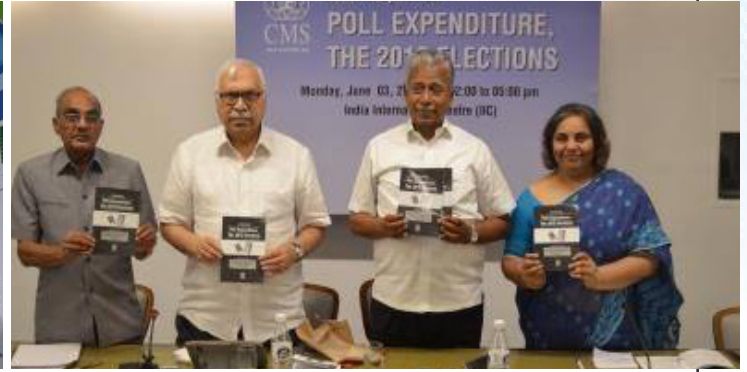


CMS Annual Highlights 2019-20



Introductory Note

Established in 1991, CMS is an **independent, not-for-profit organization** 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.



CMS

www.cmsindia.org

We have been engaged in **Monitoring & Evaluation, Research, Advocacy and Capacity building on Social Development, Environment, Communication, Transparency and Governance** issues at various local and national policy levels.

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

CMS facilitates debate and discussion on issues of national significance. It has emerged as a major stakeholder in creating consensus among different sections of society and as a contributor towards the evolution of appropriate policy or program responses to a wide array of issues.



Initiatives and Activities co-hosted by CMS:

Significant initiatives in this financial year are listed below:

- ◆ CMS in collaboration with UNICEF India and National Academy of Broadcasting and Multimedia (NABM) organised a three-day workshop for All India Radio (AIR) program team on Developing Guidelines on Gender Responsive Programming, from May 13-15, 2019. This workshop has also examined the ways in which Gender related issues can be effectively worked on content planners and producers on how to use their programs to promote gender equality and encourage change rather than perpetuate gender stereotypes. There were 23 participants from various AIR Kendras.
- ◆ CMS conducted one-day orientation workshops at various Doordarshan Kendras on the newly developed Guidelines for Gender Sensitive Programming. Approx. 20-30 officials from each Kendra participated in respective Kendra workshop
 - July 19, 2019 at Trivandrum
 - July 26, 2019 at Ahmedabad
 - July 31, 2019 at Srinagar
 - August 7, 2019 at Mumbai
 - September 5, 2019 at Kolkatta
 - September 14, 2019 at Patna
 - September 17, 2019 at Lucknow
- ◆ CMS VATAVARAN collaborated with The Ministry of Environment, Forest and Climate Change (MoEFCC) for the Short Film Competition on Pollution - with emphasis on Air Pollution. The Hon'ble minister Shri Prakash Javadekar announced the 'Call for Entry' of the competition on the 'World Environment Day' conference at The Ashok on June 06, 2019. It is an initiative to highlight the sensitive issue of Pollution and indulge young and talented filmmakers to create films that could help spread and sensitize audience about the hazardous effects of pollution on human beings and on nature. Calling Students (School & College), Amateur and Professional Filmmakers to submit entries for the Short Film Competition & Festival, 2019. Films upto 3 Minutes were invited on the given theme "Pollution
- ◆ As a prelude to the 10th CMS VATAVARAN, a number of film screenings and Mini Himalayan Film Festival were organized across NCR region from July to October, 2019. These schools hosted film screenings, competitions around the theme of Celebrating Himalayas. The following schools participated in these activities: Sri Venkatesh International School, Gyan Mandir Public School, Summer Field School, St. Mark's Sr. Sec. School, ASN Sr. Sec. School, Navy Wives Welfare Association (NWWA), Shaheed Rajguru College of Applied Sciences for Women, Lingaya's Vidyapeeth, Faridabad and Miranda House were part of it. Each school had approximately 800 students participating in the Mini Film Festival, there were interactive sessions after each film screening with the CMS VATAVARAN team, where students shared what they learned from the film and how they can contribute towards nature conservation.
- ◆ The 10th Competitive edition of CMS VATAVARAN Nomination Jury Meet was held from July 23 to 25, 2019 at the Amity School of Communications, Noida. The Jury was chaired by Padmashree Dr. Anil Prakash Joshi. The panel comprised of 35 members (26 eminent professionals including environmentalists, journalists, academia from film and communication background and 06 Student Jury members from Amity School of Communication and 03 School Students members)
- ◆ The 10th Competitive edition of CMS VATAVARAN Award Jury Meet was held from August 30-31, 2019 at The Lemon Tree Premier Hotel, New Delhi. An illustrious group of 12 personalities from cinema, film festivals, media, environment and wildlife sector was part of this award jury and selected awardees for the prestigious CMS VATAVARAN awards from the 76 nominated environment and wildlife films. The Jury was chaired by India's Sherpa to the G20 Shri Suresh Prabhu and Co-chaired by Shri R R Rashmi, Distinguished Fellow & Programme Director, Integrated Policy Analysis, TERI
- ◆ CMS VATAVARAN was supported MOEF&CC during 14th session of the Conference of the Parties of the United Nations for organizing conference and series of events the India Pavilion. Also CMS VATAVARAN organized a Panel Discussion on "Cold Desertification in the Himalayan Region: Lessons for Adaptation & Mitigation" September 04, 2019 and Green Film Making Workshop on September 06 at the India Expo Center and Mart, Greater Noida.



- ◆ CMS VATAVARAN in partnership with IHCAP organized a three-day “National Media Consultation on Climate Change reporting in the Himalayas” from September 21 to 24, 2019 fostering extensive discussions around the journalism and storytelling pertaining to the Himalayan ecosystem. The event took place in New Delhi and Kullu and brought together journalists, reporters, stringers policy framers and change makers – to share their understanding on and around the Himalayas. More than 30 environment journalists from all over the country, including the Himalayan states were participated.
- ◆ The 10th CMS VATAVARAN International Film Festival and Forum on Environment & Wildlife, was organised from November 27-30, 2019 at Dr. Ambedkar International Centre, New Delhi. The festival saw enthusiastic participation of nominated filmmakers from many countries including Canada, Israel, Germany, USA, Nepal, Bangladesh and from various Indian states. Several eminent conservation experts and nature enthusiasts, participated in this festival, including “Waterman of India” Mr. Rajendra Singh, Ms. Marylaure Crettaz, Head Swiss Cooperation Office and Counsellor, Mr. Ravi Aggarwal, Additional Secretary MOEFCC, Dr. Akhilesh Gupta, Adviser & Head (SPLICE), DST, Ms. Naaz Rizvi, NMNH, Grammy Awardee Ricky Kej, Noted film makers Mr. Raghunath Belur, Ms. Sugandhi Gagadhar, Mr. Dinesh S. Yadav, Mr. Nandan Saxena, Ms. Kavita Behl and Mr. Anoop Khajuria. Close to 3000 participants were part of this four-day film festival and forum. The festival also attracted a lot of younger audience with a rise in attendees from college students studying environment, science and media & journalism studies.
- ◆ CMS Advocacy under the IHCAP of the Swiss Agency for Development and Cooperation (SDC) and Department of Science and Technology (DST), GoI in collaboration are jointly organized media workshops on adaptation to climate change in the Indian Himalayan Region (IHR) in Jammu & Kashmir on July 9-11, 2019. Many eminent speakers like Mr. Sonam Lotus, Director, IMD, Shri B. Siddhartha Kumar, PCCF & Director, Department of Ecology Environment and Remote Sensing, Jammu Kashmir and Mr. Sonam Wangchuk, Founder, SECMOL, Leh, spoke about the different aspects of climate change. The media participants were taken on a field visit to witness and understand the interventions on Climate Resilient Agriculture by National Adaptation Fund on Climate Change (NAFCC) and Soil Testing Laboratory in Badgam District of J&K and Directorate of Agriculture, Kashmir to gain further insights on the project.
- ◆ CMS Advocacy organised launch event of ‘Media Engagement Program on Energy Efficient Building’ under the project BEEP on September 09, 2019. The Building Energy Efficient Project(BEEP) is a bilateral cooperation project between Ministry of Power, Government of India, and the Federal Department of Foreign Affairs (FDFA) of the Swiss Confederation. This event launched by Sh. Raj Pal from Ministry of Power, GoI at The Lalit Hotel, New Delhi. The event seeks to engage experts and media persons from the field of Power, Energy, Environment, Housing and Urban Development and other related fields to work together towards creating awareness among general public. The launch event is being organised as part of the international conference on Building Energy Efficiency (ANGAN).





- ◆ CMS organized a roundtable discussion on “Poll Expenditure” and released of “CMS report on Poll Expenditure, the 2019 Elections” by Dr S Y Quraishi, Former Chief Election Commissioner, Mr. D. R. Karthikeyan, Former Special Director of the Central Bureau of Investigation and Dr N Bhaskara Rao, eminent Social Scientist & Chairman CMS on June 3, 2019 at IIC, New Delhi.
- ◆ CMS collaborated with Asian Centre for Entertainment Education - The Third Eye, for 4th Edition of Elevate 2019 - the annual conclave for storytellers, research scientists, social scientists, development experts and specialists organised on June 13, 2019 in Mumbai.
- ◆ CMS & UNICEF organized a consultation on Insights from Indian Media on Pro-Social Content: Power of Entertainment in Social Transformation at IIC, New Delhi on Sep 10, 2019 in collaboration with the Social & Behaviour Change Communication Alliance (SBCCA) & The Change Narratives Alliance (TCNA)
- ◆ CMS Advocacy in partnership with WHO, organized a media workshop for the Road Safety Media Fellows on October 30-31, 2019 at New Delhi. Mr. Abhay Damle, Joint Secretary, Ministry of Road Transport & Highways and other eminent experts speaking on The Motor Vehicles (Amendment) Act 2019 and other aspects of road safety and media experts also shared their experiences about covering the stories on the Road Safety. A second media workshop was organised on December 10-11, 2019 in Bangalore, Karnataka
- ◆ CMS Advocacy organised two state level training workshops on the issue of building energy efficiency in Jaipur, Rajasthan on November 4-6, 2019, and Ahmedabad Gujarat on December 19-20, 2019 under the Media Program on Energy Efficient Buildings (BEEP). A launch event for the Media Program was also organised as part of the international conference on energy efficiency held in New Delhi. The program of engaging the media is continued and the objective of these workshops is engaging media persons to promote climate change reporting and about energy efficient buildings among media persons and thereby increasing the awareness to reduce the consumption of energy in the buildings among the masses. The detailed report of the proceedings of workshop for each state, including overall feedback from participants, have been published.
- ◆ EvalFest 2020, organized on February 12-14, 2020 at IHC, New Delhi by Evaluation Community of India in collaboration with CMS and other partners. The conference aims to provide an opportunity for sharing knowledge and best practices in evidence building for achieving SDGs.
- ◆ CMS and UNESCO has organised a media workshop on “Promoting Online Safety of Women Journalists” in New Delhi at IWPC on March 12, 2020.





Projects & Studies

CMS has worked with **International and National partners** to execute over 31 projects in the financial year 2019-20. The following is the list of all the projects and studies undertaken:

1. Capacity Strengthening on 'Promoting Online Safety of Women Journalists', UNESCO
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 Baseline Evaluation Study, IPAS Development Foundation
3. Conducting GIM Survey for Heifer International's Hatching Hope Global Initiative Project Pathway-1 in Mayurbhanj district of Odisha, Heifer Project International
4. Periodic Lean Survey to Monitor and Evaluate the Performance of Samvad Programme in Bihar, Jharkhand, Chhattisgarh, Odisha and Uttarakhand, Digital Green Trust
5. Assessment of Central Assistance for intra-state transportation, handling and fair price shop dealers' margins, UN World Food Programme
6. Regular Monitoring of Centrally Sponsored Programmes & Schemes, MORD in Uttarakhand-Phase-1, MoRD
7. Regular Monitoring of Centrally sponsored Rural Development Programmes and Schemes in Jharkhand, Ministry of Rural Development, GoI
8. Baseline Research & Video Interview Exercise among Dharmalife Entrepreneurs in 3 District of Uttar Pradesh, Dharma Life Foundation and London Business School
9. Effectiveness of IEC Intervention on Woman's Decision for Accessing Reproductive Health Services in Bihar and Uttar Pradesh, Ipas Development Foundation
10. Decentralized Evaluation of Fortification of Mid-Day Meal Programme in Varanasi, Uttar Pradesh, UN World Food Programme
11. Assessment of Availability of Medical Abortions Drugs in the Market, 2020-Phase II, FRHS India
12. Market Intervention for Nutritional Improvement, SOAS University of London
13. 10th CMS VATAVARAN International Environment and Wildlife Film Festival & Forum, Embassy of Switzerland
14. Organizing the Short Film Competition & Festival (2019) for MoEF&CC in partnership with CMS VATAVARAN, MOEF&CC
15. Conducting Travelling Film Festival and stakeholder Engagement activities in secure Himalaya in Ladakh, HP, UK & Sikkim, SECURE Himalaya Project, UNDP
16. Selecting suitable short films, documentaries & movies on rivers to be screened on Ganga Utsav, GIZ
17. EE Study Gender Sensitization of Doordarshan and Developing an EE Alliance, Unicef
18. Media Engagement Program on Energy Efficient Buildings; BEEP-SDC
19. Developing a documentary film on climate change and adaptation measures in Tamil Nadu CCA-RAI (GIZ)
20. Road Safety Media Fellowship; WHO 2019-20
21. DST-SDC Media Fellowship for Reporting on Climate Change in Indian Himalayas, Embassy of Switzerland
22. Media engagement programme on climate change adaption in the Indian Himalayan Region (IHR), Embassy of Switzerland
23. Evaluating the Youth First Program- Bihar -Impact Evaluation – Data Collection Round 3, CoreStone
24. Formative Evaluation of the Communication Process used for the National Measles Rubella Vaccination Campaign, for inclusion in Routine Immunization, UNICEF
25. CMS-Assessment of the power and Frequency of Marketing of Foods and Non-Alcoholic Beverages to Children in India, WHO
26. End Line of EAISI project in Gujarat & Rajasthan, Engender Health
27. Conducting study on home based tracking of IUCD clients- Round 2, Engender Health
28. Monitoring the Audience Engagement in Main Kuch Bhi Kar Sakti Hoon—Season 3, an Entertainment-Education Initiative in India, Population Foundation of India (PFI)
29. Recurring Grant for ENVIS Resource Partner (RP) on "Communication and Electronic Media", MoEFCC
30. Endline Evaluation of Entertainment Education Intervention (EEI), REC/PFI
31. Evaluating the youth first program - Bihar, CORSTONE

CMS Knowledge Initiatives:

Reports, Monograph, Books and Directories

- ◆ Availability of Medical Abortion Drugs in The Markets of Six Indian States
- ◆ Guidelines for Ethical Considerations in Social Research & Evaluation in India
- ◆ A CMS REPORT -Poll Expenditure, The 2019 Elections



Articles and Research papers

Dr. N Bhaskara Rao

“Poll Surveys Vitiates Democratic Fundamentals” in Transparency Review, a journal of Transparency Studies, Vol. XII, No. 1, July 2019. (https://www.cmsindia.org/sites/transparency/Transparency_Review_july2019.pdf)

“Of content and control – where advertising and PR still” published in VIDURA, October-December, 2019, Volume 11 Issue 4 (https://www.cmsindia.org/sites/default/files/2019-08/Vidura-October-December%202019_Dr%20Rao.pdf)

“Activism in 2020-2025, Influencing Factors” published in Transparency Review, a journal of Transparency Studies, Vol. XIII, No. 1, January 2020. (https://www.cmsindia.org/sites/transparency/Transparency_Review_January_2020_Issues.pdf)

“Reviving Electoral Democracy” published in Transparency Review, a journal of Transparency Studies, Vol. XIII, No. 1, January 2020. (https://www.cmsindia.org/sites/transparency/Transparency_Review_January_2020_Issues.pdf)

“Opinion: A Media House Should Come Under RTI On Its Own -- The 12 Commandments For A Trustworthy Press”, published in Outlook India on March 02, 2020. (https://www.cmsindia.org/sites/default/files/2019-08/india-news-opinion-a-media-house-should-come-under-rti-on-its-own-the-Dr_NB-Rao-02-03-20.pdf)

Dr. P N Vasanti

‘Unaware Of Lutyens Media, Delhi Still Trusts Press’, published in Outlook India on March 02, 2020 (https://www.cmsindia.org/sites/default/files/2019-08/india-news-lutyens-media-whats-that_PN_Vasanti-02-03-20.pdf)

Mr. Alok Srivastava

“Invisible workforce needs to be recognized”, published in Transparency Review, a journal of Transparency Studies, Vol. XIII, No. 1, January 2020. (https://www.cmsindia.org/sites/transparency/Transparency_Review_January_2020_Issues.pdf)

“Financial Inclusion of Women: a way to empowerment”, published in ed. book- Emerging Evaluation Experiences – Way Forward for Achieving Sustainable Development Goal, published by Daya Publishing House, Astral International Pvt. Ltd., New Delhi, 2020 (<https://cmsindia.org/sites/myfiles/Emerging-Evaluation-Experiences.pdf>)

“Live and let live, yes... but in our own style!”, published in VIDURA, October-December, 2019, Volume 11 Issue 4 (https://www.cmsindia.org/sites/default/files/2019-08/Vidura-October-December%202019_Dr%20Rao.pdf)

Ms. Annu Anand

“Heading towards the safe roads”, published in Transparency Review, a journal of Transparency Studies, Vol. XIII, No. 1, January 2020. (https://www.cmsindia.org/sites/transparency/Transparency_Review_January_2020_Issues.pdf)

Mr. Mumtaz Ahmed

“Is increasing enrolment in private schools a threat to government schools”, published in Transparency Review, a journal of Transparency Studies, Vol. XII, No. 1, July 2019 (https://www.cmsindia.org/sites/transparency/Transparency_Review_july2019.pdf)

Media Presence

Motivated to Make a Difference

The prolific media coverage reflects the significance of CMS programmes; it helps to carry the CMS outlook far and wide by disseminating information and raising awareness on issues. CMS activities were covered around 250 articles and quotes published in the country's leading National and Regional newspapers from 2018-19.

National Newspapers that covered CMS activities included 35 leading media houses like The Times of India, Indian Express, The Hindu, The Hindustan Times, The Mint, The Business Standard, The Pioneer, The Economic Times, The Straits Times, Financial Express etc. CMS initiatives were widely covered around 60 Regional Newspapers also, including Dainik Bhaskar, Dainik Jagran, Eenadu, Andhra Jyoti, Sakshi etc.

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

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



Financial Summary



CMS is registered under the Societies Registration Act XXI of 1860 as a not-for-profit organisation. It is registered u/s 12A of the Income Tax Act, 1961, and getting exemption under section 11 (1) (a) of Income Tax Act, 1961. It is also registered under FCRA Act, 1976, and under section 80G of the Income Tax Act, 1961.

CMS adopts all the accounting standards & auditing procedures prescribed by the Institute of Chartered Accountant of India. The in-house internal control system is commensurate with the nature of activities carried out by CMS. The Accounting system maintains separate ledger accounts for each project, in terms of amount received and its utilization.

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

| Balance sheet details* | FY 2019-20 |
|------------------------|-------------------|
| Total Income | Rs 5,87,01,278.00 |
| Revenue Expenses | Rs 5,76,22,368.03 |
| Depreciation** | Rs 27,26,806.00 |

(*from Audited Statement of Accounts)

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

CMS Professionals



A family of 50+ professionals and growing.

For details on projects, programmes and initiatives please contact
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