MAKING A DIFFERENCE...

20 years of path breaking Research, Advocacy and Capacity building in Social Development, Environment, Communication, Media and Transparency issues to work towards a vision of Equitable Development & Responsive Governance.
THE CMS EDGE

Experts: Research, Advocacy and Capacity Building teams include full-time professionals with expertise and experience in wide range of subjects.

Resources: State-of-the-art research, documentation, data services and training facilities across three campuses in Delhi, Noida and Hyderabad.

Coverage: A network of field researchers across the country and a fully-equipped National Office in New Delhi and a Regional office in Hyderabad, in addition to a strong contact base across globe.


Unique Methodologies: Developed rigorous, customised research & evaluation methodologies to study complex and dynamic issues.

Beyond Research: Specialise in organising workshops, seminars, symposiums, awards, corporate engagements and outreach programmes to strengthen capabilities and advocate on emerging national challenges.

CMS SERVICES

Research
✓ Feasibility, Scoping & Formative
✓ Baseline & Endline
✓ Needs & Impact Assessment
✓ Monitoring & Evaluation
✓ Analytical Process
✓ Documentation
✓ Opinion Polls

Advocacy
✓ Workshops, Seminars & Symposia
✓ Publications
✓ Felicitations/Awards
✓ Corporate Social Responsibility Programmes
✓ Film Festivals & Competitions

Capacity Building
✓ Design and Conduct Capacity Building Programmes
✓ Develop Modules and Course Curriculum
✓ Faculty / Teacher Development
✓ Quality Standards Resource

Media Monitoring
✓ Content Analysis
✓ News Media Tracking
✓ Monitoring Trends
✓ Media Ethics & Regulations

CMS CORE COMPETENCIES
• Monitoring and Evaluation
• Policy Research
• Action Research
• Advocacy and Capacity Building
• Communication Strategies
• Innovative Corporate and Media Engagements

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MAKING A DIFFERENCE...
CMS was founded in 1990-91, based on 20 years of operations and evaluative research, not just with certain insights from that experience but with a definitive philosophy, concern and feeling of commitment. The concern is that research should help achieve national goals of equity and empower civil society, enable citizens and facilitate good governance. The philosophy is that its priorities should be driven from within and it should be independent without having to depend on doles of any origin.

This is how CMS has been operating over the last two decades as a national institute from out of its own professional services. Starting with half a dozen professionals, today, it has more than four dozen full time and several times more project staff. Nearly, two dozen who had gone from CMS with their initial grounding in applied social research are also making a difference in the country. Today, CMS has spacious, state-of-art-infrastructure campuses in South Delhi, Noida and Hyderabad and field researchers around the country for reliable and time bound services.

What started more in anguish about practices in sponsored research and pitfalls in field surveys, today is an independent and credible body of national standing with acknowledgements for its pioneering initiatives. In 1990-91 hardly anyone expected CMS to survive with such priorities and rigid goals. Over these 20 years, CMS has demonstrated how research need not be an end in itself, but how it could help facilitate action, mobilisation and change. And this is not just in terms of mindset and behaviour, but even in policies at various levels.

All this has been possible because of shared concerns and dedicated efforts of CMS teams and of P N Vasanti, its Director. Any organisation with similar concerns, commitment and accomplishments in the country, operating on not-for-profit basis deserves to be celebrated.

Dr N Bhaskara Rao
Founder Chairperson, CMS
It is indeed unique to be engaged for a long unbroken period of 20 years in independent and highly credible research work. I must compliment CMS for carrying out this highly commendable research work undertaking and carrying out interesting initiatives and remarkable activities in so many spheres of social development over the years.

-P N Bhagwati
Former Chief Justice of India;
Member, U N Human Rights Committee;
Chancellor-Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeeth.

VISION
CMS endeavours to conduct path breaking Research, Advocacy and Capacity building to work towards a vision of Equitable Development & Responsive Governance.

Mission
To provide global leadership and excellence in Research, Advocacy & Capacity building in Social Development, Environment, Communication, Media and Transparency issues through innovation and partnerships.
CMS at a Glance

Over the past two decades, CMS has carved out a niche for itself as an inter-disciplinary professional body with a wide range of concerns and capabilities.

❖ Who We Are?

Established in 1991, CMS is an independent, not-for-profit organisation dedicated to multi-disciplinary research-driven initiatives that enable policy makers to take informed decisions on development and social change to improve quality of life. We have been engaged in Research, Advocacy and Capacity building in Social Development, Environment, Communication, Transparency and Governance issues at local and national policy levels for more than two decades. CMS is recognised for its rigorous study methodologies, innovative approaches to research and for the credibility of its findings. We have completed over 500 projects in collaboration with 162 public and private partners across the globe.

❖ How We Work?

We believe that, “Research is not an end in itself but a means and an objective way of leading to advocacy, empowering and achieving social equity.” Research can guide us through change and should inform decision making and public policy. We also believe that local knowledge and values are vital in building sustainable lives. Our approach is collaborative and stakeholder involvement has always been at the crux of what we do. Our projects help to build capacity and strengthen institutions to equip our partners for the long term.

CMS works in 8 dynamic teams which synergise their efforts to promote equitable development & responsive governance in the country:

CMS Teams

- CMS Social
- CMS Environment
- CMS Communication
- CMS Transparency
- CMS Surveys
- CMS Media Lab
- CMS Academy
- CMS Advocacy

❖ Highlights

- CMS has worked with 162 International and National partners to execute over 500 projects in two decades.
- CMS operationalised its state of the art campus in sector 106 Institutional area NOIDA. The beautifully designed campus has 35000 sq ft build up area in a one and a half acres land. Ms P N Vasanti and Mr. Regi V John were directly involved in designing, construction and operationalising this campus.
- CMS has signed MOU’s with International partners like Annenbach School for Communication University of Southern California, USA; Stirling University, Scotland; Inholland University, Netherlands; Ohio University, USA and Academy for Educational Development (AED), Washington USA to do innovative research and capacity building projects.
- CMS has advocated on critical themes like child girl education, female foeticide, education reforms, media regulations, unbiased environment conservation, disability, Right to Information Act, Social Audit, Entertainment Education, Corruption and Transparency to promote equitable development and responsive governance in the country.
- CMS has published a unique scorecard known as the Poverty Index Tool (PIT) and Poverty Index Tool (PIT) – Public Private Partnership
- CMS Social is a member of International Development Evaluation Association (IDEAS) since 2008
- Mr. Alok Srivastava, Team Leader, CMS Social has presented papers and attended meetings in Canada, Nepal, Afghanistan, Philippines, South Africa and Jordan on development evaluation and e-governance.
- CMS Social conducted an evaluation of UNIFEM’s Regional Home Based Workers Programme in South Asia covering India, Pakistan, Bangladesh and Nepal.
- CMS Social team has developed a unique scorecard known as the Poverty Index Tool. The tool is user-friendly and could be replicated in other development projects aiming at inclusion of poor families.
- One of the first-of-its kind of study undertaken by CMS Social was to assess the socio-economic status of Mahadalits. This study will help to formulate strategy for social and economic empowerment of the Mahadalits.
- In education sector, CMS Social team was the first organisation in India to study the implementation process of 25 percent reservation for Economically Weaker Section (EWS) families under the Right to Education (RTE) Act 2009 in Delhi.
- The tool is user-friendly and could be replicated in other development projects aiming at inclusion of poor families.

❖ Where Do We Work?

CMS has a fully-equipped National Office in New Delhi, a campus in Noida and a Regional Office in Hyderabad 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 with a strong contact base across the globe.

Centrally located campus

Located in the heart of New Delhi, the CMS National Office has its own five-storey building, which has proximity and ready access to several important organisations, data sources, and several government departments and facilities. CMS also has well equipped in-house data processing and high-end computation facilities, with broadband connectivity along with sophisticated software tools for statistical analysis. An impressive new campus has also been recently built at Noida, on the Delhi-Uttar Pradesh border.

❖ What Makes Us Different?

We combine the qualities of:

- A non-profit and non-partisan research organisation.
- A committed facilitator in handling complex Social Development, Environment, Communication, Media, Transparency and Governance issues.
- A research based think tank committed to rigorous and objective analysis to support improved policymaking.
- An ability to work effectively with diverse stakeholders including media, corporations, policy makers and civil society to address equity challenges.

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A survey conducted in early 2011 with filmmakers ranked CMS VATAVARAN amongst the top two environment and wildlife film festivals in the world. CMS VATAVARAN is a pioneering enterprise initiated by CMS Environment team in 2002 to encourage environment films and forums that result in perception, practice and policy change.

- Ms. Paramita Dasgupta, Team Leader
- CMS Communication, conducted a session on ‘Most Significant Change Technique’ among the participants of 8 countries across the world during the United Nations Trust Fund Programme and Evaluation Design Workshop to End Violence against Women at Mexico in August 2008.

- Ms. Paramita Dasgupta, Team Leader
- CMS Communication, presented the ‘Formative Research’ findings as a part of the Designing and Implementing an Impact Evaluation of ‘Safe Cities New Delhi Project’ (Phase II) at Cairo for UN Women, July 2011.

- CMS Communication has signed a long term association contract (LTA) with UNICEF to pre-test any development communication material and to conductively rounds of Effectiveness Surveys for ‘Meena Ki Dunya’. The former gives CMS an opportunity to work on Govt. of India Campaigns on Age of marriage, Salt iodisation, Safe water, HINI, Polio etc.

- Ms. Alka Tomar, Team Leader, CMS Environment conducted research on communicating climate change in UK along with the University of Stirling, Scotland in July 2009. The research entailed focus group discussions with youth, academic and eminent journalists from the Guardian and the BBC. The study was part of the UKIERI support research study on Climate Change and Youth in India and the UK.

- Ms. Alka Tomar, Team Leader, CMS Environment participated in one of the premier wildlife film festivals in the world, Wildscreen 2010, Bristol, UK. The visit in Oct 2010 helped in forging collaborations and networking with commissioning editors and natural history filmmakers.

- A survey conducted in early 2011 with filmmakers ranked CMS VATAVARAN amongst the top two environment and wildlife film festivals in the world. CMS VATAVARAN is a pioneering enterprise initiated by CMS Environment team in 2002 to encourage environment films and forums that result in perception, practice and policy change.

- I have seen for myself Dr. Rao’s great dedication to social causes when I was associated as Chairperson in the first Social Audit Panel of the country. We had organised open house hearing countrywide and public analysis for the purpose of moving towards and achieving communication revolution in the country.

- P. N. Bhagwati, Former Chief Justice of India

Dr.N.Bhaskara Rao

- Dr.N.Bhaskara Rao, Chairperson CMS, has taken the lead in initiating and tracking the Right To Information (RTI) Act implementation in the country. He has also pioneered Social Audit and Citizens Charter concept for better accountability and transparency in governance.

- Dr.N.Bhaskara Rao, Chairperson CMS, is a distinguished author of books on governance, media, elections and interstate politics. His latest book titled, “A Handbook of Poll Surveys in Media” (2009) was released in a function chaired by Shri. Sachin Pilot (MP), Dr.S.K.Guresh (Chief Election Commissioner), Shri. Nalin Chawla (Former CEC), Dr. Abid Hussain (Former US Ambassador) and three eminent editors Shri. Dileep Padgaonkar, Shri. Vinod Mehta and Shri. Alok Mehta.

- Dr.N.Bhaskara Rao, Chairperson CMS has been a board member of several reputed organisations like the National Institute of Health & Family Welfare (NIHFW), National Institute of Rural Development (NIRD), founder-member of Mudra Institute of Communications (MICRA), Foundation for Organisational Research (FORER), Centre for Symbiosis, Technology, Environment & Management (STEM), Basic Research in Education and Development (BREAD), Pacific Telecom Council (India), Telecom Users Group of India (TUG) etc. He was also a Trustee of the India Brand Equity Fund (Ministry of Commerce).

Ms.P.N.Vasanti

- Ms.P.N.Vasanti, Director CMS, writes a fortnightly column on Media in Mint, the economic newspaper published by The Wallstreet Journal and the Hindustan Times since 2008.

- Ms.P.N.Vasanti, Director CMS, has participated in Television programmes in leading national channels like NDTV, CNN-IBN, DOORDARSHAN, Lok Sabha TV, TV 9 to advocate on issues related to Media Ethics and Regulation, Electoral Reforms, Education, Health, Women & Children.

- Ms.P.N.Vasanti, Director CMS, is a Member, International Advisory Board, PSO-a Dutch association focused on capacity development of civil society organisations in developing countries.

- Ms.P.N.Vasanti, Director CMS, is a Member, Euro-India SPIRIT Working Group, a Europe-driven initiative aiming to engage the EU and Indian ICT stakeholders at a level where policy formulation pertaining to research can be aligned and supported to identify the priorities of key research stakeholders and constituencies. The outcome is to formulate a mutually-beneficial research and innovation agenda that can be taken up through specific bilateral initiatives.

- Ms.P.N.Vasanti, Director CMS, is a Member, Ad-hoc Task Force (ATF) constituted by the Cabinet Secretariat (Prime Minister’s Office) to review the performance targets of various Government departments.

- Ms.P.N.Vasanti, Director CMS, has been a Member of the Committee set up by the Ministry of Information and Broadcasting to develop Content Code and Self Regulation Guidelines for the Broadcasting sector in India.

- Ms. P.N.Vasanti, Director CMS, is also a member of several Professional associations including Indian Women’s Press Corp, American Evaluation Society (AES), International Communication Association (ICA), International Association for Media and Communication Research (IAMCR).

- Ms P. N.Vasanti, Director CMS, has presented papers and attended meetings in Copenhagen, Hague, New York and Washington to develop innovative partnerships.
CMS Communication has signed a long term association contract (LTA) with UNICEF to pre-test any development communication material and to conduct rounds of Effectiveness Survey for ‘Meena Ki Duniya’. The former gives CMS an opportunity to launch joint online courses and to launch joint online courses and collaborative research and publications.

National Collaborations
- Administrative Staff College of India, (ASCI) Hyderabad
- Adventis Higher Secondary School, Ahmedabad
- Agartala Municipal Council, Agartala
- Anand Niketan, Ahmedabad
- Andhra Pradesh National Green Corps, Hyderabad
- Association for Democratic Reforms, New Delhi
- B K College of Arts & Crafts, Bhubaneswar
- Basic Research, Education and Development (BREAD), Hyderabad
- Bharati Vidyapeeth Institute of Environment Education and Research, Pune
- BJEM School, Bhubaneswar
- C P R Environmental Education Centre, Chennai, Tamil Nadu
- Campaign for Judicial Accountability and Judicial Reforms, New Delhi
- CINEDELEVE, a Film Society, Agartala
- Common Cause, New Delhi
- D M School, Bhubaneswar
- Damik Bhaskar, Shimla
- DAV Public School, Patna
- DAV School, Bhubaneswar
- Delhi Public School, Ahmedabad
- Department of Geology, Patna University, Patna
- Department of Museums and Zoos, Govt. of Kerala, Thiruvananthapuram
- Dept of Information, Cultural Affairs Agartala, Govt. of Tripura.
- Environment Management Agency, Govt. of Kerala, Thiruvananthapuram
- Environment Protection Training & Research Institute (EPTRI), Hyderabad
- Federation of AP Chamber of Commerce and Industry, Hyderabad
- Gandhi International Public School, Ahmedabad
- Global Green Peace, Kashmir
- HFS Himalayan Films Studio, Leh
- Himvani, Shimla
- I Watch, Mumbai
- IIT Gandhinagar, Ahmedabad
- India Habitat Centre, New Delhi
- Indian National Trust For Art and Cultural Heritage (INTACH), New Delhi
- Inner Wheel Club, Ahmedabad
- Institute for Human Development (IHD), New Delhi
- Institute of Management Studies and Research, New Delhi
- Institute of Physics, Bhubaneswar
- Ishan International Girl’s School, Patna
- ITC-WELCOMGROUP, New Delhi
- Kalpavriksh Environmental Action Group, Pune
- L D College of Engineering, Ahmedabad
- Ladakh Autonomous Hill Development Council, Leh
- Loh Nutrition Project, Leh
- Lok Satta, Hyderabad
- Magadh Mahila College, Magadh University, Patna
- Mahatma Gandhi International School, Ahmedabad
- Manav Adhikar Seva Samiti (MASS), Odisha
- Manthan Yuva Sanstha, Ranchi
- Martin Luther Christian University, Shillong
- Mazzoor Khan Shakti Sangathan (MKSS), Rajashthan
- Media Plus, Shillong
- Meghalaya Daily, Shillong
- National Institute of Science Education and Research, Bhubaneswar
- National Museum of Natural History, New Delhi
- Nai Duniya, Bhopal
- NEEDS, Shillong
- Nehru Memorial Museum and Library, New Delhi
- Nirnaya University, Ahmedabad
- Open Source, Odisha
- Osmania University, Hyderabad
- Patna Central School, Patna
- Patna Doon Public School, Patna
- Patna Law College, Patna University, Patna
- Patna Science College, Patna University, Patna
- Patna Women’s College, Patna University, Patna
- PBL, Nager, Ranchi
- Population Foundation of India (PFI), New Delhi
- Prasar Bharati, New Delhi
- PTC India Foundation, New Delhi
- Pune Municipal Corporation, Pune
- PVR Nex, New Delhi
- Rashtriya Jagrati Sansthan, New Delhi
- RIT Academy of Visual Arts, Shillong
- Royal College of Science, Bhubaneswar
- S G A Education Institute, Ahmedabad
- Sai International School, Bhubaneswar
- Sanik School, Bhubaneswar
- Sakaal Media Group, Pune
- Sakar Foundation, Patna
- Salim Ali Centre for Ornithology and Natural History (SACON), Coimbatore
- Sarojini Naidu School of Fine Arts, Performing Arts and Communication, University of Hyderabad
- Scholars Abode School, Patna
- Social Audit Council on Information Right (SACIR), Hyderabad
- South Asia Free Media Association (SAFMA), New Delhi
- St Karen’s High School, Patna
- St Michael’s High School, Patna
- St Xavier College, Ahmedabad
- The Hindu, Coimbatore
- The Mudra Institute of Communications (MICa), Ahmedabad
- Toonz Animation India Pvt Ltd, Thiruvananthapuram
- Transparency International India
- Tripura Info, Agartala
- Tripura University, Agartala
- TV9, Coimbatore
- U Nongsain Hima, Shillong
- University of Hyderabad
- Vishwa Bhati English Medium School, Ahmedabad
- Wild Orissa, Odisha
- Wild Portraits, Pune
- Wildlife Society of Orissa, Odisha
- Xavier Institute of Management, Bhubaneswar
- 1atakemedia.com, New Delhi
- 94.3 My FM, Bhopal
- I have known CMS for the whole period since 1990. When CMS was founded your mission was and continues to be creative research in the field of empowering citizen and ensuring good governance.

-B. G. Deshmukh, IAS (Retd.), Former Cabinet Secretary, Govt. of India & Former Principal Secretary to the Prime Minister of India

Collaborations:
Connect. Collaborate. Mobilise
CMS works with national and international partners for gaining a better understanding of cross-cultural issues in research, advocacy and capacity building. Apart from regular workshops, seminars, roundtables, symposia across the country, CMS has reliable outreach arrangements for programmes at grassroots to keep up the momentum of implementation and sustain involvement of people. The National and International organisations with which CMS collaborates closely and on an ongoing basis include:

International Collaborations
- AED, Washington USA (now FH360), CMS was the research partner for Asia in their C-Change project.
- Annenberg School for Communication University of Southern California, USA-MOU to do collaborative research and publications.
- InHolland University, Netherlands - collaboration for internship opportunities for their students at CMS and for joint publications.
- Ohio University, USA-collaboration to launch joint online courses and collaborative research.
- Stirling University, Scotland - collaborating for a research project funded by UKIERI.
- TVE Asia Pacific, Colombo, Sri Lanka-associated for environmental journalists awards
- Bavaliya Shobha, Ahmedabad
- C P R Environmental Education Centre, Chennai, Tamil Nadu
- Campaign for Judicial Accountability and Judicial Reforms, New Delhi
- CINEDELEVE, Film Society, Agartala
- Common Cause, New Delhi
- D M School, Bhubaneswar
- Damik Bhaskar, Shimla
- DAV Public School, Patna
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- Department of Museums and Zoos, Govt. of Kerala, Thiruvananthapuram
- Dept of Information, Cultural Affairs Agartala, Govt. of Tripura
- Environment Management Agency, Govt. of Kerala, Thiruvananthapuram
- Environment Protection Training & Research Institute (EPTRI), Hyderabad
- Federation of AP Chamber of Commerce and Industry, Hyderabad
- Gandhi International Public School, Ahmedabad
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- I Watch, Mumbai
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- India Habitat Centre, New Delhi
- Indian National Trust For Art and Cultural Heritage (INTACH), New Delhi
- Inner Wheel Club, Ahmedabad
- Institute for Human Development (IHD), New Delhi
- Institute of Management Studies and Research, New Delhi
- Institute of Physics, Bhubaneswar
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- National Museum of Natural History, New Delhi
- Nai Duniya, Bhopal
- NEEDS, Shillong
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- Wild Portraits, Pune
- Wildlife Society of Orissa, Odisha
- Xavier Institute of Management, Bhubaneswar
- 1atakemedia.com, New Delhi
- 94.3 My FM, Bhopal
I congratulate Dr. Bhaskara Rao for pioneering and setting up such an activist research outfit in the country. It is a path breaking enterprise which he has undertaken and in which he is engaged for the last so many years with great zeal and passion. Dr. Rao has worked tirelessly in furtherance of the mission undertaken by him and built up CMS as a strong and powerful Organisation intended to bring about communication revolution so as to achieve social harmony and welfare.

- P. N. Bhagwati
Former Chief Justice of India, Member U.N. Human Rights Committee
Chancellor-Shri Lal Bahadur Shastri Rashtriya Sanskrit Vidyapeeth

Leadership
Collaborating with Domain Expert to create Holistic Knowledge

CMS believes that a holistic multi-disciplinary approach to development sector issues is mandatory for finding sustainable solutions to the various challenges our society faces. With this aim, CMS is constantly partnering with institutions, domain specialists and leaders from different spheres to design programmes enriched with an integrated approach.

CMS has constantly endeavoured to tap fresh and diverse sources of information and expertise to keep itself abreast of global developments.
CMS Managing Committee and Advisory Council includes luminaries of the country from different fields. 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.

CMS-Managing Committee
Dr. N. Bhaskara Rao, Internationally known media expert
Ms. P. N. Vasanti, Psychologist, and Social Researcher
Dr. Shanti Swapur Medasani, Scientist
Ms. N. Bharati, Development Consultant
Dr. G. Lakshmi Kumari, National Scientist and former Sr. Professor, NIHFW
Dr. S. N. Kulkarni, Economist, formerly with IIG, DU
Prof. M. K. Premi, Demographer, former Senior Professor, JNU

CMS-Advisory Council
Justice P. N. Bhagwati, former Chief Justice of India
Dr. Abid Hussain, former Indian Ambassador to the US
Shri. N. Vittal, IAS (Retd.), former Chief Vigilance Commissioner (CVC), GoI
Shri. Vinod Vaish, IAS (Retd.), former Secretary, Dept of Telecom, GoI
Shri. Shyam Benegal, MP, Eminent Film Director
Dr. Y. S. Rajan, former Director of TIFAC
Shri. D. R. Karthikeyan, former Director CBI
Shri. H. K. Dua, MP, Eminent Editor
Shri. B. G. Verghese, Eminent Editor
Swamy Agnivesh, Social Activist
Shri. Kiran Karnik, former President, NASSCOM
Dr. Mohini Gir, Chairperson, Guild of Service
Ms. Usha Rai, Eminent Journalist
Prof. P. C. Joshi, Economist and former Director, Delhi School of Economics
Shri. Ramesh Sharma, Eminent Film Maker
Dr. S. Venkatnarayan, Senior Journalist, former Editor, India Today
Shri. S. Naveen, Psephologist and Market Researcher
Shri. S. D. Saxena, Director (Finance), BSNL
Shri. B. G. Deshmukh, IAS (Retd.), former Cabinet Secretary
Shri. Ajit Bhattacharjea, Eminent Editor

Leadership
Collaborating with Domain Expert to create Holistic Knowledge

Organisational Structure

Research is not an end in itself but a means and an objective way of leading to advocacy, empowering and achieving social equity.

-Dr. N Bhaskara Rao,
Chairperson, CMS
Employment of child labour should be identified as ‘zero tolerance’ practice but this problem should not be looked into in isolation but better employment opportunities for parents and strict enforcement of laws against employers need to be emphasised in the policy itself.

-Alok Srivastava, CMS Social Team Leader’s inputs on The Draft National Employment Policy in UN Solution Exchange. The Government of India, led by the Ministry of Labour and Employment (MoLE), in partnership with the International Labour Organisation (ILO), initiated the process of drafting a National Employment Policy.

The CMS Social team works on a wide spectrum of social issues which include health, livelihood, education and human development among others. Comprising professionals from different disciplines, this team is engaged in research, capacity building and advocacy initiatives.

During 2007-2011, CMS Social worked on 31 projects on issues such as, education including Right to Education (RTE), employment and livelihoods, health especially mother and child health, food security and nutrition among many other issues of concern. The success of these studies has been largely because of the use of innovative and participatory research approaches. This has enhanced the team’s ability to deal with large projects in a comprehensive manner without compromising on quality and attention to detail.

**AREAS OF EXPERTISE**
- Monitoring & Evaluation
- Policy review
- Developing index on key human development indicators
  - Poverty Index
  - Food Consumption Score
  - Human Capital Score
  - Disaster Preparedness Index
- MIS database creation

**AREAS OF WORK**
**Development:**

**Education:**
- Right to Education, Adult Education (Total Literacy Campaign, Post-Literacy Programme, Continuing Education Programme, Jan Shikshan Sansthan), Elementary Education (Sarva Shiksha Abhiyan-SSA) and Higher Education

**Health:**
CMS Social - Significant Contribution

The research and evaluation studies conducted by CMS Social have facilitated programme partners in the process of taking mid-way corrective measures as well as to take a note of the findings in their future programmes.

- Poverty Index Tool
  In the development sector, livelihood and social as well as economic inclusions of marginalised community has been one of the focus areas of CMS Social’s studies. As a Monitoring & Evaluation Consultant to BAIF Development Research Foundation’s Godhan Project, CMS Social team has developed a unique scorecard known as Poverty Index Tool. The tool is to assist the programme implementers to assess the economic status of the families participating in the Godhan project, which aims to implement a sustainable and economically viable cattle development programme to specifically strengthen the role of women in dairy operations and enhance the dairy value chain for farmers through improved infrastructure for better market linkages. The Poverty Index Tool is designed to ensure maximum participation of economically poor households in the project. The tool is user-friendly and can be replicated with some contextualisation in other development projects aiming at inclusion of poor families.

- Well-being Assessment Tools
  CMS Social developed the Disaster Preparedness Index, Food Consumption Score, Household Asset Score and Community Asset Score during Mid-Term Assessment (MTA) of WFP supported livelihood Activities. These index/scores gauged the outcome indicators included in the revised Strategic Results Framework (SRF), post baseline survey (‘07), under the current Country Programme (2008-13). This helped WFP in prioritising its focus areas for better implementation of the activities under the programme.

- Right to Education
  In education sector, CMS through its CMS Social team is amongst the first organisation in India to study the implementation process of 25 percent reservation for Economically Weaker Section (EWS) families under the Right to Education (RTE) Act 2009 in Delhi. The study team interacted with families of children belonging to EWS category as well as other than EWS category. The study sample were from schools belonging to high, medium and low budget schools and brought insightful findings, which will help the policy makers to take corrective measures in the implementation of RTE Act in the coming academic year. The findings of the study were presented in an international conference held in Nepal and were well appreciated by the participants.

- School Voucher-Freedom of School Choice for Parents
  CMS Social as research partner to School Voucher Project in Delhi has helped the implementing partner towards effective monitoring and implementation of the project. The research findings helped the project partner to do advocacy with different state governments to introduce the Voucher System, which will give parents, particularly the socio-economically marginalised ones the freedom to select schools of their choice for their children.

- Guidelines for Evaluation of Skill Development Programmes
  CMS Social has been a regular evaluation partner to Ministry of HRD’s focal programmes to improve the literacy level of the population and to provide vocational skills to socially and economically marginalised sections in India. CMS Social team leader, Alok Srivastava was one of the members in the consultative group constituted to formulate the guidelines for the evaluation of skill development programmes implemented through Jan Shikshan Sansthans (JSS) across the country.

- Guiding Strategic Changes in Health Programmes
  In the health sector, CMS Social has provided support to Ipas India’s intervention towards safe Medical Termination of Pregnancy (MTP). This has been done by providing training to service providers and bringing change in Knowledge, Attitude, Practice and Behaviour (KAP) of community. CMS conducted assessment of public health facilities and baseline, mid-term and end line surveys at the community level. This has helped Ipas India in making strategic changes in their programme intervention.

- Research to Strategise Capacity Building
  In HIV/AIDS, the study of Positive Women Networks (PWN+) for UNICEF helped the UN agency to strategise the capacity building needs of office bearers and members of the networks.

We appreciate CMS Social’s contribution in finalising the parameters and instructions for evaluation of Jan Shikshan Sansthans …

-S. Ramakrishna, Joint Director, Ministry of Human Resource Development.

PARTNERS

Government:
V.V. Giri National Labour Institute, Ministry of Labour and Employment; Directorate of Adult Education, Ministry of Human Resource Development; Ministry of Health and Family Welfare; Ministry of Communications and Information Technology; Ministry of Social Justice and Empowerment.

Bilateral/Multilateral:
United Nations World Food Programme (UNWFP), United Nations Development Fund for Women (UNIFEM) (now UN Women), United Nations Children’s Fund (UNICEF), United States Agency for International Development (USAID), Academy for Educational Development (AED), German Technical Cooperation (GTZ)

Non-Government:
Ipas India, Save the Children, BAIF Development Research Foundation, Microsoft India, Aga Khan Foundation, Datamation Foundation, Indian Society for Agribusiness Professionals, Centre for Civil Society, Quest Alliance, International Youth Foundation
Health as infrastructure facilities. Of human resources as well accessibility and availability health services (AIDS, TB and Malaria) and to evaluation studies related mainly on research and sector, the focus will be education, particularly development, elementary and food security, areas amongst the national and state levels.

CMS Social Team Members

Dr. Suresh N. Kulkarni, Senior Advisor, PhD (Econ.)
Mr. Alok Srivastava, Team Leader, P.S (Rural Development & Management)
Mr. Muntaz Ahmed, Senior Research Manager, MA (Sociology), LLB
Ms. Kirtil Warwadekar, Senior Research Manager, Masters in Population Studies Ms. Chandani Nair, Researcher, MPH (Public Health), MA (Social Work)
Mr. Debananda Mohanta, Research Assistant, MA (Political Science)

Consultants

Prof. (Ms), Swadesh Mohan, Education
Prof V. K. Jain, Statistical Expert
Dr. Sadanand Bag, Dalit and Marginalised Population
Dr. P.K. Dash, Medical Officer
Ms. Anika Amin, Technical-Content Analysis

Internship

Ms. Jildau Borst and Ms. Anouk Jellema, students of Social Work from InHolland University, Netherlands joined CMS Social team to do a research study on, “Street Children and Rehabilitation Policy-A comparative Study of Delhi state and Netherlands.”

Former CMS Social team members

Dr. Subratro Kr. Mondal, Deputy Director (Jun 2007-Feb 09)
Dr. Chitranjan Mishra, Senior Researcher (May 2004-Feb 11)
Mr. Anurag Gupta, Senior Researcher (Jan 2011-Apr 11)
Ms. Diti Swain, Researcher (Sep 2008-May 10)
Mr. Akshay Gupta, Researcher (Jan 2009-July 2010)
Mr. Dileep Maharana, Researcher (Oct 2009-Jan 2010)
Ms. Shashi Rani, Researcher (May 2006-July 08)
Mr. Debosri Brahmachari, Researcher (Sep 2008-April 09)

List of Projects during 2007-11

Development

Monitoring & Evaluation National Consultant for Godhan Project, 2010-15
BAIF Development Research Foundation
Mid-term Assessment of WFP’s Programme on Support to Livelihood Activities, 2010-11
UNWFP
Baseline Study on Socio-economic Status of Mahadalits and Other SC’s in Bihar, 2009-10
UNICEF Bihar state office
Evaluation of UNIFEM’s regional programme for Home Based workers in South Asia, 2009
UNIFEM (now UN Women)
A Quantitative Evaluation of Microsoft-Unlimited Potential Project in Uttar Pradesh, 2010
Microsoft India and Datamation Foundation
A Quantitative Evaluation of Microsoft-Unlimited Potential Project in Gujarat, 2009-10
Microsoft India and Aga Khan Foundation/ AHRPI
Evaluation of UNIFEM’s Regional Programme for Home Based workers in South Asia, 2008-09
UNIFEM India
A Quantitative Evaluation of Microsoft-Unlimited Potential Project in Maharashtra, 2008
Microsoft India and ISAP
A Baseline Study for WFP’s Food for Work (FFW) for Country Program (2008-13), 2008
UNWFP India
An End line Study for WFP’s Food for Work (FFW) for Country Program (2003-08), 2008
UNWFP India
Evaluation of National Child Labour Projects in Uttar Pradesh, 2007-08
V V Giri National Labour Institute, Ministry of Labour and Employment, Government of India

Education

Assessment of the Implementation of 25 Percent Reservation for Economically Weaker Section (EWS) under Right To Education (RTE) Act, 2009 & 2011
Centre for Civil Society
Research Support to Girls School Voucher Project, 2009-13
Centre for Civil Society
An Impact Assessment of Delhi School Voucher Project, 2008
Centre for Civil Society
Evaluation of Jan Shikshan Sansthas (JSS) in Rohakt, 2009-10
Adult Education Department, Government of India
Evaluation of scheme of assistance to agencies for Education in Human Values (EHV), 2008
Department of Higher Education, Ministry of HRD, Govt.
Evaluation of Continuing Education Programme (ABP) in Chittoor district, 2007
Adult Education Department, Government of Andhra Pradesh
Evaluation of Jan Shikshan Sansthas (JSS) in Panipat, 2009-10
Adult Education Department, Government of India
Evaluation of VideoShala Project in Gujarat, 2009
Quest Alliance/International Youth Foundation
Evaluation of Akshara Bharti Programme (ABP) in Guntur district, Andhra Pradesh, 2007
Adult Education Department, Government of Andhra Pradesh
Evaluation of Akshara Bharti Programme (ABP) in East Godavari district, Andhra Pradesh, 2007
Adult Education Department, Government of Andhra Pradesh
Evaluation of Akshara Bharti Programme (ABP) in Krishna district, Andhra Pradesh, 2007
Adult Education Department, Government of Andhra Pradesh
Evaluation of the scheme of assistance to agencies for Education in Human Values (EHV), 2008
Department of Higher Education, Ministry of HRD, Government of India

Health

A baseline survey for Mobile Health Unit Project in Delhi Project “Health Care at the Doorstep, 2010-11
Save the Children India
A Follow-up Facility assessment and Trainer’s assessment survey in Bihar, Jharkhand, Madhya Pradesh and Maharashtra, 2009-10
Ipas India
A Post-Intervention Study on Abortion related knowledge and care seeking behaviour and practice in Jharkhand, 2010
Ipas India
A Follow-up Study on Abortion related knowledge and care seeking behaviour and practice in Jharkhand and Bihar, 2010
Ipas India
SCALE* Demonstration Project in Jharkhand: Addressing Healthy Timing and Spacing of Pregnancy (HTSP) and Youth Health and Fertility, 2008-09
AED and USAID
Review of capacity building needs of members and office bearers of Positive Women Network (PWN+) in Rajasthan, Tamil Nadu and Manipur, 2009
UNICEF India
A Baseline Study on Abortion related knowledge and care seeking behaviour and practice in Jharkhand and Bihar, 2007-08
Ipas India
Facility Survey in Five States, 2008
Ipas India
A Rapid Assessment of Functional Referral Units (FRUs) and 24X7 Primary Health Centres in the state of Chhattisgarh, 2007-08
German Development Cooperation (GTZ Office) and Ministry of Health and Family Welfare, Government of India
A Baseline Study on Abortion related knowledge and care seeking behaviour and practice in Jharkhand, 2007-08
Ipas India

In consonance with the Millennium Development Goals (MDG’s), CMS Social team will continue to focus on providing research, monitoring and evaluation (M&E) support to donor and implementing partners at national and state levels. Amongst the key priority areas will be livelihood and food security, nutrition, women and child development, elementary education, particularly in the backdrop of the RTE Act. In the health sector, the focus will be mainly on research and evaluation studies related to maternal and child health, public health (HIV/ AIDS, TB and Malaria) and health services in terms of accessibility and availability of human resources as well as infrastructure facilities.
We are living in a waste age, with so much pollution and environmental degradation. Film festivals like CMS VATAVARAN makes one aware of duties towards nature.

-Shri Adoor Gopalakrishnan, Eminent filmmaker & Recipient of Dadasaheb Phalke Award (Award Jury Chairperson CMS VATAVARAN)
Programme Evaluations

CMS Environment team has been evaluating government and non-government on environmental education, water and sanitation programmes and natural resource management. These studies have provided important inputs on the progress and impact of these programmes and led to policy changes. Some of these are:

Quality water for rural schools
Focused on rural schools, the evaluation of Jalmani programme was the first-of-its kind study undertaken by CMS Environment. The Jalmani programme was initiated in 2008-09, which aimed to install Simple Stand Alone Water Purification Systems (SAWPS) in rural schools to enable school children to have access to safe and clean water. For the first time, Environment team also carried out the water quality testing of raw and treated water on three major parameters i.e. Iron, Turbidity and Faecal Coliform for assessing the portability of drinking water in rural schools and efficacy of water purification technologies.

Appropriate sanitary facilities in rural India
The evaluation of the huge Rs 400-crore Nirmal Gram Puraskar (NGP) underscored the CMS Environment’s expertise in evaluating such a big and prestigious scheme. This study’s purpose was to assess the impact of NGP on the pace of progress of sanitation availability and usage in the country under Total Sanitation Campaign (TSC) and its related impacts on health, education, gender empowerment, social inclusion in rural areas on different user groups particularly the rural poor.

Listing of every household in 664 panchayats spread across 56 districts of 12 states was a challenging task. Subsequently a sample of more than 30,000 households was covered to provide a national level impact assessment report on NGP.

Enhancing environment consciousness
The assignment was to evaluate the effectiveness and impact of the activities undertaken in Karnataka and Himachal Pradesh under the Indo-Norwegian Environment Programme (INEP) implemented during 1997-2006. The review also determined the overall impact of the INEP intervention. The programme evaluation involved collecting credible evidence that indicates the achievement of the larger INEP goal. On the whole, the INEP intervention was considered successful in providing the necessary push to enhance environmental consciousness among the decision makers and the masses, besides leaving some specific policy marks.

The research findings established the fact that INEP grant facilitated policy changes. For instance Himachal Pradesh became the first state to ban the use of plastic bags and have been able to prioritise solid and bio-medical waste management issues. The study also concluded that Government of Karnataka has made specific policy, institutional and technology developments through INEP programme such as amendment of building by-laws making Rain Water Harvesting (RWH) mandatory in all new buildings, creation of lake development authority, adoption of bio-reactors, development of technology for industrial waste, and adoption of RWH systems in Karnataka’s villages and schools.

Creating a Sanitation Marketing Supply Strategy for Rural India
The study undertook case studies of functioning and non-functioning rural sanitation marts and production centres (RSM/ PC) set up under the Total Sanitation Campaign (TSC), a national flagship programme for sanitation by the Govt. of India. It was for the first time in the country that the marketing supply chain in rural areas was studied in such detail to understand factors contributing to or constraining economic viability and sustainability of these units.

This study resulted in the creation of the country’s first sanitation supply chain marketing strategy and benchmark road map for viable and sustainable model of delivery mechanism for toilets.

Climate Change Knowledge and Youth
The UK-India Education and Research Initiative (UKIERI) started in April 2006 with the aim of enhancing educational links between India and UK. The study intended to examine attitudes relating to climate change among young urban and rural groups aged 16-25 in two Indian states and two UK counties. By its very design and scope, the study sets precedence for further studies designed to evaluate attitudes and practices of rural and urban youth towards climate change issues.

The study pointed out the importance of conducting such campaigns on a sustained basis rather than building them up as one-off flash events to ensure sustained engagement with the people and hence, bring about attitudinal changes in them towards the critical issue of climate change. Significantly, it pointed out that only when climate change communication happened to be in the language of the people and was aligned spoke to the people in their language and was aligned directly with their concerns with mitigation and adaption strategies that are able to bring about a positive change in their lives, would such communication be truly effective.

CMS VATAVARAN

One of the most popular initiatives of CMS Environment team is the CMS VATAVARAN-India’s premier environment and wildlife film festival and forum. CMS VATAVARAN is a pioneering enterprise initiated by in 2002 to encourage environment films and forums that result in perception, practice and policy change. (www.cmsvatavaran.org)

In the year 2007, the Environment team opened the competitive edition of CMS VATAVARAN to filmmakers from other countries. In the opening year, the festival received 58 entries from 20 countries. Between 2007 and 2011 CMS VATAVARAN, two editions of the travelling festival was organised in 15 cities, reaching out to around 150,000 people and bringing over 250 like-minded and new organisations on this green platform. The 2010 travelling festival saw the participation of more than 95,000 people in 8 cities of the country. The 6th competitive edition of CMS VATAVARAN was organised from December 6-10, 2011 at New Delhi on the theme of Biodiversity Conservation.

The Ministry of Environment and Forests, (MoEF) Govt. of India has been a Principal Partner in this initiative since its inception. Partnership is the hallmark of CMS VATAVARAN. The MoEF and the Royal Norwegian Embassy have been great pillars of support to CMS VATAVARAN.

Many thanks for sending this report. It’s excellent!!! There are very useful comparative data on availability of facilities, functionality and GHD events. Thanks again for accommodating this very insightful analysis, within the larger Jalmani study. Mamita Bora Thakkar, WASH Specialist, UNICEF
This festival has also successfully managed to encourage public-private partnership to promote environment consciousness. HSBC, RNE, SIOA, Indian Oil, BHEL, UNDP, ZEE News, ITC Welcomgroup, Embassy of Sweden, American Centre, Bhagdari, PVR NEST, Embassy of Netherlands, NMNH, Shri Ram School, IHC, INATCH, TVEAP, Oxfam, Climatemetorks, WWF, IFEJ, Climate Consortium, Embassy of Denmark are just some of our well known partners.

Impact and Legacy of CMS VATAVARAN

Emerging green filmmaking destination: CMS VATAVARAN has successfully positioned India as a fast emerging destination for environment and wildlife filmmaking. The growing interest of the international filmmakers can be gauged from the fact that 366 environment films were received from 23 countries and 20 Indian states in the 2009 festival.

International presence: This path breaking festival which has stimulated production of high quality conservation films in the country has an international presence today. The participation of foreign nationals has helped Indian filmmakers to benefit in several ways. The Indian filmmakers received exposure to latest camera, technology editing softwares, audio recording devices and avenues and opportunities for co-productions in India as well as abroad. The international filmmakers have benefitted from CMS VATAVARAN platform by tying up with Indian filmmakers for co-productions and outsourcing assignments.

Stimulated production of high quality films: CMS VATAVARAN is the only film festival which gives cash awards (total award money in 2009 was Rs. 20 lakhs) to Indian filmmakers to promote filmmaking as a profession in the country. The elaborate, transparent and rigorous selection process involving more than 50 experts is to recognise high quality films and thus raising the standards in every competitive festival.

Nurturing new breed of alternate filmmakers: Filmmakers associated with the festival in the initial years continue to patronise this evolving festival, now among India’s best, while a number of new filmmakers are joining forces with this international endeavour. In 2007, 51 new filmmakers participated in the competition and 89 new set of filmmakers have sent film entries in 2009.

Forming grassroots level networks: In addition to the competitive film festivals, 34 festivals in 26 cities have been organised in the country till 2010. The unique travelling film festivals have successfully created a strong network of environment groups, schools, colleges, eco-clubs, NGOs in the country.

Creating green ambassadors: CMS Environment Forum works towards long-term capacity-building for various stakeholders who in turn act as the advocates of the green movement in their respective regions. “Green Heroes” felicitated by CMS also continue the conservation movement in their areas with our support.

Large scale reach: CMS VATAVARAN has reached out close to over 200,000 people (during two competitive editions-2007 and 2009 and two travelling editions 2008 and 2010). It has the widest reach-the only festival in India that has both nationwide reach and international scale and standards.

Environmental Education

CMS Environment team has organised a number of interesting activities with various schools, colleges and civil society groups to bring environment issues to attention. Such events included Low Carbon Campaign for Commonwealth Games, 2010, Greening Young Minds… Towards a Better Future, Friendship Cup 2009 and Production of Film “Sparkling Wonder: Lakes and Wetlands of India”.

Enriching green curriculum of Indian schools

A picture, it is said, is worth a thousand words. This is the idea behind creating “Greening Young Minds…Towards a Better Future” a compilation of 10 best films on environment and wildlife in both Hindi and English. The compilation provides educators with an effective tool to raise awareness among children on environmental issues, lucidly, through brilliant moving images and animation. This package was distributed amongst 10,000 schools which have functional eco-clubs (a countrywide programme of the Ministry of Environment and Forests, Govt. of India popularly known as National Green Corps-NGC). This special compilation was accompanied with a booklet, which had summaries, highlighting the subject and message of each film.

This initiative aimed at empowering schools spread over 488 districts, in 30 Indian states, with curriculum aide necessary to provide quality environmental education experience. Such material could also be well-utilised by the institutions on special occasions such as World Environment Day, Wildlife Week and Earth Day to help reinforce the message of environment conservation.

Commonwealth Games 2010: Low Carbon Fairs

The XIX Commonwealth Games were held in New Delhi from October 3-14, 2010. Creating awareness on ‘low carbon practices’ was the primary objective of this Commonwealth Games (CWG 2010). This project supported and strengthened the CWG organising committee’s initiatives on low carbon practices before, during and after the Games. With the UNDP-GEF’s support, it aimed to develop and promote a low carbon campaign for the 2010 Commonwealth Games as a means of inducing a behavioural change amongst the citizens, athletes and visitors for the adoption of environmentally sustainable practices. CMS Environment designed and conducted “low carbon fairs” to create awareness on low carbon practices especially among school and college students in five cities i.e. Hyderabad, Port Blair, Shimla, Shillong and Thiruvananthapuram along the Queen’s Baton Relay national route. As part of the CWG 2010 Low Carbon Fairs, a series of interactive activities were organised, including:

• Capacity strengthening of more than 150 school teachers in the five cities. They were trained to make environmental science classes more interactive with students.
• 29 Green Heroes, who have worked relentlessly at the ground level on environmental issues, were felicitated. They will act as Green Ambassadors to take forward the message of low carbon practices.
• More than 2500 young citizens of India were involved in various creative competitions, educational tours and workshops. The activities organised will help in inducing behavioral change towards low carbon practices amongst youth.
• Sensitisation of young artists through creative competitions, which included photography, painting, clay modeling, filmmaking, etc.
• For the first time armed forces personnel and NCC cadets were involved in large numbers in various activities in Shillong and Thiruvananthapuram as part of the Low Carbon Fair. Senior officials also showed their interest in organising these activities from time to time.
• Ecotours were organised for school and college students. The participating institutions appreciated the concept of ecotour and agreed to regularly organise these educational tours for their students.
• Green film packages were distributed to partners, schools, teachers, universities/ colleges and guests.

I wish to congratulate and appreciate your team efforts in putting forth many pressing environmental issues through small green films, so as to sensitise young minds to the various global problems that need immediate attention. Films are a strong medium to sensitise young minds and hence very effective. Each and every film of the package is very beautifully made and informative. We have already started showing these films to our students of all classes and they are enjoying it. The message of Conservation, Protection and Preservation is made very clear and hence we are sure that they will adopt environment friendly measures and be an inspiration to others as well.

CMS Environment also works towards enhancing corporate understanding and responsibility on environmental issues through their unique and innovative employee engagement programmes launched in the year 2008. It has successfully conducted employee engagement programmes for HSBC India, Disney and other corporate houses throughout the country. Focussing on environmental issues in the immediate neighbourhood, through various indoor, outdoor and web-based activities, employees were involved by contributing their time and skills with their company’s encouragement and support. These engagements have helped in raising public awareness and understanding about environment conservation issues and empowering people to become active agents of sustainable and equitable development.

CMS Environment has initiated innovative corporate programmes since 2008. The number of participants in employee engagement programme has gone up from 1,500 executives in 18 cities in the launch year to 7,572 participants in 29 cities in the year 2010.

**Disco India (2010)**

CMS Environment and Disney India came forward for the green cause for sustainable community development in Bangalore, Chennai, Delhi and Mumbai. Activities included plantation, rainwater harvesting, renovation of temple tank, renovation of national park infrastructure, among others. More than 250 volunteers, nature enthusiasts, Disney employees, CMS employees, school students and general public participated in the ground activities.

Also, CMS Environment has been providing resource and inputs to Ministry of Environment and Forests on their various communication strategies and activities. In 2000, Ministry of Environment and Forests (MoEF) designated CMS as an Envis Centre to facilitate information dissemination and further the cause of environment awareness and sensitisation. A separate space in its campus has been allocated to house documentary films, spots/public service messages, info-mercials, quiz programmes, jingles etc. on environmental and wildlife issues.

The series of workshops on sustainable transport system issues like fuel efficiency, non-motorised transport (NMT) and Ahmedabad BRT was the first such attempt in the country to have a focused discussion on these topics in print media. More than 20 experts from different parts of the country and institutions such as IIT, ARAI, and ITDP brainstormed, at the workshops on issues related to fuel efficiency, Non-Motorised Transport (NMT) System and Bus Rapid Transit (BRT).

Around 50 senior journalists holding positions such as assistant editors, deputy editors and bureau chiefs participated in these media workshops. They were exposed to the technical and administrative aspects of the issue through interactions with the experts. Such interaction resulted in the initiation of a dialogue on the issue of sustainable transport system and informed reporting in the media. The workshops resulted in some enriched and important stories on topics ranging from NMT to problems in public transport system, energy conservation, pollution, need for BRT etc.

**CMS Environment Week celebrations (2008, 2009 and 2010)**

CMS Environment has been invited by HSBC since 2008, to conduct environmental awareness and engaging activities for its employees, customers/clients and families on the occasion of World Environment Day, every June.

In 2010, the environment week was organised across 27 locations covering 50 HSBC branches and 25 business departments. Overall 7306 participants including HSBC employees, customers, clients, children and families participated in various interactive environmental activities. Seventeen activities in all were conducted which included film screenings, energy conservation initiatives, recycle your waste, t-shirt painting competition, theme quiz, beach cleaning, etc. The total volunteering hours were 10,955.

In 2009, CMS Environment conducted a total of 36 environmental activities in 46 branch offices of HSBC India across 24 cities for its employees, children, customers and their families. The theme was “Banking on Survival” and the focus was “River Dolphin”. Activities included green 20-20, talk on green buildings, environmental games, finger licking, dumb charades, beach cleaning, vermi-composting, folk theatre, etc. These activities had excellent participation and were welcomed by HSBC employees. In total, 221 activities were held involving more than 5000 participants.

The first World Environment Week for HSBC India was organised from June 5-20, 2008 in 27 branch offices all over the country. The activities organised included green film screening, expert talks, nature trail, signature campaign, painting competition, quiz on global warming etc.

I congratulate CMS for taking forward the green initiative. HSBC is proud to be associated with you in your efforts, particularly of bringing children in to the fore of environment awareness through films and catalogue on young strokes on climate change.

-Naina Lal Kidwai, Group GM and Country Head of HSBC India

CMS Envis centre reaches to more than 5000 individuals and organisations and has a circulation of over 7690. CMS Envis centre also presents impressive on-line databases of approximately 42,910 news items, around 1224 advertising agencies and over 5238 audio-visual programmes, 2934 web links along with 1832 environment filmmakers, 271 plus environment print and electronic journalists.

In 2007, the Audio Visual Resource Centre (AVRC) - a state-of-the-art archive of documentaries, films and audio spots on environment and development issues was setup. It also archives the master copies of the audio visual resources produced by the Ministry of Environment and Forests (MoEF), Govt. of India. The centre collects, collates and archives these valuable resources held by dispersed organisations and individuals with an objective to disseminate the materials to connoisseur, TV Channels, concerned organisations, educators, schools, laypersons etc. all over the country. The CMS AVRC computerised catalogue is available online at www.cmsindia.org/cmsavrc.

I am so happy to have scored highest in the online quiz. But really, the biggest joy was in the participation in the events-viewing short films on river dolphins, taking part in the quiz and T-shirt painting competition. These required me to read up quite a lot on the river dolphin and I enjoyed every bit of the learning process.

-Devyani Ghosh, VP-ORC, Asia Pacific, HSBC

Promoting knowledge and awareness about how climate change is affecting our lives around the globe is obviously an important pillar in fighting its negative consequences. CMS is certainly contributing to this through very powerful and effective film medium and seminars and workshops on climate change. I am sure that it has significant contributions to outreach and awareness generation on environment and development issues.

was done on future projections of can be linked with the work that report with great pleasure and I have read the YAMUNA -anne Feenstra M. arch,Kabul and Kholm Technology Communication (NCSTC) National Council for Science & Salim Ali Centre for Ornithology and Andhra Pradesh National Green Corps Andhra Pradesh Forest Department (MPCB) Bodies State Governments and Autonomous Bodies Department of Environment and Forests, Government of NCT of Delhi Prasar Bharat Ministry of Environment and Forests, GOL Environment Protection Training & Research Institute (EPTRI), Hyderabad Institute for Human Development (IHD) Institute of Management Studies and Training Indian National Trust For Art and Cultural Heritage (INTACH) National Museum of Natural History Department of Drinking Water Supply, Ministry of Rural Development, GOL

State Governments and Autonomous Bodies Maharashtra Pollution Control Board (MPCB) Agartala Municipal Council Andhra Pradesh Forest Department Andhra Pradesh National Green Corps Salim Ali Centre for Ornithology and Natural History (SACON) National Council for Science & Technology Communication (NCSTC) Ladakh Autonomous Hill Development Council, Leh Madhya Pradesh Ecotourism Development Board Pune Municipal Corporation Leh Nutrition Project Tripura State Pollution Control Board (TSPCB) University of Hyderabad Tripura University Bharati Vidyapeeth Institute of Environment Education and Research, Pune Association of Municipalities and Development Authorities (AMIDA) Department of Environment & Forests, Govt. of Bihar Department of Human Resource Development, Govt. of Bihar Department of Language, Art & Culture, Shillong Department of Museums and Zoos, Govt. of Kerala Department of Forest & Environment, Government of Jharkhand Dept of Information, Cultural Affairs, Govt. of Tripura Environment Management Agency, Govt. of Kerala Forest Department, Himachal Pradesh Indicorps, Ahmedabad Industrial Infrastructure Development Corporation, Odisha Gujarat Ecological Education and Research (GEEER ) Kerala State Biodiversity Board Kerala State Council for Science, Technology and Environment (KSCSTE) Kerala Forests and Wildlife Department, Kerala Orissa Mining Corporation, Odisha Orissa State Pollution Control Board, Odisha National Institute of Science Education and Research, Bhubaneswar Urban Affairs Department, Govt. of Meghalaya State Council of Science, Technology and Environment (SCSTE), Meghalaya Meghalaya Non-Conventional and Rural Energy Development Agency NEEDS, Shillong

Civil Society Organisations and Foundations Commonwealth of Learning (COL) India Habitat Centre International Federation of Environmental Journalists (IFEJ) PVR Nest, New Delhi CINEDELVE-A Film Society, Agartala

Kalpavriksh Environmental Action Group Wild Portraits Ford Foundation Peace Institute Ofxfam India World Wide Fund for Nature (WWF) Inner Wheel Club, Ahmedabad Manav Adhikar Seva Samiti (MASS), Odisha Wild Orissa, Odisha Wildlife Society of Orissa, Odisha Young Explorers Track Innovators (YETI), Ahmedabad Royal Norwegian Embassy (RNE)


Media Organisations 1takemedia.com Academy of Animation and Gaming (AAG), Noida TVE Asia Pacific ZEE News 94.3 my FM, Bhopal HFS Himalayan Films Studio, Leh Nav Duniya , Bhopal PBL Nazar, Ranchi Sakal Media Group, Pune The Hindu, Coimbatore Tripura Info TV9, Coimbatore Dainik Bhaskar, Shimla Gujarat Samachar Himaramni, Shimla Media Plus, Shillong Meghalaya Daily The topics covered in the CMS ENVIS newsletter like brief information on the environmental issues rose through different Medias, media analysis of the environment and wildlife stories are very useful and first of its kind. The efforts carried out by your team to publish such an informative newsletter are really appreciable.

- Sujit Narwade, Scientist-In-Charge, BNHS, Mumbai

Partners

Multilateral and bilateral organisations

- Anne Feenstra M, Arch, Visiting Professor SPA Delhi, Principal AFRI architects Kabul and Kholm
Future Plans

The key areas of concern and focus for CMS Environment team are climate change, water, sanitation and biodiversity. The CMS Environment team is accelerating efforts in garnering domain knowledge on water and sanitation for setting up of the “Research Centre on Water and Sanitation” in 2012. CMS Environment team is consolidating its Environmental Education activities with the initiation of the Disney signature programme “Friends for Change”, involving 50000 students. This team will also establish in 2007.

CMS VATAVARAN is aimed at becoming a popular market place for filmmakers along with maximising reach and participation through forums and films. Expanding its horizons, CMS Environment’s new proposal “Green Jobs”— will empower and provide employment to 10,000 poor youth in various sectors.

List of Projects during 2007-11

| Assessment of the Jalmani Programme (Stand Alone Water Purification System-SAWPS) in Rural India, 2011 | UNICEF |
| Sanitation Status Survey in Rural Schools, 2011 | UNICEF |
| Assessment Study of Impact and Sustainability of (NGP) Nirmal Gram Purashak, 2010-2011 | Department of Drinking Water Supply, Ministry of Rural Development, GoI |
| Communicating Climate Change in India and UK: A Reception Study, 2009-2011 | British Council and University of Siting, UK |
| Feasibility Assessment Survey for the Employment of BPL Youth in Sectors of Housekeeping and Retail Management, 2010 | CMS Environment Syndicated Research |
| Sanitation Status Survey in BPL Households in Uttar Pradesh and Haryana, 2010 | CMS Syndicated Research |
| Use of Foot Over Bridges (FOBs) in Delhi, 2010 | CMS Environment Syndicated Research |
| Waste Management Survey in Rajdhani Trains, 2010 | CMS Environment Syndicated Research |
| Feasibility Study for Inclusion of Environment Management Programme in B.ed Colleges, 2010 | CMS Environment Syndicated Research |
| Knowledge, Attitude and Practices (KAP) on Global Warming and Climate Change, 2008-2009 | WWF India |
| Study Sanitation Supply Chain in Rajasthan-Total Sanitation Campaign, 2008-2010 | UNICEF |
| End Review of (INEP), Indo Norwegian Environment Programme, 2009 | Peace Institute and Ford Foundation |
| Corporate Sustainability Campaigns Assessment, 2009 | CMS Environment Syndicated Research |
| 3rd Travelling Edition of CMS VATAVARAN: Environment and Wildlife Film Festival and Forum, 2008 | Ahmedabad, Bhubaneswar, Jaipur, Lucknow, Pune and Ranchi |
| 5th Competitive Edition of CMS VATAVARAN: Environment and Wildlife Film Festival and Forum, 2007 | Shimla, Delhi, Kolkata, Bangalore, Mumbai and Chennai |
| Disney India Voluntears Day, 2010 (New Delhi, Chennai, Mumbai, Bangalore and Kolkata) | CMS Environment Syndicated Research |
| World Environment Week, 2010 | HSBC India |
| World Environment Week, 2009 | HSBC India |
| Low Carbon Campaign for Commonwealth Games, 2010 | HSBC India |
| Friendship Cup 2009: Get to know Switzerland better and friendship in Diversity | UNICEF |
| Production of the Film “Sparkling Wonder: Lakes and Wetlands of India”. The film screened the inaugural programme of TAAL-12th World Lake Conference hosted by India, 2007 | Ministry of Environment and Forests, GoI |
| CMS ENVIS Centre on Media and Environment, established in 1999 (www.cmsenvis.org) | Ministry of Environment and Forests, GoI |
| Audio-Visual Resource Centre of all the audio visual spots, documentaries, and television serials produced by the Ministry of Environment and Forests, Government of India, established in 2007 | Ministry of Environment and Forests, GoI |
| Promoting Concerns and Commitment in Media on Urban Mobility Issues, 2011 | ClimateWorks, USA and Shakti Foundation |

CMS Environment Team Members

Ms Aika Tomar, Director-Programmes and Operations, Pursuing Ph D (Communicating Climate Change)  
Ms Ashwini Sinha, Deputy Director, MBA, BA Hons (Economics)  
Ms Priya Verma, Senior Manager, MBA, B Com  
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Ms Snehal Shah, Senior Research Associate, MA, BAMS  
Mr Sundep Srivastav, Project Manager, Diploma in Russian Language, Diploma in Theatre Arts, BA  
Ms Divya Sharma, Project Manager, M Sc, MBA, B Sc  
Mr Gajendra Rai, Manager-Research, Pursuing MA (Sociology), MA (English), BA  
Mr Rohit Singh, Manager-Research, M Sc (Environmental Sciences)  
Mr Vishwajit Ghoshal, Senior Project Executive, Pursuing CS, BA (Economics)  
Mr Anvash Ujjwal, Senior Research Executive, Pursuing MA, PGD TV Prod and Electronic Journalism  
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Mr Sanjay Negi, Executive-Communication and Knowledge Management, BA  
Mr Raju Yadav, Assistant Computer Operator, BA

Former CMS Environment Team Members

Dr S D Nair, Advisor (2009-2010)  
Ms Mou Biswas, Project Manager (2006-2007)  
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Ms Pratiksha Gogia, Researcher (2009-2010)  
Mr Shantanu Das, Researcher (2008-2009)  
Mr Ajay Singh Rawat, Assistant Computer Operator (2009-2010)

Consultants

Ms Amlendu Bikash Paul (Wash Specialist)  
Ms Bijaya Sharma, Editor  
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Dr Dilip Biswas (Former Chairperson, CPCB)  
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Prof Murari Lal (Regional and Local Climate Change and Adaptation)  
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Mr Sanjeev Sharma (Environmental Management and International Development cooperation)  
Ms Seema Bhatt (Biodiversity, Livelihoods and Ecotourism)  
Dr Sukumar Devotta (Environmental Engineering and EIA, Former Director, NEERI)  
Dr Sumana Bhattacharya (Climate Change Adaptation)  
Mr Tapann Chowdhury (Water and Sanitation and Disaster Management)

Internship

Ms Rosalie Sangenito, School of Communication, Northwestern University, Illinois, USA  
Ms Akanisha Soray, Chandigarh

I would like to thank you and the CMS Environment team for producing a very good final report for the Sanitation Supply Chain Study in Rajasthan. We had some learnings along the way, and the final report captures your study extremely well. So well that the Principal Secretary PHED Rajasthan is eager to support the recommendations you propose.

-Kathryn Harries, MEngSc, PGCert (WEDC), Water and Environmental Sanitation Specialist, State Office for Rajasthan, UNICEF India
Thank you for being a real research support partner, who has challenged us, supported us and understood our limitations and potential. I am sure we will work together in the future…

-Sonal Khan, Country Director-India, Breakthrough

Engaged in studying and analysing the communication and media environment, the CMS Communication team aims at strategic use of media and communication tools for effective execution of development programmes. This process takes the form of independent research, technological diffusion & ICT use studies, publications, policy consultation events and creating platforms for experts and stakeholder interactions.

This team has developed extensive expertise in supporting development communication initiatives in India as a Research Support Partner. It specialises in suggesting innovative methodologies to measure direct and indirect impact of communication campaigns and provide evidence based midterm corrections in interventions.

In the time span of 2007-11, CMS Communication has been engaged in 36 projects of diverse scale. The fact that this team has often played a key role in the evolution of communication and media strategies for leading National and International organisations; is a testimony to its expertise and concerns.

Areas of Expertise
- Monitoring & Impact Evaluation
  - Development Campaigns & Public Service Messages
  - Entertainment Education
- Communication Strategies
- Analysing Content and Cataloguing IEC Materials
- Pre-testing Creatives and Storylines

Areas of Work
Development:

Education:
- Right to Education, Girl's Education, Sarva Shiksha Abhiyan-(SSA)

Health:
CMS Communication - Significant Contribution

An all women’s team with young dedicated enthusiastic researchers, CMS Communication has made remarkable contribution in the field of development communication in the country.

- Supporting Development Communication Initiative through Research
- Pretesting before final production of communication materials
- Working with children
- Review of communication strategies, materials, episodes and IEC initiatives
- Policy Studies and Regulatory Inputs

CMS Communication has been playing a critical role of being the Research Support for communication programmes. Starting from formative research for identifying the issue, baseline study for benchmarking the knowledge attitude and practices on the indicators around the issue; monitoring the progress through periodic evaluation of the campaign to measuring its impact on the benchmark indicators through end line evaluations.

Using innovative qualitative and quantitative research methodologies the CMS Communication team has successfully documented the impact of development communication endeavours specifically the Entertainment-education (EE) in India. The critical observations made by the CMS Communication team have helped the Partners make necessary changes in their strategy, design, funding, format which has shown positive results and outcomes.

For example, for the UNICEF initiative “Kyunki jeena isi ka naam hai…”, CMS Communication was involved in providing audience feedback as inputs towards improving dialogue, cast and script. The strategy to introduce an interactive format of reading out selected audience letters on the show was also based on CMS inputs. This critical decision recognised the involvement of audience and drastically increased the fan mail.

CMS Communication conducted Rapid Audience Assessments of the Bell Bajao Campaign on Domestic Violence. Based on these assessments, CMS Communication suggested to Breakthrough a more interactive and strategic use of funds to have larger impact through Video vans.

CMS Communication also conducted impact evaluation of Gali Gali Sim Sim, the India version of Sesame Street of the US. It was a first of its kind study where children in the age group of 6-8 years were interacted to collect their perception about the characters, components, and format of the programme. To understand the impact of such programme on children below the age six of the parents of the kids were interviewed. The suggestion that evolved from the survey helped the partners to change the timing of the show to reach out to more children of that age.

CMS Communication team reviewed communication strategies and materials of major vector borne diseases of India, HIV/AIDS and other developmental issues and suggested Communication strategies for better reach and impact, making optimal use of the available resources.

Content analysis of episodes of television and radio programmes, Entertainment Education (EE) serials, news and materials is one of the team’s expertises. The Communication team has developed unique methodologies and successfully used them for comprehensive analysis of content. The team have language experts who are experienced in conducting content analysis.

Analysis of content and formats of different programmes done by CMS has helped the Partners in restructuring their programme format for making it popular, entertaining and educative. The findings from “Content Analysis of episodes of Kyunki Jeena isi Ka Naam Hai… the EE Soap” have guided the episode scriptwriters to maintain the balance of EE in the serial, to understand what works with the audience and what impacts the audience most.

Media Monitoring of Development issues

Going beyond the traditional method of quantitatively analysing news CMS Communication team offered customised services to government and bilateral agencies. Through qualitative analysis of print & television news, CMS Communication team has tracked portrayal of development issues, their coverage patterns, formats and innovations. The analysis has helped the government and other agencies to design their media advocacy initiatives.

A pioneering work of the communication team is documenting ‘Media Response to HIV in Six countries of Asia’ including Cambodia, India, Indonesia, Laos, Thailand and Vietnam; conducted on behalf of Commission on AIDS.

CMS’s analysis of ‘How HIV gets maximum coverage in news’ helped UNICEF design their 360° Media Advocacy Campaign in four states of Rajasthan, Madhya Pradesh, Orissa and West Bengal on Maternal Mortality Reduction issues.

Policy Studies and Regulatory Inputs

CMS Communication team members have been regularly providing inputs and feedback to several communication and media related policy issues to the various ministries and international bodies.

- CMS reviewed the Tobacco Advertising, Promotion and Sponsorship (TAPS) in South & South East Asian Countries and their compliance to WHO Framework Convention on Tobacco Control (FCTC). The first of its kind study in striving to identify the FCTC compliance of TAPS regulations in South & South East Asia and the challenges and opportunities was conducted by CMS for Health Bridge.

- The study covered 10 countries including Bangladesh, Bhutan, India, Indonesia, Maldives, Myanmar, Nepal, Pakistan, Sri Lanka and Thailand.

- CMS also wrote an analytical paper for the Standing Committee of Copyright and Related Rights, World Intellectual Property Organisation (WIPO) Geneva on ‘Socio Economic dimensions of the Unauthorised Use of Signals’.

- CMS was represented in the Committee created by the Ministry of Information and Broadcasting for drafting the Guidelines for Self Regulation in Broadcasting Sector and the Content Certification Rules.

- CMS also organises international level debates and brings out publication on regulatory issues in Indian Media.

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CMS Report 2007-11

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CMS Faciliates

UNICEF appreciates the commitment and dedication of the Communication team that worked on the assignments and produced the high quality studies. We especially appreciate your technical competence, able leadership and clear communication with us in order for the assignments to be completed on time and with high quality.

Ms. Alka Malhotra;
Communication for Development Specialist, UNICEF

UNAIDS, UNICEF (Regional Office for South Asia (ROSA) & India), UNICEF Office for Uttar Pradesh (UNICEF UP) & Andhra Pradesh (UNICEF AP)

State Government:
Andaman & Nicobar State AIDS Control Society, Andhra Pradesh State AIDS Control Society (APACS), Kerala State AIDS Control Society (KSACS)

State Government:
Andaman & Nicobar State AIDS Control Society, Andhra Pradesh State AIDS Control Society (APACS), Kerala State AIDS Control Society (KSACS)

Non-Government:

Creative & Advertising Agencies:
IN TV, Miditech Pvt. Limited; Mudra; Sesame Workshop India Ltd., DDB health and Lifestyle, Ogilvy & Mather, Futures Group, JWT (Thomson Social), RASSWAMY BBDO

International Associations and Agencies:
INTERNEWS, World Vision India

CMS REPORT 2007-11

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International Associations and Agencies:
INTERNEWS, World Vision India

CMS REPORT 2007-11

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List of Projects during 2007-11

April 2007-March 2008
Concurrent Monitoring of Television News Channels for Analysing the Coverage of Issues and Concerns of Minorities, 2007-08. National Commission for Minorities
Evaluation of IEC activities under National Leprosy Eradication Programme (NLEP), 2007-08. Ministry of health and Family Welfare, Central Leprosy Division
Pilot Assignment for Benchmarking Media Response to HIV in Asia, 2007-08. Commission on AIDS in Asia
Baseline Survey before launch of “Bell Bajao” Multi Media Campaign on Domestic Violence and HIV/AIDS, 2007-08. Breakthrough

April 2008-March 2009
Impact Evaluation of Anti-tobacco campaign, 2008-09. Public Health Foundation of India (PHFI)
Impact Assessment of films on four different issues namely Child Sex Abuse, Maternal Mortality, Gender & Sexuality and Sex Selective Abortion, 2008-09. Public Service Broadcasting Trust (PSBT)
Impact Evaluation study on Flagship Programmes by Prasar Bharati (Doordarshan and All India Radio) across all states in India with a sample size of 12,800 respondents, 2008-09. Prasar Bharati
Intervention Assessment & Concurrent Monitoring for the ‘Facts for Life’ Entertainment-Education Drama Serial ‘Kyunki Jeena Issi ka Naam Hai’ (Phase-1), 2008-09. UNICEF
Pre-test of TVC’s and radio spots on Polio Ravivaar, (National Immunisation Campaign in North India) in Uttar Pradesh for UNICEF, 2008-09. UNICEF
Round 1 Rapid Audience Survey among audience of ‘Bell Bajao Campaign’, 2008-09. Breakthrough
Tobacco Advertising, Promotion and Sponsorship Across South and South East Asia-Challenges and Opportunities, 2008-09. Health Bridge

April 2009-March 2010
Intervention Assessment & Concurrent Monitoring for the ‘Facts for Life’ Entertainment-Education Drama Serial ‘Kyunki Jeena Issi ka Naam Hai’ (Phase-1), 2009-10. UNICEF
Baseline Survey for CEQUIN campaign on ‘Make Delhi Safe for Women’, 2009-10. CEQUIN
Pre-test of TVC’s on ‘Men Use Toilet’, 2009-10. CEQUIN
Pre-test of two creative options on ‘Hand Washing with Soap’, 2009-10. UNICEF
Pre-test of TVC’s on ‘Protection of Water Sources’, 2009-10. UNICEF
Pre-test of Creative Materials on H1N1, 2009-10. UNICEF
Pre-test of TV spots on ‘Age of Marriage’, 2009-10. MUDRA
Six rounds of Pre-test ‘Meena ki Duniya’ Radio programme Episodes, 2009-10. UNICEF
Baseline Study before the broadcast of ‘Meena Ki Duniya’ Radio Programme in Uttar Pradesh, 2009-10. UNICEF UP

Pre-test of TV spots on ‘Use of Various Contraceptive Methods,’ 2009-10. Futures Group
Round 2 Rapid Audience Survey among audience of “Bell Bajao Campaign,” 2009-10. Breakthrough TV
‘Access, utilisation and quality of services for the Prevention of Parent to Child Transmission (PPTCT) of HIV in India-2009 NACO
Round 3 Mid Term Review, NACO Pre-test of 42 interactive Facts For Life (FFL) Videos ‘Ammaji Kehti hai,’ 2009-10. IN TV
‘Galli Galli Sim Sim’ impact study, 2010-11. Sesame Workshop India Office
Round 1 & 2 Effectiveness Study of Meena Ki Duniya Radio Programme in Uttar Pradesh, 2010-11. UNICEF UP
Designing and pretest of Pre and Post session evaluation tools for 42 interactive FFL videos ‘Ammaji Kehti hai’-2010-11. UNICEF
Pre-test of Facilitators’ Guidebook and Video Guide for implementing Ammaji Kehti Hai videos, 2010-11. IN TV
Pre-test of AB Polio materials, 2010-11. UNICEF
Pre-test of 10 Kyunki... Theme based Mini Movies, 2010-11. UNICEF

CMS Communication Team Members
Ms Paramita Dasgupta, Team Leader, M Plan, MSC (Geography)
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Ms Suranjana Bhaduri, Senior Research Executive, MA (Sociology), B.Ed
Ms Deempala, Research Executive, MMC
Ms Gayatri Baruah, Research Executive, MMC
Ms Tulsi Gaur, Research Executive, MA (Psychology)

Consultants
Mr. S Narendra, Development Communication Specialist (Former Information Advisor to Prime Minister, Principal Advisor-Planning Commission, Executive Director-RKSWAMY BBDO)
Ms. Adite Banerjee (Journalist and Research Analyst)

Former CMS Communication team members
Ms. Preetibanya Pattanaik, Researcher (Jan 2009-Feb 11)
Mr. V. Manikanadan, Research Executive (Jan 2002-March 2009)
Ms. Ambika Bamesai, freelance Consultant, (Oct 2007-Aug 08)
Ms Chandramalika, Research Assistant (Feb-May 11)
Ms. Mamta Saha, Research Assistant, (Feb 11-July 11)

Internship
Ms. Devaki Nambiar, doctoral student at the Johns Hopkins Bloomberg School of Public Health (Baltimore, MD, USA) under the guidance of Paramita Dasgupta of CMS Communication did her research on ‘youth attitudes towards HIV/AIDS in India’ as part of fulfilling her requirements for William S. Fulbright scholarship, 2007.
Ms. Preeti Deka from Take One School of Mass Communication has completed her three months internship with CMS Communication team as part of her curriculum for MMC, 2009.
Mr. Bishwendu Bhattacharjee, from Dept. of Journalism and Mass Communication, Tripura University did his three months internship on ‘Communication Research’ in 2010.
Over a decade, Centre for Media Studies (CMS) has been doing pioneering research which has deepened our understanding of corruption in various sectors and regions in India over time. Where we relied on anecdotal evidence and conjectures for decades, CMS has been supplying us hard data and quantitative evidence. What is more conscious effort has been made to appreciate the nuances in a complex phenomenon of corruption, rather than indulging in sensationalism and head-line grabbing. For instance, CMS research has established clearly the regional and sectorial variations, and also captured the changing trends and shifting...

...Excerpts from Foreword by Dr Jayaprakash Narain, President, Loksatta Party, for India Corruption Study 2010
The poor fight against corruption, and become victims of the arbitrary use of power. This seventh edition of studies undertaken by CMS (the first came out in 2000) has come at a time when a big campaign has raised its voice against corruption. But this report represents a large section of India, very specifically the poor, the subjects of Bharat who seldom find space in Indian media…

-Ms. Aruna Roy, Renowned Social Activist, President, MKS

**CMS Transparency - Significant Contribution**

This committed team has been providing significant database and momentum to create an responsive governance system in our country.

- **India Corruption Studies (ICS)**
  - **ICS 2010**
    - India Corruption Study the seventh edition and the fourth rounds of studies in the last five years on corruption concerning citizens availing public services and fourth round in the last five years. The 2010 round covered around 10,000 households in rural areas of twelve major states from different geographical regions of India. The four public services covered in this round were public distribution system (PDS), school education (up to class 12th), water supplies and hospital services. These are the services the government claims giving high priority. To brought out a comparative picture, the present report has compared with ICS 2005 round data of only rural households of the eleven states, covered during the round. Tripura was not visited during ICS 2005. This round of CMS India Corruption Study (2010) brings out that compulsions of corruption are not confined to urban or “deep pockets”. The rural and the poor are as much affected of the menace.
  - **ICS 2007**
    - Unlike earlier annual surveys of CMS on corruption in public services, this 2007 round focused on BPL households, mostly in rural India. The coverage of this study include all parts of the country. The study like the earlier ones was based on CMS PEE model that covered 22,728 BPL households availing the 11 selected public services during a year. The services covered include: Public Distribution System (PDS), Hospitals, School Education (up to class XII), Electricity, Water supply, National Rural Employment Guarantee Scheme (NREGS), Land Records/ Registration, Forests, Housing, Banking and Police. The study did not include operational irregularities in the system and corruption that does not involve citizens directly. This India Corruption Study 2007 was designed and conducted by CMS in collaboration with the Transparency International India (TII).

**PEE model**

A unique feature of CMS methodology has been to recognise that corruption has two sides, each sustaining the other and reinforcing itself. One is perception the dimension which is relatively easy to talk about and the second is actual experience of corruption. Perception and experience are often two separate issues requiring separate, but parallel efforts. This model has brought out “the gap” between “Perception” and “Experience”. The other aspect is “Estimation” of total money involved in corruption. It is arguably another tool to sensitise the nation about its seriousness so that corruption is not seen as “high-return-low-risk activity”. This is the “CMS PEE model” for perception, E for experience and F for estimation.

- **Tracking Corruption Coverage in Media**
  - With the help of the CMS Media Lab, this team has been studying the trend in coverage of corruption issues in our news media. This study involves analysis of primetime (7-11 pm) coverage of corruption in front pages of six newspapers (3 English and 3 Hindi), six news channels (4 Hindi and 2 English) and AIR News. Two monographs and numerous media reports covered the findings of this on-going study.
  - The 2010 monograph brought out how coverage of corruption in news media of the country has gone up significantly since 2008. This is in the case of all forms of news media-news channels, news dailies and AIR News. The time devoted for coverage of corruption was much more than the time they devote for coverage of health, education-even put together. The second, monograph in 2011 confirmed that, despite increase in the coverage, “petty corruption involving vulnerable sections of people” is yet to become a concern of the news media. The problem is on scams and scandals rather than for systematic issues and correctness that need to be pursued. The far off and grassroots level corruption hardly figured.

In the last five years, corruption has become a priority of news media. It was less than one percent in 2005/2008. In 2011, it was well over eight percent of prime time and six percent of front pages. But on days of Anna’s fast that coverage went up to over 60 percent of prime time of news channels and mostly live coverage.

- **Electoral Reforms**
  - CMS conducted the first ever-empirical study on cash for vote phenomena in 2008. This data is based on a sample of 18,000 voters from states validated with micro level survey in individual constituencies. The study did not cover other inducements or freebies like liquor or in kind. Only Assembly and Lok Sabha elections have been covered.
  - This CMS study showed the, money for votes is not limited to the poor or rural voters but is a national phenomena spread across rural-urban, rich-poor, different age groups and irrespective of educational levels. The menace was found lower in the Left Front ruled States of Kerala, Tripura and West Bengal than in other States. And it was higher in Tamil Nadu, Karnataka and Andhra Pradesh, where more than 40 percent of voters had received cash for their vote in the polls held in the last 10 years. Even in Delhi, 25 percent of voters received money for their vote. CMS intends to take the study forward in the coming general elections.

- **Cataylising RTI implementation**
  - CMS has been actively tracking and monitoring RTI implementation in the country. Regular studies and field interactions with RTI Activists across the country has resulted in regular writings in media and the Transparency Review journal. CMS has also been consulting with the Information Commissioners and also actively participating in Anna’s invocations to share concerns on effective RTI implementation.

- **Coverage**
  - More than 22000 voters received money for their vote. In the last five years, corruption has become a priority of news media. It was less than one percent in 2005/2008. In 2011, it was well over eight percent of prime time and six percent of front pages. But on days of Anna’s fast that coverage went up to over 60 percent of prime time of news channels and mostly live coverage.

- **Coverage**
  - Over eight percent of prime time was devoted to corruption in all forms of news media. This is a significant increase from the period 2005-08.

**CMS Transparency Core Team Members**

Dr. N Bhaskar Rao, Team Leader
Mr Ajit Bhattcharjea (2005-11) Advisor
Mr Alok Srivastava, Co-ordinator

**Transparency Review**

This Journal was initiated by Shri Ajit Bhattacharjea (eminent journalist and former editor TOI, IE & HT) who was also the founder editor since its inception in March 2006. The first issue was released by Ms Aruna Roy (founder MKSS) at CMS Office. This bimonthly journal covers and tracks issues related to RTI implementation and other such accountability concerns in governance. Since February 2011, this journal is being edited by Dr N Bhaskar Rao (Chairman CMS). All 31 issues are available on CMS website.
CMS deserves profound appreciation for conducting this nationwide study meticulously, with vigour and within tight time schedules and transparently all through. The unique methodology specially developed by CMS for this study, based on their annual surveys on corruption involving common citizen, helped enhance the scope of the study much beyond numbers.

- Admiral R. H. Tahiliani, Chairman, Transparency International India
CMS Survey - Significant Contribution

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 allows CMS to draw upon their expertise in specialised areas, wherever necessary and to undertake field based research surveys in quick, time bound and cost effective manner.

❖ Field Network

- All India CMS network includes core professionals in various disciplines, supervisory staff and subject specialists at its New Delhi & Hyderabad office. Further, 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 the geography, rural areas and field situations and the availability of experienced human resources are some of the key advantages of CMS for proposing to undertake large scale sample studies. With the growing experience of conducting such research studies CMS attaches enormous importance to the Study Ethics, Quality Management and Time Management issues. These are now in-built in the system of CMS’s Research Approach.

❖ Methodologies

CMS uses a combination of qualitative and quantitative research methods, analytical tools and tracking and feedback studies that are customised to meet partners’ needs. Today, it’s social audit and action research methodologies as well as media content analysis methods are considered as standards in research techniques.

The 3 S (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 approach to study complex and dynamic issues.

❖ Significant Surveys

<table>
<thead>
<tr>
<th>Survey Title</th>
<th>Dates of Study</th>
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<tbody>
<tr>
<td>Karnataka Assembly Opinion Poll</td>
<td>December 2011</td>
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<tr>
<td>Goa Assembly Opinion Poll, (40 constituencies)</td>
<td>December 2011</td>
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<tr>
<td>Punjab Assembly Opinion Poll, (68 constituencies)</td>
<td>December 2011</td>
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<tr>
<td>Himachal Assembly Opinion Poll, (68 constituencies)</td>
<td>July 2011</td>
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<tr>
<td>Uttarakhand Assembly Opinion Poll, (70 constituencies)</td>
<td>July 2011</td>
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<tr>
<td>Punjab Assembly Opinion Poll, (118 constituencies)</td>
<td>July 2011</td>
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<tr>
<td>Assam Assembly Opinion Poll, (126 constituencies)</td>
<td>February 2011</td>
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<tr>
<td>Kerala Assembly Opinion Poll, (140 constituencies)</td>
<td>December 2010</td>
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<tr>
<td>Puducherry Assembly Opinion Poll, (30 constituencies)</td>
<td>February 2011</td>
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<tr>
<td>Punjab Assembly Opinion Poll (117 constituencies)</td>
<td>December 2010</td>
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<td>Jharkhand Assembly Opinion Poll, August 2009</td>
<td>August 2009</td>
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<td>Maharashtra Assembly Opinion Poll, August 2009</td>
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<td>Haryana Assembly Opinion Poll, August 2009</td>
<td>August 2009</td>
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<td>Arunachal Pradesh Assembly Opinion Poll, August 2009</td>
<td>August 2009</td>
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<tr>
<td>Punjab Lok Sabha Opinion Poll, November 2008</td>
<td>November 2008</td>
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<tr>
<td>Lok Sabha Opinion Poll Round 2 (20 states, LS 65)</td>
<td>November-December 2008</td>
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</tbody>
</table>

CMS has rendered an excellent service to the ongoing debate on the issue of corruption in our country by coming up with their very timely and valuable study on corruption... Such reports based on field studies bring a degree of credibility.

-N. Vittal, IAS (Retd.), Central Vigilance Commissioner

Food security for each individual is a right but the state policy should look for sustainable ways to ensure food sufficiency for all individuals... all development programmes should converge to provide livelihood options for the available workforce.

-Alok Srivastava, Team Leader, CMS social

CMS Survey Core Team Members

Mr. Narendra Bhatt, Sr.Manager, BA
Mr. Ajay Singh, Dy. Manager, BSc
Mr. Jitender Prasad, Sr. Executive, BA
Gopesh Kumar, Field Executive, BA
Vikash Tewatia, Field Executive, BA
Ashish Pandey, Field Executive, MA
Shivesh Kumar, Field Executive, MA
Pawan Kumar, Field Executive, BA
Subhash Kumar, Field Executive, BA
Sanjay Kumar, Field Executive, BA
Rajendra Kumar Panikar, Field Executive, M.Com
The long-overdue proposal to have an independent authority to oversee the broadcasting sector—one that has been under consideration on the request of Parliament, the Supreme Court and various civil society groups for nearly two decades now—must be revived. We have no independent body looking into content implications for our society.

"P. N. Vasanti, Director CMS, Mint Column titled, "Digitisation: Need for a regulator."

CMS has the distinction of setting up the first Media Lab in India that studies trends in both electronic and print media along with developing strategies, which meet the needs of the media world.

It possesses technologies, expertise and experience for studying 24x7 news channels. CMS Media Lab has developed methodologies for customising research products for the needs of media, advertising and marketing communities. It also organises regular debates and brings out publications on ethical and regulatory issues in Indian Media.

CMS Media Lab Coordinator, Mr. Prabhakar Kumar is a standing member of the Scrutiny Committee that reviews the violations of television channels recorded by the Electronic Media Monitoring Centre (EMMC) under the Ministry of Information and Broadcasting.

**Functional Teams**

- Media Content Monitoring & Analysis
- Monitoring NEWS Media Trends
- Analysis of Advertisements
- Content Planning & Audit
- Telecast Certification

**Source:** CMS Media Lab
CMS Media Lab - Significant Contribution

The significant experimentation undertaken by the CMS Media Lab over the last few years has helped it remain at the forefront of issues that truly matter—thematic studies such as media coverage of maternal mortality reduction issues, HIV/AIDS and farmers’ suicides among other pertinent issues.

Coverage of Anna Hazare in News Media 2011
Coverage of Corruption in TV News 2011
Coverage of Indonesian PM in TV News 2011

Developmental Issues

- Coverage of 2G scam in TV news channels-2010
- Front page priorities of national newspapers (English and Hindi language)-2010
- Coverage of corruption in TV news-2010
- Ayodhya verdict coverage by TV news channels-2010
- Coverage of SAAARC countries in TV news and newspapers, 2008
- Analysis of priorities of AIR news-2010
- TV news trends & market-2010
- Prime Time Priorities of TV news-2010
- Ad trends in TV news-2010
- Coverage of Bhopal Gas tragedy verdict & Kasab’s verdict-2010
- Coverage of climate change in news media-2010
- Coverage of CWG scam in news media-2010
- Prime Time (7 to 11 PM) coverage of US President Barack Obama’s Visit to India-2010
- Front page priorities of national newspapers (English and Hindi language)-2009
- Coverage of Mumbai attack-2008

Coverage of Aarushi murder case in TV News channels-2008
Coverage of political parties on front page of national newspapers-2008
A report on coverage of agriculture in TV news-2008
Front page priorities of national newspapers (English and Hindi language)-2008
Analysis of Climate Change and related items (“Eenadu, Andhra Jyothy and “Vaartha”) for the period of three months, 2010
Translation of 246 articles and news items on climate change and related items for Potsdam Institute for Climate Impact Research (PIK), German University. 2010
Coverage American President Barack Obama’s visit to India in Telugu News Channels, November 2010.
Coverage of Copenhagen summit in Telugu News Channels, December 2009
Coverage in Telugu News channels on the controversy over YSR’s death (January 2011).
Coverage of IPL Controversy in Telugu News Channels (April 2011).
Coverage on the Common Wealth Games in Telugu TV News Channels (October 2010)

Public Health

An in-depth analysis of health issues in TV news-2008
An analysis of health related coverage of both print and electronic media for Health Management and Research Institute (HMRI) 2009-10.

Analysis of Lok Sabha Elections

Coverage of Lok Sabha election in news media-2009
Telugu newspapers (Eenadu, Andhra Jyothy and Sakshi) analysis of 2009 Lok Sabha Elections

On an average, more than 5,000 violations are recorded in a month by the Electronic Media Monitoring Centre and less than 10 cases are taken up with broadcasters.

-P.N. Vasanti, Director CMS, Mint Column titled, “Revamped media policy needed.”

A holistic approach and external support can deepen the media’s coverage of, and impact on, corrupt practices.

-P.N. Vasanti, Director CMS, Mint Column titled, “Breaking news: corruption.”

CMS Media Lab Team Members

Mr. Prabhakar Kumar, Coordinator, PG Diploma in Radio & TV Journalism
Mr. Abishon Paul, Research Executive, MA in Communication Studies
Mr. Anil Kumar, Research Executive, BA (History Hons.)
Mr. Krishna Rao, Regional Director, Hyderabad
Ms. Vasundhara, Research Executive, Hyderabad
Ms. Ashwarya, Research Assistant, Hyderabad

Former Team Members

Ms. Elora Barua (2009)
Ms. Indira Akoijam (2008-10)
Mr. Jayant Bormudoi (2008-10)
Ms. Juri Hazarika (2008-20)
Mr. Naresh Sharma (2009-11)
Mr. Rajesh Gokhale (2007-10)
Mr. Pritesh Pathak (2007-09)
Mr. Yogesh Kumar (2009-11)
Ms. Deepmala Dutta (2008-09)

Current Focus & Initiatives

- Tracking news media with special focus on Elections, Public Policy, Health, Education, Agriculture, Corruption and other contemporary issues
- Awards for Media (Focused on social and developmental issues)
- Creating a platform for people working on social and developmental issues to get attention in media (recognising their work through awards and providing interaction opportunities with media)
- A website/portal on Social & development resources
- Advocacy for more coherent and relevant media policies/practices
- Collaboration with universities/institutes for interdisciplinary media research

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Mr. Yogesh Kumar (2009-11)
Ms. Deepmala Dutta (2008-09)
CMS now is a well established body with almost fifty full time professionals and a number of field projects. Its futures-oriented CMS Academy is a new approach to human resource development.

B. G. Deshmukh, IAS (Retd.), Former Cabinet Secretary, Govt. of India & former Principal Secretary to the Prime Minister of India

CMS Academy is a training and resource centre committed to implementing value based, practical Professional Development Programmes (PDPs) that ensure successful careers. The Academy was inaugurated on 15th September 2007 with a vision to develop innovative capacity building programmes to promote equitable development and responsive governance.

It’s research based Professional Development Programmes specifically focus on innovation and enhancing quality standards of the education system in the country. Programmes are designed to ensure existing systems of the country are strengthened by the Academy’s collaborative initiatives. Keeping in mind this vision, CMS Academy has developed the following objectives and areas of expertise.

OBJECTIVES
- Use knowledge based training to address emerging national challenges
- Promote innovation through value based education
- Develop quality standards by generating a resource on curriculum, trainers and systems

AREAS OF EXPERTISE
- Design and Conduct Capacity Building Programmes
- Develop Modules and Course Curriculum
- Faculty / Teacher Development

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- Faculty / Teacher Development
CMS Academy

CMS Academy has Professional Development Programmes for both aspiring and working professionals. Earlier, it has conducted over 50 programmes; build capacities of more than 1000 professionals and 200 field level functionaries, developed Behaviour Change Communication (BCC) and Reproductive Child Health modules and created network of more than 400 civil society organisations.

Significant Projects:

- CMS Academy initiated a series of activities for professionals in media, communication and environment sector.
- Pioneering Conference
  CMS Academy partnered with the Public Diplomacy division of the Ministry of External Affairs, GOI to organise the first ever conference on “Public Diplomacy in the Information Age” in New Delhi in 2010. The conference aimed at a better understanding of how public diplomacy in the new millennium has gone beyond traditional diplomacy and its role and relevance in the changing communication and media scenario.
  It was an event that was attended by several renowned people and over 200 eminent journalists from across the globe. The Foreign Secretary Nirupama Rao and Member of Parliament and former minister Shashi Tharoor addressed the audience. In her talk, Rao emphasised on the need to engage public diplomacy to project the right image of India and to focus on the country’s outreach in various countries.

- Strategic Communication Diploma
  CMS Academy also initiated one year post graduate diploma course in Strategic Communication during academic year 2009-2010 and 2010-2011. The programme trained professionals to conceptualise, plan and execute complex, integrated communications campaigns and programmes with latest media technologies. This unique programme provided interdisciplinary education in media, communications, humanities, marketing & management.

- Media Discourse on Climate Change
  Three days International Federation of Environmental Journalists (IFEJ) Congress was organised in 2009 in collaboration with CMS Environment. The theme was “Bringing North-South Differences in Reporting Climate Change: Journalists’ Role in Reaching an Ambitious Agreement at Copenhagen”. More than 100 environmental journalists from industrial and developing countries were able to air their viewpoints on this controversial issue and most crucial global problem. The congress was followed by a six-day field trip of 40 journalists to Leh that offered journalists an opportunity to film, photograph and write on Himalayan glacier melting. Two more field trips were organised to orient the journalists to climate change adaptation measures in drought-prone and flood-prone areas in the country.

- Capacity Building on Green Filmmaking
  Capacity building workshops were also organised for Youth on Filmmaking by CMS Environment team. These were a series of workshops held by eminent

University of Southern California, USA; Stirling University, Scotland; InHolland University, Netherlands; Ohio University, USA and Academy for Educational Development (AED), Washington USA to do innovative research and capacity building projects.

Innovative Awards

CMS Academy constituted the CMS Academy Awards for Telugu Media in 2007 and has been giving annual awards to outstanding work in Telugu television. This was a unique effort to show how human values, societal concerns and professional standards could be upheld, without succumbing to market forces and yet be commercially viable. These awards were initiated to encourage responsible programming in television. This was a unique effort to address the audience. In her talk, and former minister Shashi Tharoor addressed the audience. In her talk, Rao emphasised on the need to engage public diplomacy to project the right image of India and to focus on the country’s outreach in various countries.

International Collaborations

The Academy has recently signed an MOU with Stirling University to roll out Online Communication courses for both working and aspiring professionals. CMS has also signed MOUs with International partners like Annenberg School for Communication at Birla Institute of Technology and Management, Pilani, India; Texas A&M University, College Station, Texas, USA; Ohio University, USA; Stirling University, Scotland; InHolland University, Netherlands; Ohio University, USA and Academy for Educational Development (AED), Washington USA to do innovative research and capacity building projects.

CMS Academy initiated a series of activities for professionals in media, communication and environment sector.

Pioneering Conference

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I celebrate the leadership of India in calling for the first global conference in Asia on Communication for Social Development. Many previous international events on this topic have taken place in the western world, including the World Congress of Communication for Development (WCCD) in Rome, in 2006. This seems to be the first opportunity to turn things around, allowing the global South to facilitate the interactions. This conference will help to develop if further, on the basis of strengthening South-to-South exchanges.

-Mr. Alfonso Gumucio-Dagron, Managing Director, Communication for Social Change Consortium; Sharing his views in CMS Symbols, India’s pioneering global conclave.

CMS believes that research is not an end in itself and therefore takes up research findings on issues of national concern to share and engage with all concerned stakeholders. CMS Advocacy creates forums by organising conferences, workshops, seminars, symposiums, eco-tours, exhibitions, etc to raise debates and discussions on various policy issues.

During 2007-11, CMS Advocacy team created several innovative engagements with various stakeholders to facilitate greater social and environmental responsibility. A series of awards, workshops and seminars were organised to engage in issues like girl child education, female foeticide, educational reforms, media regulation issues, environment conservation, disability, right to information, social audit, entertainment education, corruption, etc.

-Workshops, Seminars & Symposiums
-Publications
-Felicitations/Awards
-Corporate Social Responsibility Programmes
-Film Festivals & Competitions

AREAS OF EXPERTISE
CMS Advocacy

The Advocacy programmes engaged a large number of, educational institutions, civil society groups, media institutions and policy makers to bring diverse issues to attention.

❖ Forums and Events

Conference

• Conference on ‘Public Diplomacy in the Information Age’, December 10-11, 2010, Le Meridien Hotel, New Delhi, Public Diplomacy Division, Ministry of External Affairs, Govt. of India www.pdcconference.in
• Integrating Biodiversity and Development Conference: A Call for Development Cooperation’, October 05, 2010, Thiruvananthapuram

Congress

• Congress of International Federation of Environmental Journalists (IFEJ) on the theme: “Bridge North-South Differences in Reporting Climate Change: Journalists’ Role in Reaching an Agreement at COP15 in Copenhagen”, October 28-30, 2009, India Habitat Centre, New Delhi

Partner: Royal Embassy of Denmark, Oxfam, American Centre, Climate Works, Royal Norwegian Embassy, Sida, WWF India

Summit

• Summit on Climate Change, September 13, 2007, India Habitat Centre, New Delhi

Partners: Swiss Agency for Development and Cooperation (SDC), Ministry of Environment and Forests and HSBC

Seminars

• Seminar on Ecotourism-Relevance for India, Experiences, Challenges and Future Prospects, October 31, 2009, India Habitat Centre, New Delhi

Partners: UNESCO, Royal Norwegian Embassy, Ministry of Environment and Forests

• Seminar on Communicating Climate Change (supported by UKIERI Research Awards, British Council), October 30, 2009, India Habitat Centre, New Delhi

• Seminar on Climate Change, February 5, 2009, Bhatiya Vidya Bhavan, Hyderabad

• Seminar on Climate Change, January 17, 2009, World Unity Convention Centre, Lucknow

• Seminar on Climate Change, December 6, 2008, S M Joshi Hall, Pune

• Seminar on Climate Change, November 11, 2008, Forest Auditorium, Ranchi

• Seminar on Climate Change, October 18, 2008, State Forest Service College, Coimbatore

• Seminar on Climate Change, September 27, 2008, Nazirl Kalashkhetra, Agartala

• Seminar on State of Indian Rivers, September 14, 2007, India Habitat Centre, New Delhi

• A meet on Judicial Accountability, CMS and Administrative Staff College of India, Hyderabad, June 2007

Symposiums

• Symposium on Challenges in Conserving Natural Heritage, October 30, 2009, India Habitat Centre, New Delhi

• Symposium on Water for All, January 16, 2009, World Unity Convention Centre, Lucknow

• Symposium on Conservation and Livelihood Security, December 7, 2008, S M Joshi Hall, Pune

• Symposium on Conservation and Livelihood Security, November 12, 2008, Forest Auditorium, Ranchi

• Symposium on Conservation and Livelihood Security, October 19, 2008, State Forest Service College, Coimbatore

• Symposium on Conservation and Livelihood Security, October 16, 2008, Swaraj Bhawan, Bhopal


• Symposium on Water for All, September 26, 2008, Nazirl Kalashkhetra, Agartala

• Symposium: Conservation of High Altitude Wetlands, September 12, 2008, Leh Auditorium, Leh

• Two years of RTI Implementation in AP: A Review, CMS & Social Audit Council on Information Right, Hyderabad, November 2007

• CMS Symbols-International Symposium on Communication for Social Development, 2007 SN School, University of Hyderabad.

Workshops

• CMS Environment Low Carbon Practices Primer Workshop for Teachers, January 21, 2011, Gujarat Vidya Sopith, Ahmedabad


• Green Filmmaking Workshop for Teachers, January 10, 2011, A N College, Patna

• CMS Environment Low Carbon Practices Primer Workshop for Teachers, January 10, 2011, A N College, Patna

• CMS Environment Low Carbon Practices Primer Workshop for Teachers, December 3, 2010, RMNH, Bhubaneswar

• CMS Environment Workshop on Animation for Conservation, October 07, 2010, Toonz Academy, Toonz Animation studio, Thiruvananthapuram

• CMS Environment Low Carbon Practices Primer Workshop for Teachers, October 6, 2010, Trans Towers, Thiruvananthapuram

• Green Filmmaking Workshop for Teachers, October 5-6, 2010, Carbian Cove and Govt. Tagore College of Education, Port Blair

• CMS Environment Low Carbon Practices Primer Workshop for Teachers, October 4, 2010, Government Tagore College of Education, Middle Point, Port Blair

• Regional Media Workshop on Reporting Climate Change, September 3, 2010, State Central Library, Shillong

• Green Filmmaking Workshops for Youth, September 2-3, 2010, Sacred Grove Forest and Martin Luther Christian University, Shillong

• CMS Environment Low Carbon Practices Primer Workshop for Teachers, September 2, 2010, State Central Library, Shillong

• Workshop on Confronting Climate Change, August 13, 2010, Bharatiya Vidya Bhavan, Hyderabad

• CMS Environment Low Carbon Practices Primer Workshop for Teachers, August 12, 2010, Bharatiya Vidya Bhavan, Hyderabad

• Green Filmmaking Workshops for Teachers, July 4, 2010, Mall Road and Gaeity Theatre, Shillong

• CMS Environment Low Carbon Practices Primer Workshop for Teachers, July 3, 2010, Gaeity Theatre, Shillong

• Workshop on Media and Your Film, October 31, 2009, India Habitat Centre, New Delhi

• Climate Change Primer & Workshop for Teachers, October 31, 2009, India Habitat Centre, New Delhi

• Workshop on Confronting Climate Change Towards Carbon Neutral Indian Cities, October 29 and 30, 2009, India Habitat Centre, New Delhi

Partner: Ministry of Environment

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Partners: UNESCO, Royal Norwegian Embassy, Ministry of Environment and Forests

• Seminar on Communicating Climate Change (supported by UKIERI Research Awards, British Council), October 30, 2009, India Habitat Centre, New Delhi
and Forests, Sida, American Centre, Association of Municipal and Development Authorities, Bhagidari- Delhi Govt, UNESCO and Ministry of Housing and Urban Poverty Alleviation

- Workshop for Media on Delhi’s Bus Rapid Transit System (supported by ClimateWorks, USA), October 29, 2009, India Habitat Centre, New Delhi
- Workshop on Green Warehouse, October 29, 2009, India Habitat Centre, New Delhi
- Workshop for Children, October 28, 2009, India Habitat Centre, New Delhi
- Workshop on Green Animation, March 15, 2009, Khar, Mumbai
- Workshop: Animation for Conservation, December 5, 2008, S M Joshi Hall, Pune
- Workshop on Green Filmmaking, November 11, 2008, Forest Auditorium, Ranchi
- Workshop on Green Filmmaking, October 19, 2008, State Forest Service College, Coimbatore
- Workshop on Filmmaking for Wildlife Conservation, October 16, 2008, Swaraj Bhawan, Bhopal
- Workshop on Wildlife Filmmaking, September 28, 2008, Nazrul Kalashatra, Agartala
- Nature Photography Workshop, September 16, 2007, India Habitat Centre, New Delhi
- Towards Green Schools in Eco friendly practices, September 15, 2007, India Habitat Centre, New Delhi
- Animation for Conservation workshop, September 15, 2007, India Habitat Centre, New Delhi
- Shoot Wildlife: Filmmaking Workshop, September 14, 2007, India Habitat Centre, New Delhi

Panel Discussions

A Roundtable Discussion on Lokpal Bill, Lokkatta and CMS, April, 2011
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, January 19, 2011, CEPT University, Ahmedabad
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, January 12, 2011, A N College, Patna
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, December 3, 2010, RMNH, Bhubaneswar
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, October 6, 2010, CARI Auditorium, Garacharma, Port Blair
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, October 4, 2010, Trans Towers, Thiruvananthapuram
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, September 12, 2010, State Central Library, Shillong
- A discussion on “Maoist Impasse: The Way Forward”, Centre for New Perspective and CMS, September 2010
- Panel discussion on Confronting Climate Change: Towards Carbon Neutral Indian Cities, August 12, 2010, University of Hyderabad, Hyderabad
- Panel Discussion on Animal Conservation: Man-Animal Conflict- Shimla, July 03, 2010, Gaiety Theatre, Shimla
- Panel discussion on Nature and Materials by Arch I, October 29, 2009, India Habitat Centre, New Delhi
- A discussion on “Whether India should have a national policy on media?” January 2009
- A debate and Seminar “Does Media Need a Lakshman Rekha?” November 2008
- Environmental Concerns of Ladakh: A Panel Discussion of Children, September 13, 2008, Leh Auditorium, Leh
- Panel Discussion on Conservation and Livelihoods, September 15, 2007, India Habitat Centre, New Delhi
- Panel Discussion on Coining New Policies for Wildlife Filmmaking in Protected Areas, September 15, 2007, India Habitat Centre, New Delhi
- Panel Discussion on Films for Campaigns and Advocacy, September 13, 2007, India Habitat Centre, New Delhi
- Panel Discussion on Netting the Future: Films and Film Festivals through YouTube, Yahoo n Google Videos Open Forums, September 13, 2007, India Habitat Centre, New Delhi

Open Forums

- Open Forum on Blue Chip Films or Conservation Films: Documentary Films on TV Channels: Is there any way ahead?, September 13, 2007, India Habitat Centre, New Delhi
- Meet on Judicial Accountability, June 20, 2007, ASCI, Hyderabad

Nature Conservation Education Tours

- Manglapudi and Wetland Research Station, Dec 01, 2010, Bhubaneswar
- Neyaam Wildlife Sanctuary, October 1, 2010, Thiruvananthapuram
- Partners: Department of Forest
- Wayanad, October 3, 2010, Port Blair
- Partner: Department of Science and Technology
- Maqphlong Sacred Grove, Bio Resource Development Centre and Shivling Science Centre, August 28, 2010 Shillong
- Partner: State Council of Science, Technology and Environment
- Musi River, August 9, 2010, Hyderabad
- Partner: Forum for Better Hyderabad
- Shimla Catchment Area, July 3, 2010, Shimla
- Partner: Department of Forest, Himachal Pradesh
- Indroda Nature Park, January 20, 2010, Ahmedabad
- Partner: GEER Foundation
- Father Athikal’s Farm, January 13, 2010, Patna
- Partner: Taru Mitra
- Eco-trip to Green Buildings, October 31, 2009
- IEFE Congress Delegates Glaciers Trip, October 31, 2009-November 3, 2009, Leh
- IEFE Congress Flood Prone Area Trip, October 31, 2009-November 3, 2009, Gorakhpur, Uttar Pradesh
- IEFE Congress Drought Prone Area Trip, October 31, 2009-November 3, 2009, Anantapur, Andhra Pradesh
- Dulpalli Forest, Ranga Reddy District, AP Forest Academy, February 2, 2009, Hyderabad
- Regional Science Centre and Botanical Gardens, January 11, 2009, Lucknow
- National Botanical Research Institute, Lucknow
- Sinhagad Valley, Pune for butterflies, birds and biodiversity, December 4, 2008, Pune
- Kodanad, Nilgiris for bio-diversity, October 12, 2008, Coimbatore
- Melaghar forest for Joint Forest Management, September 25, 2008, Agartala

Exhibitions

- Climate Change Exhibition, January 18, 2011, Sheth C N College of Fine Arts, Ahmedabad...
- Climate Change Exhibition, September 1-3, 2010, State Central Library, Shillong
- Climate Change Exhibition, July 2-3, 2010, Gaiety Theatre, Shimla
- Exhibition on Climate Change, October 27-31, 2009, India Habitat Centre, New Delhi
- Exhibition on Architecture for Humanity by Arch I (supported by Dutch Embassy, India), October 27-31, 2009, India Habitat Centre, New Delhi

CMS has now become a brand name in the field of media research with many pioneering and innovative initiatives like Vatavaran Festival, public opinion surveys, analysis of right to information movement and on social development.

B. G. Deshmukh, IAS (Retd.), Former Cabinet Secretary, Govt. of India & Former Principal Secretary to the Prime Minister of India
• Photography Exhibition on Biodiversity of India and Tiger the Predator, December 5-7, 2008, Pune
• Photography Exhibition on Biodiversity of Tamil Nadu, October 17-19, 2008, Coimbatore
• Exhibition on Ecozoos, September 12-16, 2007, India Habitat Centre, New Delhi
• Exhibition on Climate Change (exclusive 14 Exhibits on Climate Change with focus on Agartala, Bhopal, Coimbatore, Hyderabad, Leh, Lucknow, Pune and Ranchi, 2008)
• Exhibition of paintings, clay models and wastecraft, Hyderabad

Competitions
• Painting Competition on the theme “Climate Change”, February 2, 2009, Bhartiya Vidya Bhavan, Hyderabad
• Painting Competition on the theme “Climate Change”, January 11, 2009, World Unity Convention Centre, Lucknow
• Painting Competition on the theme “Climate Change”, December 5-7, 2008, Balaghatrava Rang Mandir, Pune
• Painting Competition on the theme “Climate Change”, November 10, 2008, Forest Auditorium, Ranchi
• Painting Competition on the theme “Climate Change”, October 15, 2008, RMHN, Bhopal
• Painting Competition on the theme “Climate Change”, October 12, 2008, G D Matriculation Higher Secondary School, Coimbatore
• Poster Competition on the theme “Energy” and “Heritage”, September 23-24, 2008, Nazrul Kalakshetra, Agartala
• Painting Competition on the theme “Climate Change”, September 23-24, 2008, Nazrul Kalakshetra, Agartala

Green Games on Climate Change
• Green Tambola-Environmental Games on Climate Change, October 27, 2009, India Habitat Centre, New Delhi
• Board Game Designing Competition on Climate Change, January 17, 2009, World Unity Convention Centre, Lucknow
• Board Game Show on Climate Change, January 16, 2009, World Unity Convention Centre, Lucknow
• Energy Conservation Marathon
  • Energy Conservation Marathon, October 7, 2010, Thiruvananthapuram
  • Energy Conservation Marathon, December 2, 2010, Port Blair
• Energy Conservation Marathon, August 28, 2010, Shillong
• Energy Conservation Marathon, August 8, 2010, Hyderabad
• Energy Conservation Marathon, June 30, 2010, Shimla

Awards
CMS VATAVARAN Awards
Initiated by the CMS Environment team, the coveted CMS VATAVARAN Awards are keenly contested between highly accomplished and creative filmmakers of India and abroad. The award for best environment and wildlife films includes a cash worth ₹2,50,000 to ₹150,000, a citation and a trophy. A total of 35 awards, worth ₹20 lakhs were presented in 25 categories in 2009 and 31 awards worth ₹14 lakhs were presented in 18 categories in 2007. The award winners have been selected through very rigorous and transparent process. The selection has been done after three rounds of evaluation in which more than 100 eminent personalities from different sectors dedicated their valuable time and expertise.

CMS VATAVARAN’s highest honour Prithvi Ratna Award is conferred on a filmmaker for his/her significant contribution over the years in highlighting environment and wildlife concerns through films. The Prithvi Ratna Award for the year 2007 was presented to eminent wildlife filmmaker Mr Shekar Dattatri and Thermax Limited were associated with the coveted CMS VATAVARAN Awards in 2007 and 2009.

CMS Young Environment Journalist Awards
Initiated in the year 2007 by CMS Environment team, the awards are for excellence in environmental journalism. The awards are presented to two journalists who have done exemplary investigative and inspired reporting on environmental issues. These biennial awards are a countrywide recognition of two journalists (21-35 years of age) who have made a significant contribution in either the print or electronic media to an understanding of the nation’s environmental problems. The winners of the Awards include Bahar Dutt (CNN-IBN) and Amarnyoti Borah (Freelancer) in 2007 and Aarti Dhar (The Hindu) and Pierre Fitter (NEWSS) in 2009. The award money for each was ₹50,000. Forum of Environmental Journalists of India (FEJI) and TVE Asia Pacific has been the supporting partners for these honours. www.cmsvatavaran.org

UNICEF Awards for Gender Sensitive Programmes in Telugu TV Channels
UNICEF collaborated with CMS in implementing this intervention of awarding the most gender-sensitive Telugu channels. The purpose of the intervention was to sensitise and generate awareness amongst Telugu television channels on issues related to girl child and also to create a platform where television media can be recognised and rewarded for their efforts in covering these issues. The CMS office in Delhi and its regional office in Hyderabad worked systematically to streamline the entire process of the UNICEF Awards initiative by setting up a jury, monitoring of television programmes, providing television professionals with data support and reviewing their programmes as per UNICEF objectives. CMS Hyderabad Media Lab tracked and monitored the 18 Telugu television channels during Prime Time for two months. A media consultation was specifically organised with the 18 participating Television channels, script writers, civil society members and the government to sensitize them on issues negatively impacting the girl child. This was done to aid the media in their efforts to bring about positive change among people on the issue of women empowerment.

The media monitoring, successive media consultation workshops, jury meetings and media advisories culminated in a gala award ceremony and presentation of the report on the initiative in Hyderabad. Deputy Speaker of Andhra Pradesh Assembly, Shri N Manohar, who presented the awards alongside silver screen doyen Akkineni Nageswara Rao, shared his idea of instituting an award for legislators who were proactive in the Assembly on women’s issues. This award has helped UNICEF and CMS to advocate on issues such as child marriage, girl child labour, girl child education, etc.

UNFPA-CMS Art for Social Change Awards
The UNFPA-CMS Art for Social Change painting competition provided a unique platform to reach out to the young minds, and use the language of colours and canvas to make strong statements about the worth of the girl child. This nationwide competition aimed at generating public discourse on the positive portrayal of daughters and women to raise awareness, stimulate discussions, influence positive attitudes among upcoming artists and culminate in positive action.

This initiative on the theme of “Delighting in Daughters” led to 474 paintings being received from students of 36 premier fine art colleges from 22 states of the country. These paintings were evaluated by an eminent jury led by renowned painter Ms. Anjolie Ela Menon. Each of these paintings stands testimony to a movement that has begun amongst the young people to address the abhorrent issue of sex selection.

An immediate remarkable outcome of the orientation was more men (61%) than women (39%) participated in celebrating the girl child and women’s empowerment. This held true amongst the nominated paintings where 37 paintings (67%) were by men and 18 (33%) were by women.

“...I find the films competing in the 4th CMS VATAVARAN are of extremely high standards and the jury had huge amount of difficulty in selecting the winner...”

-Shri Shyam Benegal, Eminent Filmmaker and Jury Chairperson CMS VATAVARAN.
The Green Heroes who were selected and felicitated in 2010 were from Shimla, Hyderabad Shillong, Port Blair and Bhubaneswar. In all, 38 people were awarded by eminent people like Shri Ranjit Shekhar Mooshahary, Hon’ble Governor of Meghalaya; Shri Vivek Raizada, Chief Secretary, Andaman & Nicobar Administration; Shri Thakur Gulab Singh, Minister for Public Works Department, Govt. of Himachal Pradesh; Shri N Kiran Kumar Reddy, Hon’ble Speaker, Andhra Pradesh Legislative Assembly; Shri Debi Prasad Mishra, Hon’ble Minister of Higher Education, Tourism and Culture, Govt. of Orissa; Shri Binoy Vishwam, Hon’ble Minister for Forests, Kerala and eminent filmmaker Shri Adoor Gopalakrishnan.

CMS Academy Awards for Telugu News

CMS Academy Awards for Telugu News Bulletins/Channels is a unique effort started in 2007 to show how human values, societal concerns and professional standards could be upheld, without succumbing to market forces and yet being commercially viable. These awards were initiated to encourage responsible programming in the broadcasting sector. Chief Guest, Padma Bhushan Shyam Benegal, Special Guest, Shri. Raju Narisetti, Editor Mint; were some of the eminent people who presided in the award ceremony introduced for the first time in Andhra Pradesh.

The objective behind the award was to acknowledge and recognise the work being done at the grassroots level by individuals so that it can act as a source of inspiration to others and to encourage people to come forward for the cause of environment.

CMS and its partners identified and felicitated individuals who have made significant contributions in the field of waste management in fragile ecological regions, environment educators, film makers, cave conservationists, foresters, agricultural scientists, ornithologists, organic farmers, community mobilisers, environmental journalists, and practitioners of traditional conservation methods amongst others. www.cmsvatavaran.org

success in reducing, and eventually eliminating the abhorrent practice of sex selection, will be a sure sign of improving gender equality, and an improving social heath of the country.

Nesim Tumkaya, UNFPA Representative

Communication Colloquium Series”, at the National Museum, Janpath, New Delhi. Each lecture was delivered by an eminent personality of the country, like Dr M S Swaminathan, Dr V Kurien and Dr Ela Bhatt. CMS took this opportunity of these National Lectures to honour person who delivered these lectures as ‘Role Models’ of India.

On completion of 20 years, now, CMS is organising another series of national lectures on “Analysing and Envisioning India”. This time the citizens of the country are getting an opportunity to listen to 20 path breaking Role Models who are talking about the most neglected aspects of our development endeavours. Some of the eminent speakers include Dr Nandan Nilekani, Chairperson, Unique Identification Authority of India (UIDAI); Sh Mani Shankar Aiyar, Member of Parliament; Shri Wajahat Habibullah, Chief Information Commissioner, and Justice (Retd) Rajindar Sachar, Former Chief Justice of Delhi High Court.

"I would like to congratulate CMS for organising this National Lecture Series on, “Analysing and Envisioning India” and bringing to the fore issues which are crucial for the future development of the country.

-Prof. P.V.Indiresan, Former Director, IIT Madras

CMS Advocacy Team Members

Mr. Ashwini Sinha, Deputy Director, MBA, BA Hons (Economics)
Mr. Narender Yadav, Senior Manager-Communication and Knowledge Management, MA (History), PGDM Advertising and PR
Mr. Rajiv Jalan, Senior Manager-Administration, MA, PGDPM, DCA
Ms. Priya Verma, Senior Project Manager, MBA, B Com
Mr. Amrinder Kumar Pathak, Senior Manager, IT, MCA
Mr. Dipendra Banerjee, Dy. Manager-IT, MCA
Mr. Avishek Ujjwal, Senior Research Executive, Pursuing MA, PGD TV Prod and Electronic Journalism
Ms. Deepti Roy, Executive-Brands, Pursuing MA (Economics), PGD in Strategic Communications, B Sc (Industrial Microbiology)
Mr. Sanjay Negi, Executive-Communication and Knowledge Management, BA
I would like to congratulate the office bearers—present and past, of Centre for Media Studies for their dedicated service to the nation over the last twenty years. The pioneering initiatives of CMS in several areas of development, opinion research, environment, corruption and transparency studies and in the broader area of social development is truly commendable.

- Dr. Narendra Jadhav, Member, Planning Commission, Government of India

Operation Teams
Creating Resource Base

CMS Operation teams are the resource base of all our research, advocacy and capacity building endeavours. It manages four critical operations of the organisation including:

- CMS Knowledge Centre
- IT & Systems
- Electronic Data Processing (EDP)
- Administration, Human Resource & Accounts

With a dedicated team of 25 people these departments ensure CMS can execute large scale national and international projects with remarkable efficiency.

AREAS OF EXPERTISE

- Data Entry Programming
- Data Validation and Analysis
- MIS Creation
- Software Development
- Website Designing and Development
- Information & Resource Management
- Facilities, Maintenance & Management
CMS Operation

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 internally and externally this body of knowledge through regular seminars, publications and articles.

  The CMS Knowledge Centre will further consolidate and streamline this endeavour by creating more avenues for sharing using new IT tools. It will create better systems and means for documentation and retrieval of CMS work through a knowledge management system.

  This team will also be responsible for better presentation, designing and editing of content. For external communication and sharing, this team will create more intelligent based information tools. The team will also develop and strengthen the media relations.

- **The Prof Everett M Rogers Knowledge Centre**
  The centre has over 5000 books and reference reports like Economic Surveys, CMIE, Human Development Reports National Family Health Survey of Census of India, NSO, NSS, and the Election Commission. It subscribes to a large number of national and regional dailies, magazines and varied journals. Scanning, documentation and analysis of content is done on a daily basis. The centre is more a “knowledge management centre” where one could access any reference publication or work online from anywhere on any subject. CMS is in the process of becoming a member of various on-line library networks.

- **Audio-Video Resource Centre**
  The CMS Audio Visual Resource Centre (AVRC) is a state-of-the-art archive of documentaries, films and audio spots on environment and developmental issues. It also archives the master copies of the audio visual resources produced by the Ministry of Environment and Forests (MoEF), Govt. of India.

  The centre collects, archives and archives these valuable resources held by dispensed organisations and individuals with an objective to disseminate the materials to connoisseurs, TV Channels, concerned organisations, educators, schools, laypersons etc. all over the country. The CMS AVRC computerised catalogue is available on our website www.cmsindia.org/cmsavrc.

  CMS AVRC has dedicated space at RESEARCH HOUSE, Saket Community Centre, New Delhi housing over 3,000 films. The AVRC is accessible to schools, colleges, researchers and others during the office hours. The facility includes DVD players, Plasma TV sets, a computerised catalogue of films. Special arrangements are made, as and when required, for viewing the films which are available in Betacam and DVCAM formats.

- **IT & Systems**
  CMS IT team performs a variety of functions that ranges from installing applications to designing complex computer networks, information databases as well as management and administration of entire systems. IT team also helps in integration of other technologies such as the use of cell phones, televisions etc.

  CMS uses leased line for internet connectivity. CMS Research House is fully Wi-fi enabled with 2 mbps leased line. CMS IT team manages 12 websites of the organisation.

  CMS IT Team is equipped with latest infrastructure facility like 4 IBM Xeon servers, 1 Watchguard firewall, 4 managed Switches, 65 desktops, 20 laptops, 2 HP colour printers, 3 b/w printers, 2 NAS, 3 DVRs, 2 scanners, 1 Fax, 11 portable HDD’s etc.

- **Electronic Data Processing (EDP)**
  The electronic data processing team specialises in providing data entry, data clean, validation and analysis required for large scale quantitative and qualitative data.

- **Administration, Human Resource and Accounts**
  The Administration, Human Resource and Account’s team supports and maintains the systems and resource requirements of various teams so that all the teams run their operations smoothly to run smoothly.

- **Significant Contributions**
  - Created OrangeHR for efficient management of Human Resource processes.
  - Created special MIS for the World Food Programme.
  - Created 13 websites for highlighting various CMS Teams and endeavours.
  - Organised live streaming of the first ever conference on “Public Diplomacy in the Information Age” in New Delhi which was accessed by more than thousand people.

- **Efficiently managed remote servers for web hosting and e-mail services.**
- **Drafted an HR Manual which includes comprehensive policies on all aspects of HR and systems.**
- **Standardisation of recruitment processes.**
- **Developed 360 degree appraisal system used twice a year.**
- **Organised staff welfare activities like sports meet, picnics and festival parties.**

The Administration team has developed and maintained the New Delhi and Noida Campus.

- It has established effective relationships with external agencies/authorities like MCD, DDA, Electricity Board and the local police to ensure smooth operations.
- **Designing, building and operationalising the new 35,000 sq ft build up area of the Noida Campus spread over one and half acres of land.**
- Developed project base accounting systems.
- **Created incentives/bonus remuneration system.**

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

- **Operation Team Members**
  Mr. Regi U. John, Team Head, HR, Administration & Accounts, MA, PGDPM, DCA
  Ms. P. N Vasant, Team Head, Knowledge Centre, MBA, MA
  Mr. Arunendra Kumar Pathak, Team Head, IT, MCA
  Mr. Sukant Kumar Sahoo, Team Head, Accounts, MBA, B.Com
  Mr. Dipendra Bandh Mishra, Dy. Manager-IT, MCA
  Mr. Narendra Yadav, Senior Manager-Communication and Knowledge Management, MA, PGD PR
  Mr. Gaurav Bhatia, Executive-IT, BCA
  Mr. Sundara Rao, Dy. Manager-EDP, MA, DCA
  Mr. Rajkumar, Dy. Manager-EDP, BA
  Ms. Kanchan Singh Prasad, Computer Operator, BA, BILIS
  Mr. Rohit Kumar, Computer Operator, BA
  Mr. Raju Yadav, Asst Computer Operator
  Mr. Naveen Singh, Asst Computer Operator
  Mr. Anand A. Jha, Senior Executive-Communication and Knowledge Management, MLIS
  Ms. Sheetal Arora, Front Office Executive, BA
  Mr. Ravinder Singh, Electrician
  Mr. Dharampal, Office Assistant
  Mr. Lal Singh, Office Assistant
  Mr. Dayal Singh, Office Assistant
  Ms. Rajmani, Office Assistant
I know how challenging it is to build and sustain an independent research body at national level. Whatever areas of development you have chosen, CMS has made a mark. No wonder CMS research today is credible, its findings and publications are viewed seriously.

-Abid Hussain, Former Indian Ambassador to USA

CMS Cart:
CMS Cart is an initiative dedicated to the sale of products and services of CMS and its partners. Some of the popular products include Books, Videos, Exhibitions, Corporate Films Screenings, Eco-tours, Films for Broadcasting, Footages, Workshops, Training Programmes, Environmental Games, Professional Courses, Cloth Bags, T-Shirts and many such articles. The resources, thus generated, will be used to further the cause equitable and sustainable development by CMS and its partners. www.cmscart.in

Publications
Leading with Research Insights

CMS has brought out over 100 publications including monographs, reports and books based on its research findings on issues of national concern. CMS is committed to communicating the results of its work and disseminating its expertise and research experiences. In the coming years, CMS would focus on making its publications to have a wider reach through CMS Cart, a new e-commerce initiative.
International Publishing House Pvt Ltd), 461-485


Tomar, Alka (2007): "Nitrates and fluoride toxicity of drinking water in Bikaner district of Rajasthan" ALic, water and soil pollution, Ch 17 (Ludhiana: Kalyani Publishers), 182-187


Tomar, Alka (2007): "Mobility of Pesticides in Soils as Affected by Physico-Chemical Characteristics of Soils" ALic, Water and Soil Pollution, Ch 27 (Ludhiana: Kalyani Publishers) 316-324


Workshops/ Conference Paper presented:

Dr. N. Bhaskara Rao

- Presented a paper on “Six years of RTI-Harbiner of an era of transparency”, Conference on RTI and Citizen’s Charter, September 2011
- Presented on “Technology and Consumer Expectations: Research Perspective” at the INFOCOM-ASSOCHAM Media & Entertainment Forum, Kolkata, February 2011
- Presented at the RTI Conference titled ‘Key Issues on Implementation, Impact on Transparency & Improvements in Public Service Delivery’ organised by AP Information Commission, Hyderabad, June 2010
- Participated as Panelist along with Admiral R. H. Tahiliani, Shri P. S. Bawa, Shri D. R. Kaushik Kanyan on ‘Confronting the Need for Corruption’, organised by Foundation for Good Governance at India Habitat Centre, New Delhi, February 2010
- Presented on “60 Years of Indian Media: Role, Development and Challenges, How do we look at?” at Delhi Union of Journalists 60th anniversary launch seminar titled ‘Indian Press since Independence: Challenges, Pitfalls and Future Scenario,’ February 2009
- Presented on ‘Dimensions of Good Governance and Accountability’ at Lal Bahadur Shastri National Academy of Administration, Mussorie, November 2008
- Invited by the Lok Sabha Speaker to present at the Second Round Table Discussion on ‘Strengthening Parliament Democracy,’ November 2008
- Participated as a speaker at the ‘Promoting Voter Awareness, Participation and Participation for the Right every Wrong Conclave,’ at New Delhi, November 2008.
- Presented on ‘Social Accountability of Projects or Processes?’ at the World Bank Workshop, New Delhi, May 2008
- Participated as a speaker at the National Conference on Electoral Reforms, hosted by Association for Democratic Reforms (ADR) and UP Election Watch, Lucknow, August 2007

Mr. Alok Srivasatava

- Presented a paper on Evaluation in Turbulent Times: Key Challenges and First hand experiences in India in Global Assembly of International Development Evaluation Associations (IDEAS) Amman (Jordan), April 2011
- One of the panelists on “Varied Faces of Evaluation in Conflict and Conflict-prone Territories”, Global Assembly of International Development Evaluation Associations (IDEAS) Amman (Jordan), April 2011
- Participated in the Open eGovernance Forum (OeGF) for Developing Asia in Palawan, Philippines. November 2010
- Child labour...in a new form! Engage Media, October 20, 2010
- Mounting Exploitation of Child Labour, Transparency Review, June 2009
- Made a presentation on Corruption in the Trucking Industry in India under World Bank New Delhi Seminar Series, 2008
- The Inequity of Informal Payments for Health Care in India, a poster presentation, 2008
- Completed an online course on comprehensive Natural Disaster Risk Management Framework, conducted by World Bank Institute of Distance Learning
- Undertook a session on “Analysis of Qualitative Data by using NVivo8” in a training course organised by VV Giri National Labour Institute, Ministry of Labour and Employment, GOI, 2010
- Member in Consultant Group constituted by Directorate of Adult Education, Ministry of HRD, GOI for formulating guidelines for Evaluating Agencies undertaking Evaluation of Jan Shikshan Sansthans (JSS), 2009

Ms. Paramita Dasgupta

- Shared the Baseline study findings of ‘Meena Ki Duniya’, an Entertainment Education Radio Programme, with UNICEF Officers, DIET Officers and District coordinators in DIET office, Directorate of Education Lucknow, July 2010.

Ms. Aika Tomar

- Presentation on Environment Education Resources in 3rd Environment Educators’ Conference organised by TERI, New Delhi, October 27-29, 2010.
- Aika Tomar, attended consultation meeting on “Rethink tourism in audience-towards building a base for sustainable tourism” organised by Equations and Indian National Trust for Art and Cultural Heritage at India International Centre, New Delhi, June 26, 2008.
- Jury of Dell Go Green Challenge Competition, August 2010
- Jury of TERI and Tetra Pak “Khabad Se Juggad” Competition, 9 April 2010

Mr. Rohit Singh


Mr. Anand Jha

- Presented on, “Knowledge Management: An Emerging Concern”, in the National Conference on Knowledge Management: Issues and Challenge, at the Integrated Academy of Management and Technology (INMANTEC), Ghaziabad, 2011
- Presented on, “Librarian: Professional & Professional Ethics” in the National Conference on Ethics and Beyond, at the NSB International Centre for Management Excellence (NICME), New Delhi, 2011.
- Presented on “Importance of ICT for Modern Library & Information Services” in the National Conference on ICT Impact On Knowledge And Information Management, ACCMAN Institute of Management, Greater Noida, 2010

Mr. Amrendra Pathak


Directory of Fine Arts Colleges in India, 2009

Directory of Environment and Wildlife Filmmakers, 2009


Mumtaz Ahmed Translated a booklet on ‘Healthy and Nutritive Foods’ in Urdu from English for National Book Trust of India.

Journals and Newsletters:

• Transparency Review-a bi-monthly journal
• CMS Academy Convergence Newsletter-a quarterly newsletter
• Green Voice-a quarterly newsletter on environment and media
• CMS ENVS Green Media-a daily e-newsletter
Given the current clutter and the omnipresent role the media plays in framing issues even today, any misuse in the current electoral scenario is a matter of grave concern.

-P.N. Vasanti, Director CMS

Mint Column titled, “Polls and media: keeping it fair.”

Ms. P.N. Vasanti, CMS Director has participated in Television programmes in leading national channels like NDTV, CNN-IBN, DOORDARSHAN, Lok Sabha TV, TV 9 to advocate on issues related to Media ethics and regulation, Electoral Reforms, Education, Health, Women & Children. The Director also writes a fortnightly column on Media in Mint, the economic newspaper published by The Wallstreet Journal and Hindustan Times since 2008.

CMS Vatavaran is a pioneering initiative in engaging media for promoting environmental issues. This event in 2009-10 had been covered in 312 articles in the print media including leading national and regional newspapers like The Times of India, The Hindu, The Indian Express, Dainik Bhaskar, Dainik Jagran, The Telegraph etc. 94 websites have also featured this event and 25 leading Television channels including CNN-IBN, Aaj Tak, Times Now, Zee News have also covered this event consistently for a decade now.

For detailed list of articles and CMS Media coverage please log on to www.cmsindia.org
CORRUPTION UNDER LENS

REVAMPED MEDIA POLICY NEEDED

Polls and media: Keeping it fair

Broadcasting social change

Time for a new diplomacy

STRENGTHENING SELF-REGULATION

Green films to vie for awards

It’s time to get rid of the culture of secrecy

Vatavaran 2011 nominations

Poll campaigning or marketing a brand equity?

Maya ignores media

Political parties spent Rs 700 crore

Right to Education: Where is media’s proactive role?

Social audits for govt. needed

Adversarial media good for democracy

Television shows – child labour in a new form?
The efforts made by organisations like CMS and initiatives like CMS VATAVARAN in creating awareness on environmental issues are worth appreciation.

- Shri Ranjit Shekhar Mooshahary, Hon’ble Governor of Meghalaya

Visitors to CMS
Motivated to Make a Difference

Eminent national and international personalities have graced the portals of CMS from time to time, underscoring the standing and repute of CMS today on the global platform. CMS works with diverse stakeholders and therefore during 2007-11 CMS had engaged with a wide variety of professionals.

We have had the honour of visits from international experts like Prof. Ernest James Willson III, Dean Annenberg School for Communications; Mr. Warren Feek, of the for Communication Initiative and Governor Leen Verbeek from the Netherlands. The civil society and the Media also play a major role in all our initiatives. We have had distinguished visitors like Admiral R.H. Tehiliani, Mr. Kuldip Nayyar, Mr. Pankaj Pachauri, Swami Agnivesh and Ms. Meera Sanyal. These are some of the many eminent visitors to CMS.

We take this opportunity to specially acknowledge all the visitors who have graciously engaged with us.
address the concerns of tribal special Tribal Health Plan might for treatment of ailments. A traditional systems of medicine be taken for improving health the same time, the measures to and women empowerment. At infant mortality, gender equality with the maternal mortality, as these are very much linked be discussed and looked into, of Tribal women population like (Ministry of Tribal Affairs, Government -CMS Social team's

Visitors to CMS

Admiral (Retd) R H Tahiliani, Chairperson, Transparency International India (TII) Dr Ashok Kumar Ghosh, Professor, Department of Environment and Water Management, A N College, Patna Dr Bibhup Talukdar, Secretary General, Aaranyak, Guwahati Dr Fr Robert Athickal, Coordinator, Tarumitra, Patna Dr Jyvajrakshsh Narayan, Lok Satta Dr K P Jayasankar, Ph D, Professor and Chair, Centre for Media and Cultural Studies, TISS, Mumbai Dr Matthew Hibberd, Deputy Head of Department, Department of Film, Media and Journalism, University of Stirling, UK Dr Nita Shah, Head of Vulture Advocacy Programme; Coordinator Asia, IUCN Equid Specialist Group and Wildlife Biologist, Bombay Natural History Society, New Delhi Dr Philip Seib, Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California, USA Dr Srikanth Kumar Panigrahi, Director (Environment and Forests), Planning Commission and Chairperson of Indian Society of Remote Sensing (ISRS), Delhi Chapter, New Delhi. Dr Syed Anil Hussain, Faculty-Landscape Level Planning & Management, Wildlife Institute of India (WII), Dehradun Dr T V R S Sharma, Head, Division of Field Crops, Central Agricultural Research Institute (CARI), Port Blair Dr. Arvind Singh, Professor, University of Texas, USA Dr. D R Kaarthikchyan, former Director CBI Dr. Murali Nair, Detroit, Michigan, USA Dr S. K. Agarwal, Vice President, TII Governor Leen Verbeek, Netherlands Major Gen. (Retd.) Vinod Saigal Mr Lasse Bjern Johannessen, Deputy Head of Mission, Royal Norwegian Embassy Mr A A Rao, Director (EE & Media), Ministry of Environment and Forests (MoEF), Gov Mr Biswajit Mohanty, Secretary, Wildlife Society of Orissa, Odisha Mr James Godsil, Co-founder of Sweet Water Organics (SWO) Mr Jayakumar C, Member Trustee, Thanal, Kerala Mr K Stalin, Co-founder & Director, DRGH! Media, Arts & Human Rights, Ahmedabad Mr M Vedakumar, President, Forum for Better Hyderabad, Hyderabad Mr Mangal D Negi, Head of Department, Department of TV Production and Direction, Film and Television Institute of India (FTII) Pune Mr Pallav Bagla, Contributing Correspondent, Coverage of research and science policy in South Asia, Science Magazine, New Delhi Mr Tapas Paul, Head of the Department of Cinematography, Satyajit Ray Film and Television Institute, Kolkata Mr. J K Lee, South Korea Embassy Mr. Koijro Uchiyama, Director, Japan Information Center, New Delhi Mr. Mickey Kantor, former Secretary of Commerce and US Trade Representative. Mr. Sudhir Kumar, Central Vigilance Commissioner, Gov Mr. Sumit Chakravarty, Editor Mainstream Mr.Warren Feek and Ms.Adelaide, Communication Initiative Ms Ila Singh, Senior Programme Officer-Press & Cultural Affairs, Embassy of the Netherlands, New Delhi Ms Indira Mansingh, Senior Advisor, Development Alternatives, New Delhi Ms Lydia Barraza, Assistant Cultural Affairs Officer Ms Madhumita Biswas, Joint Director (II), ENVIS, Ministry of Environment and Forests (MoEF), Gov


Ms. Heidi Schulman, distinguished journalist Ms. Ilse van Overveld, Communications Department of the Dutch Ministry of Foreign Affairs, Netherlands Ms. Maja Daruwa1a, Director, CHRI Ms. Margo Kooijman, Director, PSO Netherlands Ms. Mohini Giri, President, Guild of Women Ms. Monique Bouman, Government of Netherlands Ms. Rachna Burman, Asst. VP-Corporate, Times Group Ms. Ranjana Kumar, Central Vigilance Commissioner, Gov Ms. Sara M. Cohen, Head of Press and Cultural Department, Embassy of The Netherlands, New Delhi Mr. Niranjan Khatri, General Manager-Quality Welcomenviron Initiatives, ITC Group of Hotels Mrs Anand Kumar, Centre for the Study of Social Systems, Jawaharlal Nehru University (JNU), New Delhi Mrs Eytan Gilboa, Director, Center for International Communication, Bar-Ilan University, Israel Prof. Minיאל Chattojee, Indian Institute of Mass Communication (IIMC) Dhengkanal Prof. Murari Lal, Director and Chairperson, Climate, Energy and Sustainable Development Analysis Centre (CESDAC) Prof. Nicholas J Cub, Professor of Public Diplomacy and Director, Masters Programme in Public Diplomacy, Annenberg School for Communication, University of Southern California (USC) Prof. Carola Weil, Associate Dean for Planning and Strategic Initiatives, Annenberg School for Communication, USA Prof. Ernest James Wilson III, Dean and Walter Annenberg Chair in Communication, Annenberg School for Communication, USA Prof. Geoffrey Cowan, Annenberg Family Chair in Communication Leadership and former dean USC Annenberg Shri Alok Mehta, Editor-in-Chief, Nai Dunia Shri B G Deshmukh, IAS (Retd), former Cabinet Secretary, Government of India Shri B V Rao, Editor, Governance Now Shri Kulip Nayyar, Eminent Journalist Shri Mohinder Pal, Director, Himalayan Forest Research Institute, Shimla Shri Pankaj Pachauri, Managing Editor, NDTV Shri Prashant Bhushan, Senior Advocate Shri Prityush Sinha, Chief Central Vigilance Commissioner, Gov Shri Ramesh Sharma, Eminent Film Producer Shri Satish Kumar Jacob, former journalist,BBC Shri Sudhir Mital, Additional Secretary, Ministry of Corporate Affairs, Gov Shri Sujit Banerjee, Secretary, Central Vigilance Commission, Gov Shri. (Col.) Drambadihikari, Transparency International India Shri. Alok Swapur, Vigilance Director, Delhi Development Authority (DDA) Shri. Anil Padmanabhan, Bureau Chief, Mint Shri. N Innaiah, Chairperson, Center for Inquiry India Shri. N K Singh, General Secretary, BIA Shri. P L Sanjeev Reddy, IAS (Retd), Former Director, Indian Institute of Public Administration (IIPA) Shri. Raja Narisetty, Managing Editor, Mint Shri. Venkatesh Nayak, Commonwealth Human Rights Initiative (CHRI) Swamy Agnivesh, Social Activist
A very vibrant and forward looking institution. The Chairman is very open to new ideas and innovations in the Media and its place in the governance of the country

-P. Talitemje Ao, CIC Nagaland

Partnership is one of the fundamental pillars of all CMS initiatives. We believe making a difference that is sustainable, is a journey of joining as many hands together as we can. CMS has worked with 162 International and National Partners to execute over 500 projects in two decades.

CMS gratefully acknowledges all the Partners for supporting its activities.
The India Corruption Study, 2002-09 conducted by the Centre for Media Studies highlights the trends in corruption across the country during the first decade of this century especially with regard to the delivery of basic services to the citizens by the government. This shows that without raising awareness among people and educating them against corruption combating any form of corruption would be difficult. The public should be empowered to say no to corruption.

-Pratyush Sinha, Central Vigilance Commissioner, Government of India

CMS Partners

CMS works with diverse stakeholders therefore its partners include various Ministries of the Government of India, Multilateral/ berial organisations, State Governments, Foundations/Associations/ non-profit organisations/coalitions, Corporations, International Associations and Agencies, Media Organisations

- Multilateral and Bilateral organisations
  - Asian Development Bank (ADB)
  - British Council and University of Stirling, UK
  - Commissions for AIDS in Asia, UNAIDS
  - Commonwealth of Learning (COL)
  - Department of International Development (DFID)
  - Embassy of India, Abu Dhabi
  - Embassy of Netherlands
  - Embassy of Sweden
  - Embassy of Switzerland
  - GIZ
  - International Labour Organisation (ILO)
  - Embassy of Japan
  - Joint United Nations Program on HIV/AIDS (UNAIDS)
  - Population Communication International (PCI)
  - Royal Norwegian Embassy (RNE)
  - Swedish International Development Cooperation Agency (Sida)
  - Swiss Agency for Development and Cooperation (SDC)
  - Transparency International (TII)
  - United Nations Children’s Fund-Regional Office for South Asia (UNICEF-ROSA)
  - United Nations Development Program (UNDP)
  - United Nations Educational, Scientific and Cultural Organisation (UNESCO)
  - United Nations Environmental Programme (UNEP)
  - United Nations Food Programme (UNWF)
  - World Bank (WB)
  - World Health Organisation (WHO)

- Governments of India and Autonomous Bodies
  - Central Leprosy Division
  - Central TB Division
  - Department of Drinking Water Supply, Ministry of Rural Development, GoI
  - Department of Sports and Youth Affair
  - Department of Women and Child Development (DWCD)
  - Directorate of Adult Education
  - Directorate of Higher education
  - Ministry of Agriculture
  - Ministry of Environment and Forests (MoEF)
  - Ministry of Health and Family Welfare (MoHFW)
  - Ministry of Human Resources Development (MHRD)
  - Ministry of Information and Broadcasting
  - Ministry of Labour and Employment (MoLE)
  - Ministry of Rural Development (MRD)
  - Ministry of Science and Technology (MoST)
  - Ministry of Social Justice and Empowerment (MoS&I)
  - Tribal Development Division, Ministry of Tribal Welfare
  - National AIDS Control Organisation (NACO)
  - National AIDS Control Programme (NACP-3) Planning Team
  - National Aluminium Company Limited
  - National Commission for Minorities (NCM)
  - National Commission for Women (NCW)
  - National Council for Science & Technology Communication (NCSTC)
  - National Vector Borne Disease Control & Eradication Programme (NVBDCP)
  - Planning Commission
  - Public Diplomacy Division, Ministry of External Affairs
  - Telecom Regulatory Authority of India (TRAI)
  - V. V. Giri National Labour Institute (VVGNI)

- State Governments
  - Agartala Municipal Council
  - Ahmedabad Municipal Corporation (AMC)
  - Andaman & Nicobar State AIDS Control Society (ANSACS)
  - Andhra Pradesh Forest Department
  - Andhra Pradesh National Green Corps (APNGC)
  - Andhra Pradesh State AIDS Control Society (APACS)
  - Commissionerate of Family Welfare (CFW), Govt. of Andhra Pradesh
  - Department of Environment & Forests, Govt. of Assam
  - Department of Environment and Forests, Government of NCT of Delhi
  - Department of Environment, Government of Tamil Nadu
  - Department of Environment & Forests, Govt. of Jharkhand
  - Department of Information & Public Relations, Himachal Pradesh
  - Department of Wildlife Protection, Jammu and Kashmir Govt
  - Department of Environment and Forests, Government of NCT of Delhi
  - Forest Department, Himachal Pradesh
  - Gujarat Ecological Education and Research (GEER)
  - Kerala State AIDS Control Society (KSACS)
  - Kerala State Biodiversity Board
  - Kerala State Council for Science, Technology and Environment (KSCSTE)
  - Madhya Pradesh Ecotourism Development Board
  - Maharashtra Pollution Control Board (MPCB)
  - Meghalaya Non-Conventional and Rural Energy Development Agency
  - Orissa Industrial Infrastructure Development Corporation
  - Orissa State Pollution Control Board
  - Punjab State Council for Science and Technology (PSCST)
  - Satluj Jal Vidyut Nigam Ltd, Meghalaya
  - State Council of Science, Technology and Environment (SCSTE), Meghalaya
  - State Human Rights Commission, Meghalaya
  - State Information Commission, Meghalaya
  - State Institute for Educational Management and Training (SIEMAT)
  - Tripura State Pollution Control Board (TSPCB)
  - Urban Affairs Department, Govt. of Meghalaya

The India Corruption Study, 2002-09 conducted by the Centre for Media Studies highlights the trends in corruption across the country during the first decade of this century especially with regard to the delivery of basic services to the citizens by the government. This shows that without raising awareness among people and educating them against corruption combating any form of corruption would be difficult. The public should be empowered to say no to corruption.
Films are an effective tool to bring about awareness in society however if we talk about environment & wildlife films, they not only create a connect between man and nature but also provide interesting information about environment.

- Sheila Dikshit, Chief Minister, New Delhi; Chief Guest, CMS VATAVARAN

- Ramoji Rao, Chairman, Eenadu Group on CMS Study titled, "Why Do TV News Bulletins Have To Be Always Cluttered?"
CMS has always been very conscious not to be dependent on any donations. It has been able to generate its own resources from its various endeavours in research, advocacy and capacity development.

-Dr N Bhaskara Rao, Chairperson CMS
During these 20 years I had many occasions to interact with Dr. N. Bhaskara Rao and his team and every time I am impressed with the vitality and energy that they have. I congratulate you and your team for doing excellent work in the last two decades.

-Dr Karan Singh, Eminent Philosopher-Statesman; President, Indian Council for Cultural Relations
CMS Works Through Eight Dynamic Teams:

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